



Getting More Out of  
**ValueForum.com**

InvestFest 2006  
Adam Menzel, Ben Nobel  
“adam” “sysop”



## Presentation Outline:

- **About Us, History, Goals**
- **VF Features To Know About**
- **Discussion / Q&A**

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**Site owners are:**

Adam Menzel, Ben Nobel  
Dan Pedisich, Greg Leib





# >> About Us

Company history



- In 1998, a value investor specializing in buying the stocks of mutual banks at prices below their book values, desired to create a web site for bank investors
- A team was assembled, and the group became partners in the business
- BankInvestor.com was launched and grew in popularity



# >> About Us

Company history



- The BankInvestor.com community specialized in banks, but other investment ideas were discussed as well, one of which was another type of lender organized under a new model called the “Business Development Company” (BDC)
- The stocks of Allied and American Capital Strategies developed high short interest and were at the forefront of conversations
- We launched BDCinvestor.com in 2002



# >> About Us

Company history



- A member who was impressed by how we adapted the BankInvestor system to BDCinvestor suggested we apply the same technology to a new site with a more broad focus on value and income
- This same member – who goes by “xstock” – was a participant in a group of value and income investors who needed a “home”
- We launched ValueForum.com in 2003, with the initial member base consisting of individuals from this group, along with members of BankInvestor and BDCinvestor



# >> About Us

Company history

## BNK Invest Inc. Properties as of Today

**BankInvestor.com**  
(application only)

**ValueForum.com**  
(open community)

**Coffee Shop**

**BDCs.ValueForum.com**

**energy.ValueForum.com**

**REITs.ValueForum.com**

**TA.ValueForum.com**

**MY.ValueForum.com**

- BankInvestor.com became a closed community, with new members accepted by application only

- The Coffee Shop companion site was launched for all “off-topic” discussions not focused on investments



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MY.ValueForum.com

- BDCinvestor.com was merged into BDCs.ValueForum.com

- ▶ One of several "Portals" into the VF Experience

- The MY.ValueForum.com customized portal was launched in 2006 — "My ValueForum" lets users customize their VF experience to the specific topics and people desired



# »» ValueForum Goals

- **Bring individual investors together**
  - ✓ The Internet eliminates physical barriers to assembly of groups
  - ✓ Develop an Internet-based communications platform specifically geared toward investor collaboration
  - ✓ Attract individuals from around the globe to participate
  - ✓ Members can share and discuss their best investment ideas
  - ✓ Collaboration empowers better ideas, and leads to enhanced investment results



# »» ValueForum Goals

- **Keep the riff-raff out**

- ✓ Non-refundable membership fee to participate
  - ❖ Small enough to be easily affordable to serious investors; large enough to discourage those who would join only to spam
- ✓ We know who everybody is
  - ❖ Credit card processing confirms the identity of every member
  - ❖ Accountability: While members are anonymous to one another, they are not anonymous to us
- ✓ “No alias policy”
  - ❖ Each member has one user name **only**
- ✓ Strict enforcement of Terms of Use
  - ❖ Violation leads to loss of membership



# »» ValueForum Goals

- **Design the best collaboration platform**
  - ✓ All software designed and coded in-house, with the specific needs of our community in mind
  - ✓ Hosted at a top tier facility to ensure reliability
  - ✓ In partnership with Ticker Technologies, a leading provider of content solutions such as stock quotes
  - ✓ Provide unique tools and features to the community not available elsewhere on the web
  - ✓ Provide a companion site for any off-topic conversations, called “the Coffee Shop”
    - ❖ “Get-to-know-you” type discussions, humor, politics, anything not related to investing



# » ValueForum Goals

- **Members gain value**

- ✓ Ability to meet fellow shareholders
  - ❖ Share reactions to company news and reports
  - ❖ Discuss concerns and questions
  - ❖ Brainstorm predictions about future growth
- ✓ Ability to gain feedback on one's ideas
  - ❖ Posting an idea means opening it up to peer review, comment, and debate
  - ❖ Challenge of ideas can lead to better due diligence and understanding
- ✓ Tap into a stream of ideas from other members
  - ❖ Review of the best ideas others have posted can lead to discovery of new investment opportunities that meet your particular investment criteria
  - ❖ Follow along with ongoing discussions to learn what information and news others find to be valuable
- ✓ Benefit from diversity of background and knowledge
  - ❖ Everybody has their own style, criteria for investment, areas of interest, and investment approach
  - ❖ Hearing a wide diversity of opinion and approach can lead to the most informed decisions



# » Features To Know About

- **The main areas of VF**

- ✓ “Stock Ratings” section, where members can rate any stock from a “strong buy” to a “strong sell” and provide their justification/analysis.

- ❖ Ability to upgrade, downgrade, reiterate, or end coverage

- ✓ “Discussion Forum” section, where members can post messages on a wide variety of topics

- ❖ Peer review of investment ideas, discussion of new news/information, respectful debates and exchange of data

- ✓ “Group Polls” where members can gather group sentiment on a question through anonymous voting

- ✓ “Investing Resources” section, where members can utilize our FTP server to share resources, or post links to resources out on the web

- ✓ “Acclaimed Contributions” section



# »» Features To Know About

- **The main areas of VF (cont...):**

- ✓ “Shared Portfolios” section, where members can share what they are currently holding

- ❖ VF Community Portfolio Project could use your entry

- ✓ Quarterly and annual stock picking contests, where members can enter their best ideas and compete for prizes

- ❖ To win the prize, stocks must be rated in “Stock Ratings” section

- ✓ Group events calendar to keep track of important dates / upcoming events (earnings releases, etc.)

- ❖ Sign up for email alerts

- ✓ “My Settings” and portfolios section

- ❖ Ignore filter settings, user profile, many VF customization settings



# »» Did you know?

- **Some things you may not know about**
  - ✓ VF has stock quotes, including Canadian quotes
    - ❖ Canadian symbols always end in “.CA” in our system
  - ✓ “Members online” page lists all active VF members
    - ❖ Click through to a user’s profile; from there you can send them a new private post (without having to private reply to a prior post)
  - ✓ “Dial-up mode” browsing preference
    - ❖ One of the many settings in My Settings, this browsing mode reduces slow-loading graphics for faster load time over dial-up
  - ✓ “Guidance & Testimonial Message” for new and prospective VF members
    - ❖ Share what you like about VF, what should be expected as a VF member, what is expected of them, suggestions and guidance to help them enter the community, helpful tips, and greetings



## »» Did you know?

- **More things you may not know about**
  - ✓ You can sign up for various email alerts
    - ❖ Reminders when your stock ratings or community portfolio entry get old; contest entry reminders; group calendar events
  - ✓ Share recommended items in the “Acclaimed Contributions” section
    - ❖ Other members can benefit by seeing those posts and ratings that you found to be the most helpful
  - ✓ You can sign up for a VF FTP account
    - ❖ Space on our FTP server for creation of your own web pages and file sharing (drag and drop entire folders of files at once)
  - ✓ Become a VF Expert — read the Walkthrough
    - ❖ A detailed tour of ValueForum.com. Click the “How To” tab at the top of any VF page to reach it



**ANY QUESTIONS?**

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The logo for Ticker Technologies Inc. is an oval shape with a blue border and a dark blue background. The text "Ticker Technologies" is written in a white, serif font, with "Inc." in a smaller font below it. A blue arrow points from the bottom of the oval towards the left.

*Ticker  
Technologies  
Inc.*

## » TickerTech Connection

- The same people who own and operate ValueForum are involved in a separate company called Ticker Technologies.
- TickerTech is a leading provider of content solutions for web sites and Intranets, providing turn-key content such as stock quotes, charts, and company news.
- In partnership with TickerTech, we are able to provide VF members with features such as 20-minute delayed quotes, scrolling stock tickers, and stock charts.