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PROJECT: Joining the Market

**Part I: The Scenario**

You worked all summer long with the goal of making some money to invest in the stock market. By the end of the summer, you’ve got $1800 available to invest. In your city’s downtown, a Ravioli Den has just opened. Ravioli Den is a fast food chain restaurant specializing in, you guessed it, ravioli. Since Ravioli Den opened a few weeks ago, there is consistently a line out the door; everyone is raving about how good the food is and how many ravioli options they offer. In this project, you’ll use your $1800 to invest in Ravioli Den. Your teacher will then progress through a series of slides, describing current events impacting your investment. At each interval, you’ll have the option to buy or sell shares, and then you’ll complete this worksheet regarding your decisions and the value of your investment.

Here’s the Company Profile from Yahoo! Finance:

Ravioli Den

Profile:

Ravioli Den owns, operates, and licenses Ravioli Den restaurants in the United States and Canada. They sell 14 varieties of ravioli, 9 different sauce options, and garlic bread. All meals are prepared fresh on-site. Ravioli Den was founded in Cleveland, OH’s Little Italy neighborhood and has expanded to 560 locations across the US. Their initial growth strategy was to open Dens adjacent to college campuses and give discounts and coupons to students, though they have substantially expanded into other locations due to their success.

Key Statistics:

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| IPO Date: | January 15, 2015 |  | 52-Week Change: | 23.39% |
| Full Time Employees: | 58,000 |  | S&P500 52-Week Change: | 13.68% |
| Market Cap: | $5.02B |  | 52-Week High: | $76.21 |
| Revenue: | $2.49B |  | 52-Week Low: | $25.15 |
| Most Recent Quarter: | September 29, 2020 |  | 200-Day Moving Average: | $58.12 |

**Part II: Track Your Investment**

For each slide your teacher shows, complete the boxes provided. Remember, you start with $1800 in cash, and you use it to purchase shares at today’s price. After the first round, you’ll use the current price and details to update the boxes below. For questions, briefly write one or two points to answer the question. You don’t need to use complete sentences.

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| **Round 1 -- BUY** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 2 -- BUY, SELL or HOLD**  |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 3 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 4 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 5 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 6 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 7 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 8 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 9 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

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| **Round 10 -- BUY, SELL, or HOLD** |
|  | # of Shares | Price Per Share | Stock Value | Cash |
| I start with... |  |  |  | $ |
| I buy... | + | $ |  | -- $ |
| I sell... | -- | $ |  | + $ |
| I end with... |  | $ | $ | $ |

1. I end with a total value of…

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**Part III: Reflect**

Answer the following reflection questions:

1. Did you make or lose money over the $1800 you started with?

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1. Why do you think you succeeded (or failed) at making money in the stock market?

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1. If you could take back ONE decision you made in ONE round, which would it be? Why?

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1. How did the media impact your decision-making process?

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1. How did discussing investment strategies with your classmates impact your decision-making?

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1. If, at the end of next summer, you had another $1800 to invest, how would your overall strategy change?

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