Stock	Buy / Sell	Thesis	Current Price	Target Price
BZH	BUY	Beazer Homes USA is a designer, building and seller of single-family and multiple homes in the United States. They produce homes in Arizona, California, Delaware, Florida, Georgia, Indiana, Maryland, Nevada, North and South Carolina, Tennessee, Texas and Virginia. The stock price is currently near its 52 week low and provides a key entry point to those looking to invest. The growth will be driven by macroeconomic conditions that will improve revenues through the demand for homes. With a current price of $7.16, Beazer Homes USA is considered a BUY. With a one-year target of $8.39, a return of over 17% can be experienced.	$ 7.16	$ 8.39
BC	BUY	Brunswick Corporation (BC) is a business that operates in a flashy industry: leisure goods. With products like speedboats, billiard tables, and other high-end products, the growth of this aging market is going to fuel the growth of this business. As the Baby Boomer generation ages and enters into the sweet spot for BC to take advantage of a large market, the economic tone is continuing to improve, as well. The US economy, specifically, is making a tremendous turn and is creating an environment for retirees and older citizens to take advantage of the leisure market. With a strong backdrop, forward guidance bolsters the improvement to top and bottom line growth in the future. Management has a strong direction for the business and forecasts high levels of growth across the board going into the future. Lastly, as a diversified business, deserves a lower discount rate than what is being offered by the market.	$ 47.07	$ 56.00
HTZ	SELL	Hertz Global Holdings, Inc is a sell. It is currently trading at 5.6X Ebitda with downside potential of 50%. Hertz is in a dying industry as Uber continues to steal market share. People simply do not rent cars anymore as a paradigm shift has occurred within the industry. Unfortunately, Hertz is also highly leveraged with the majority of their long term payments being due by 2018. It will be very difficult for Hertz to come up with the appropriate cash to make these payments with the current status of their financials. With nearly negative $9B in free cash flow this past year, the story Hertz is telling shows a quickly declining business structure. The assets also contains significant flaws as this analysis will show.	$ 9.00	$ 5.40

EXPE	BUY	Expedia covers all bases of the travel industry while growing at twice the rate if the industry. HomeAway acquisition also gives a competitive advantage over Priceline for pricing. The travel industry has been suffered until recently leading me to believe that it is a good entry point to buy Expedia for a medium to long position.	$ 112.63	$ 126.00
COP	SELL	ConocoPhillips is the world leader in independent oil and gas exploration and production. Over the past year, a decline in commodity prices has left the company exposed to losses due to decreased sales, challenges in production, and a serious cash flow problem. In the first quarter of 2016 COP suffered losses totaling $1.2 billion. To compare, last year in 1Q the firm reported losses of $222 million, since then the stock has returned roughly -30%. Management is awash with problems and a serious lack of cash flow may be their most dire. Without a sufficient cash flow management will be unable to satisfy the $29 billion dollars of long term debt the firm has managed to amass.	$ 42.76	$ 34.00
EXPR	BUY	Express has recently created a new expansion of the merchandise that is called One Eleven. One Eleven consist of mainly stylish t-shirts with a very unique design that competitors have not been able to match. A good majority of the growth in the most recent year has been contributed to the One Eleven segment. Sales growth from last year totaled at 8.5% which was a huge increase from the previous year of a -2.4% growth. This new segment has shown huge promise and will continue to do so in future years.	$ 17.34	$ 27.96
OUTR	SELL	Outerwall is currently one of the markets most disliked stocks. It has an incredibly high short interest and many analysts caution against this company due to its uncertain future. Outerwall's stock price has been extremely volatile, as the market struggles to understand what the company is really worth. With prices extremely low right now, this high price volatility leaves room for big gains. Additionally, the market is overly pessimistic about Outerwall's Redbox segment, and Outerwall stock is underpriced as a result. With high free cash flows and losses in certain segments that could serve as tax breaks, Outerwall is a potential acquisition target, and is likely to be purchased at a premium, boosting stock price.	$ 39.21	$ 52.72

MEET	BUY	MeetMe is an up and coming company within the social networking industry. MeetMe has just started generating positive net income and shows strong signs that this trend will continue. MeetMe is free to their users and generates profit through relationships with advertisers, as well as in-app purchases, and paid subscriptions that offers their users premium features. This industry shows signs of exponential growth for years to come, and has become increasing popular in recent years. MeetMe has found their own unique market niche within this industry. As this site introduces new users to each other, rather than connecting people that users already know like most social networking sites. MeetMe is also different from other dating websites in the sense that it encourages new users to connect on a friendly basis, rather than simply dive into a formal date like other dating websites.	$ 3.24	$ 4.84
SWRE	SELL	Since its 2012 IPO, Demandware's (DWRE) stock price has risen 140% with revenues growing even faster. Although these appear to be good signs, in fact, they are simply a result of Demandware's inorganic growth through the acquisition of a number of smaller companies. These acquisitions have led to a declining net income, return on equity, and earnings per share, ultimately signaling an overvalued stock price. This is further evidenced by their bottom of the market ROIC, which is much lower than their main competitors. Although the number of retailers they are serving is growing extremely fast, their strategy is not working, leading to a bolstered top line and weakened bottom line. This makes now the perfect time to engage in a short position on a very bearish stock.	$ 46.75	$ 37.92
JVA	BUY	I recommend a buy on JVA. This is largely due to the industry outlook over the next few years. It is also important to note that JVA is positioning themselves for further growth. The recent appointment of Mr. Thomas to the board, could increase their ability to generate free cash flows. If JVA can collect on their receivables more efficiently cash from operations will increase; thus generating more free cash flow. There is also an opportunity for JVA to be acquired for a nice premium as they are only trading at 6X EBITDA. The general risks associated with this stock are higher as it is a microcap. I believe that high cash to debt and cash to share ratios mitigate these risks exponentially.	$ 3.71	$ 6.00

PETS	SELL	PETS is presently stuck in a market where it has had no growth during the 5 past years, and forecasts are similar to this trend. Moreover the management has not been able to reduce COGS which are increasing leading to lower and lower margins years after years.	$ 18.75	$ 8.48
FTNT	BUY	Designers of cyber-security software are contending in a very competitive segment in the information technology sector. What differentiates Fortinet from its competitors is it vast capability of generating 20% CAGR year over year while incurring no debt. The company has a growing cash balance that is approaching $1 billion while its market cap is $5 billion. Fortinet distinguishes itself with its advanced, cutting-edge technology. Cyber-attacks are becoming a major concern for our government and the demand in growth for this next-generation technology will continue to increase. HACK, the Cyber Security ETF, (which can also be seen in the chart in the following section) has rebounded nicely since the market's downturn in the later part of 2015. The growing attention to this industry demonstrates an opportune time to buy a promising stock.	$ 32.06	$ 40.07
IPG	BUY	IPG Photonics just recently had their Q1 earnings report. In that report they missed expectations by 6 cents per share. Although they did miss expectations they increased year-over-year revenue by 4%. They also have the best fiber optics in the industry, which is less costly than others in the industry. They are much more efficient than traditional lasers which helps to reduce maintenance costs and creates less downtime. Lastly they are taking a "green" approach, with some of the most environmentally friendly fiber lasers in the industry. Fiber lasers have lower electrical consumption and are up to 15x more efficient than conventional lasers. They also have lower cooling time. IPG Photonics has a laser savings calculator on their website where people can see how much money they can actually save.	$ 84.60	N/A