

Cushing Academy Investment Competition

Dear Investment Club,

Welcome to the 2014-2015 Cushing Academy Investment Competition (CAIC). Starting today, registration opens and we hope you will join us. This year the website has been completely redesigned and upgraded, bringing a swath of new investment tools and a great new design. As part of this upgrade, you will only need to register one account per school. With the new “manager account”, you will be able to create in student accounts without needing to have multiple email addresses.

Established as a robust and dynamic competition, we look to promote financial literacy and cultivate students to be more astute and alert to economic activity. The intentions of this competition are three fold. First, we sincerely believe in focusing on a full range of economic successes through education and practice, with an ethical approach of the highest integrity. Second, our efforts involve improving a high comprehension of an entrepreneurial spirit that has ushered capitalism since its foundation. Finally, we focus profoundly upon the importance of social conscience and the tradition of morality. We look to the ideologies of Adam Smith in "The Wealth of Nations" to set the precedent for maximizing economic profit yet eliminating economic greed. Our secondary focuses entail the effects of the "Invisible Hand," the benefits of competitive markets, and how people acting toward their own self-interest is beneficial to everyone.

The basic format of this competition includes the following:

- Registration for **Manager (School) Accounts** opens **September 2nd, 2014** at <https://marketdream.org>
 - Register **only one** Manager Account
 - This is what you will use to register the Student Account, eliminating the need for multiple email addresses.
- Registration for **Student Accounts** opens **Monday, September 8th**
 - Register **1 to 8** accounts
 - There is no need for separate email addresses
 - Usernames and passwords are automatically generated
- Competition begins **September 30th, 2014** and ends **May 2nd, 2015**

Before you Begin: (optional)

- Two qualify to receive additional awards, submit additional information to CAIC
 - Formulate a market strategy to follow for the year
 - Estimate your ROI (return on investment)
- Once you have this information, email them to CAIC@marketdream.org

Rules:

Now, you may be asking, “What are the rules?” To be honest, there are no rules.

We strive to simulate the stock market the best way we know how; allowing the work of the invisible hand. Now, that is not to say that it isn't monitored. Deliberate cheating is detectable and will be dealt with. Although the student on CAIC do not affect the market, CAIC reacts and responds to market inflation and deflation. An important factor in all aspects of life is being a Global Citizen. That is why we based our simulator on global markets and support weekend trading. (Sunday is the first day of the work week in the Middle East.)

The Toolbox - in the Toolbox you will be able to find many useful tools for investing. We want this to be the "go to" place when it comes to researching and finding other stock related information. There are currently two sections to the Toolbox and we are working feverishly on the third. Within the Toolbox you will find...

- Tips and Advice - In this section we try to post as often as we can. It contains notes from Investment Firms, Banks, Hedge Funds, Private Investors you name it. (exclusively given to us for our competition). Here we also like to post news articles, interesting studies or anything we find useful.
- Research and Resources - Here you will find a compilation of some of the best sources of financial data, congressional activity and other analytical material. We cannot stress enough the importance of analytical research, please use these resources. (We pay for a good portion of them)
- Finally, the third element to the Toolbox is the "Thread". We want everyone using our simulator to be able to talk! There is nothing better than an intellectually stimulating conversation on market activity.

Prizes and Awards:

There are multiple ways to be recognized in our competition.

- First, we will explain the scoring system for the grand prize, the "Bull Market Trophy". In order to reflect the school's performance, we average all active accounts (account with a value over 100,000). The school with the largest average value will win the "Bull Market Trophy".
- As well as looking at a school's performance, we also look at the performance of the individual team. For the top three highest earning teams, there are three prizes; one for first, second, and third place.
- We do not stop there, one of the most prestigious team/individual awards is the "Long Hall". Many investors don't have the mind to stay vested in a company if its share prices begin to dip. We find investing is a marathon and performance is better measured over the long term that is why we offer this award to the team/individual who remain headstrong throughout.
- Like many things, there is an increasingly large grey area in investing, not much is black and white. That is why we find our selves awarding the "Righteous Returner" award to that group/individual that best demonstrates stock selection bearing in mind a strong social conscience.
- We always say it's better to under value and over preform. Too many investors often over value their ability to preform. For this reason we created the "Bulls Eye" award.
- Last but not least, we offer the "Market Star" given to that group/individual that

most closely followed their original market strategy.

Reminder:

This is our second year hosting CAIC. Last year, we realize that there were some flaws in the competition, and this year we should have them all sorted out. Realize that where we make fixes in one place, they may break in another. In the coming years we hope to expand CAIC platform to become more robust, useful, and stable.

If you have any issues with the website, please feel free to contact us at:
CAIC@marketdream.org

Once again,
Welcome to the 2014-2015 CAIC Competition!

Thanks,
Frederick Morlock
Founder of CAIC