

# GOOG Alphabet Inc.



ROIC (Current): 31.40%



WACC: 8.70%



Net Profit Margin: 25.70%

## MOAT ANALYSIS & COMPETITIVE STRENGTHS

### NETWORK EFFECT (Search & Ecosystem)



Dominant search engine, YouTube platform, and Android ecosystem create powerful self-reinforcing loops and high user switching costs.

### INTANGIBLE ASSETS (Data & Brand)



Unrivaled user data for targeted advertising, strong brand recognition, and valuable intellectual property/patents in AI and tech.

## ADDITIONAL KEY INSIGHTS



**Google Search & Ads:** Core revenue driver, leveraging massive user base and data for high-margin advertising.



**Google Cloud:** Growing cloud computing platform competing for enterprise market share.



**AI & Innovation (DeepMind):** Significant investments in artificial intelligence, autonomous driving (Waymo), and other 'moonshot' projects.