LESSON 1 – What is a Stock Market?

Let’s hear Todd explain what is the Investment Strategies Program in VIDEO 1.
Would you invest in Apple?
LESSON 1 - What is a Stock Market?

WELCOME

What is Junior Achievement?
What is Investment Strategies?
Now listen to Todd define the different types of investment vehicles in VIDEO 2. Which ones have you heard of before?
Investing Intro

Q: What does “invest” mean?

Q: Why do people invest?
LESSON 1 - What is a Stock Market?

www.investja.org

You will soon get $100,000 to trade real stocks for 6 weeks.

Start researching stocks now!
Canada’s Talent

Bombardier Inc.
Industry: Aerospace Defense

Suncor Energy
Industry: Integrated Oil & Gas

BlackBerry
Industry: Communications Equipment
Canada’s Talent

Q: Who would invest in this company?

Q: What is this industry?

Q: What factors should you consider before investing in this company?
Canada’s Talent

<table>
<thead>
<tr>
<th>Value of 100 Shares</th>
<th>Company 1:</th>
<th>Company 2:</th>
<th>Company 3:</th>
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<td>Value Week 1</td>
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<td>Value Week 4</td>
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LESSON 1 - What is a Stock Market?

Lucky and Charming

Q: What is a publicly owned company?

Q: What is a private company?

Q: What is a ticker symbol?
### Lucky and Charming

<table>
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<tr>
<th>Product</th>
<th>Parent Company</th>
<th>Public or Private</th>
<th>Ticker Symbol*</th>
<th>Exchange*</th>
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What is a Stock Market?

Why do we need stocks?

How can we buy and sell stocks?

Let’s hear from Todd on what is a stock market in VIDEO 3.
52 week High: $120
52 week Low: $80
Today’s Open: $100
Taking Stock

1. We will buy _____(#) shares and we are willing to pay up to _______ per share (bid).

2. We will sell _____ (#) shares and we will sell for no lower than _______ per share (ask).

3. We want to hold onto our shares and not make a trade.
The term used to show how easy it is for you to sell this investment

A) liquidity
B) solidity
C) exchange
D) none of the above
Question Market

The highest and lowest trading price in the past 365 day

A) year high
B) top trade and bottom
C) exchange
D) 52 week high and low
Question Market

A market in which stock prices are falling.

A) dog
B) bull
C) bear
D) rabbit
Question Market

The highest price a buyer is willing to pay for a stock.

A) buy
B) ask
C) don’t ask
D) bid
LESSON 1 - What is a Stock Market?

Question Market

Stocks of leading public companies that show continuous strong investments.

A) blue chip stocks
B) red stocks
C) penny stocks
D) dollar stocks
The status of a security that is no longer on a stock exchange.

A) destocked  
B) solidity  
C) delisted issue  
D) non common
Question Market

The portion of equity paid directly to each shareholder.

A) equity shared
B) dividend
C) shareholder cash
D) none of the above
The fund managed by an expert who invests in various securities like stocks, bonds, options. The buyer owns a piece of all investments.

A) fun fund
B) inclusive fund
C) executive fund
D) mutual fund
Question Market

The right to trade a particular security at a certain price at a certain time.

A) options  
B) certainties  
C) opens  
D) closes
Question Market

The idea that potential gain from an investment may also increase the chance of losing in that investment

A) return versus profit
B) return and rerun
C) risk versus return
D) New York Stock Exchange
Start thinking about your portfolio...

Todd will now share valuable hints to consider when building your portfolio in VIDEO 4.