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## Guidelines for Insights Content

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A Clewed Insight must provide a complete actionable idea on a specific financial or strategic topic or industry. As applicable, cover each topic from a historical, current, and future perspective to provide full understanding of the issue over time. You will work with your assigned moderator on questions applicable to your Insights. Below are examples of Q &A:

### Industry

1. Provide industry knowledge. How does the industry work, how it's segmented, relevant statistics: size, players, growth rate etc. What is your macro view of this industry?
2. What are the top products and services available in a given industry / market? What are distributors lacking, points of differentiation etc.
3. What is the incentive driving the industry? How has this been enhanced or destroyed over the last 5, 10, 15 years? What is your expectation for the next 5, 10, 15 years?
4. What is the big operating risk companies should manage in this industry and why?
5. What have been the big opportunities in the industry in the last 5 years? What do you expect for next 5 years?
6. What are the problems that the top companies are trying to solve and why?

### Financials

Provide your point of view– historical and future expectations – on the following:

1. What are the key revenue drivers in the industry?
2. What percentage of total cost is fixed versus variable?
3. What are the key operating statistics of top players? Gross margin, Operating margin  
Debt / equity ratio, Working capital requirements
4. Insights into Capital expenditure and/or working capital optimization,
5. Discuss any insights into the seasonality and cyclicity of revenue.
6. Which market is a growth market for this industry and why?

### Operating and Strategic

1. Outline strategy for sales: pricing, distribution channel strategy, market strategy online opportunity, dealer / agent strategy,
2. Discuss the best available distribution channels for the industry.
3. Discuss manufacturing capacity, cost and best practices.
4. Define respectable key performance goals and indicators by industry, company size
5. Ideas on product innovation, supply chain management, IT system process
6. Finance and legal processes – employment agreements, vendor contract, JV agreements
7. List the available technological solutions to solve traditional problems in the industry.