10 Stock Research Prompts

The AI Investor by Namya Aankur Gupta · theaiinvestor.co

Copy a prompt into ChatGPT or Claude. Replace the words in [brackets]. Paste real data where asked. Always check important numbers on the company's filings.

The 10 prompts

1. Understand the business

```
Act as an equity research analyst. Explain [COMPANY / TICKER] in plain English: what it sells, who its customers are, how it makes money, its main segments and the three things an investor should understand first. Cite sources and dates, and separate facts from assumptions.
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2. Check financial health

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Analyse [COMPANY]'s last 5 years: revenue growth, operating and net margins, free cash flow, debt and interest cover, return on equity and share count changes. Present a table with the figures, the trend and what it means. Flag the figures you could not verify.
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3. Compare with competitors

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Compare [COMPANY] with its 3 closest listed competitors on growth, margins, returns on capital, debt, valuation and market position. Use the same reporting period for all. Explain which is strongest on each measure and why a single ratio is not enough.
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4. Find the risks and red flags

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Act as a sceptical analyst. List the main business, financial and governance risks for [COMPANY]. Check profit versus cash flow, receivables and inventory growth, related-party dealings, debt, share dilution and auditor comments. For each, state the evidence, the source and how serious it is. Do not allege wrongdoing without evidence.
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5. Value it with assumptions

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Estimate a reasonable value range for [COMPANY] using at least two methods, such as peer multiples and a simple discounted cash flow. State every assumption. Give bear, base and bull cases and show which assumption changes the answer most. Do not give a price target as advice.
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6. Judge management

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Assess [COMPANY]'s management on past promises versus results, capital allocation, buybacks and dividends, pay, transparency and treatment of minority shareholders. Support each point with dated evidence.
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7. Summarise the latest earnings

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Summarise [COMPANY]'s latest earnings using the text I paste below. List results versus the prior period, guidance changes, new risks, and anything management avoided or answered vaguely. Quote the exact lines.

[PASTE TRANSCRIPT OR RESULTS]
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8. Find upcoming catalysts

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List events in the next 6 to 24 months that could affect [COMPANY]: results dates, launches, regulation, contracts, debt maturities. Mark each as confirmed or rumour, with the source and date.
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9. Write the one-page memo

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Using only the facts below, write a one-page research memo on [COMPANY]: business, financial quality, competitive position, valuation range, key risks, what would prove my view wrong, and open questions. Label estimates. End with: worth researching further, not enough evidence, or looks weak.

[PASTE YOUR NOTES AND SOURCES]
```

10. Set a review checklist

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Create a quarterly checklist of the 8 most important numbers to track for [COMPANY], with the latest value, the warning level and what each change should make me re-check.
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5 follow-up prompts

1. Challenge the conclusion

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Act as a sceptical short seller. What is the strongest evidence against my view on [COMPANY]? What could permanently damage its earnings or competitive position?
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2. Audit your own answer

```
Check your previous report against the company's filings. Flag any outdated, inconsistent or unsupported figures. Do not fill gaps with guesses.
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3. Work out a margin of safety

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Give a conservative value per share under bear, base and bull assumptions, then the purchase price needed for a 20%, 30% and 40% margin of safety. Show the assumptions and limits.
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4. See what the market expects

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What growth, margins and risk are already built into today's valuation? What evidence would show those expectations are wrong?
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5. Build a quarterly scorecard

```
List the 10 numbers to track every quarter, with latest value, previous value, warning level and the action each change should trigger.
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