

CO/INVESTOR CLUB

I enjoy giving back to my Alma Mater, Coastal Carolina University where I sit on the Education Foundation Board, which includes the investment committee of the endowment. Coastal provided me numerous opportunities, from a stellar education to playing baseball in two World Series in the early 80's. Therefore, when I was asked to speak with students of the Wall College of Business in the fall of 2019, I welcomed the opportunity.

Shortly after I began to speak, I was asked a thought-provoking question: "Mr. Pruitt, knowing what you've learned in your career, if you could have a do-over what would you do differently?"

This question challenged me to think in a way I hadn't before and prompted the following response: "I've been fortunate to make more money than I ever thought I'd make in my life and I am confident that I exceeded my college professors' expectations," one of which was in the room nodding affirmatively. "However, I've also lost more money than I'd ever thought I'd make."

While this response sufficed in the moment and drew laughter, it was not satisfactory for my own conscience, so I decided to reflect deeply on the question and direct my effort toward providing similar advantages to investors today.

- One primary advantage of having the wisdom of 60 years is that my perspective has become clearer, not because of intelligence, but because of my experiences. In reflection on my adventures from an investment standpoint, it's very clear that success comes if:
 - » Investing with quality investors within their circle of competence
 - » Supporting proven leadership teams with aligned economic incentives
 - » Limiting and measuring downside risk
 - » Evaluating exponential upside business potential

This led to a creative conversation which inspired me to start the Co/Investor Club: A community of value-oriented investors that collaborate on investment ideas and opportunities. On the ride home, I committed to spend the remainder of my career getting the odds on my side and helping others do the same.

We hope you are enjoying and finding value in our free weekly newsletter. Now is the time to upgrade and join our exclusive Co/Investor Club Premium Membership for just \$100 annually so that you don't miss out on benefits like:

- Monthly deal flow
- Lunch at the Club events (to date it has been open to all)
- Opportunities to share investment ideas
- Networking events
- Research Papers and Case Studies
- Investor highlights

Currently, we are vetting multiple investment opportunities led by Premium Members which we plan to share with Premium Members only within the next month.

Thank you for considering membership in our investment community. Our team of financial analysts have researched many of the top investors and investment ideas and we look forward to sharing these with you.

And for one last little incentive, sign up for a Premium Membership in the month of March and we will send you a Co/Investor Club t-shirt!



Warm Regards,
Mike Pruitt