

Gutenberg Research Financial Modeling Community



University Modeling Collaboration

Learn, Work, & Play Program—Winter Earnings Season 2022/23

Over the past few years, we have experimented with different ways to engage our community. During this time, we have found that business students represent a large portion of our active userbase. This winter we will launch a group of experiences curated to meet the needs of our student users: the Gutenberg Research Learn, Work, & Play Program. Participating students will be able to develop and refine their financial modeling skills, earn practical experience for their resumes, and have fun collaborating with like-minded students from across the country.

Learn—The Foundation of the Program

Financial modeling education is the center around which all our programs have developed. During the winter earnings season we will launch a free class *Introduction to Financial Modeling* which will give students a demonstration of how a real-world earnings model works. Students seeking additional modeling education may choose to participate in our *Financial Modeling Cooperative Education Program* which will consist of building a model in real-time for Starbucks Corp ahead of the company's January 2023 earnings release.

University Club Opportunity: Register to have our founder (John Moschella) present at one of your clubs' meetings. John will provide insight on his career in Equity Research and deliver the model demonstration.

Work—Experience is Everything

Students who have participated in our programs have stressed the importance of gaining experience for their resumes. We have tailored our programs to offer valuable opportunities to demonstrate modeling capabilities.

Student Opportunities: Students participating in the *Co-op Program* are eligible to contribute their model for publication on GutenbergResearch.com. Please refer to the *Co-op Program* brochure for resume bullet ideas.

Experienced modelers may apply to assist in the buildout of our model inventory and to cowrite new editions of the *Procrastinator's Guide to Financial Modeling* book series.

Play—Turning Earnings Calls into Parties...

In January we will be launching a new channel which will feature live model updates as companies report their earnings. The program Director (John Moschella) will live stream each event sharing his screen as he updates the models and discusses each company's results. Viewers can submit their versions of the model before the company reports to participate in the weekly modeling contests.

University Club Opportunity: Sign-up to host one of our live model update shows from your campus.

Student Opportunity: Students can apply to assist in building the models which will be used for the live model shows.

A Mutually Beneficial Program

The Learn, Work, & Play Program is designed to benefit all participants. Students have a unique opportunity to develop their financial modeling abilities, while we grow our userbase and participants in our modeling course.

If you would like to host an *Introduction to Financial Modeling* session, or a live model update show please visit:
<https://www.gutenbergresearch.com/learn-work-play-program.html>