LikeFolio

BONUS Opportunity Report

10 Stocks to Watch

Nvidia (NVDA)

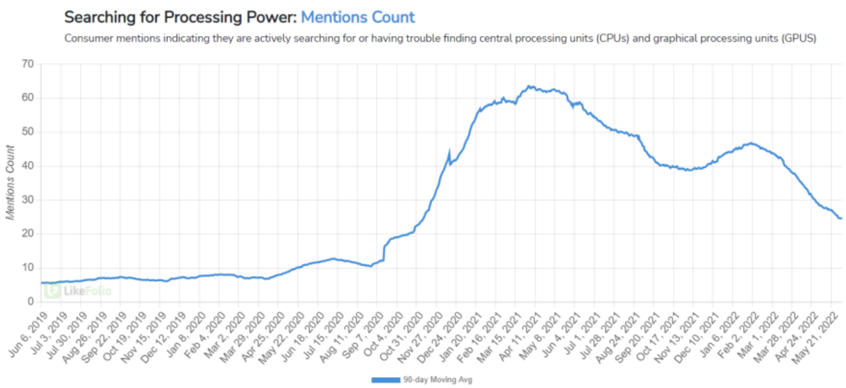
Key Takeaway:

The global semiconductor market is on pace for record sales in 2022, and trend data shows that the supply constraints observed in 2021 are starting to ease. Nvidia has maintained a dominant position within the industry and demand for its graphics cards (GPUs) can be expected to rise as key underlying industries, like gaming and cryptocurrency, flourish.a

Swans Say:

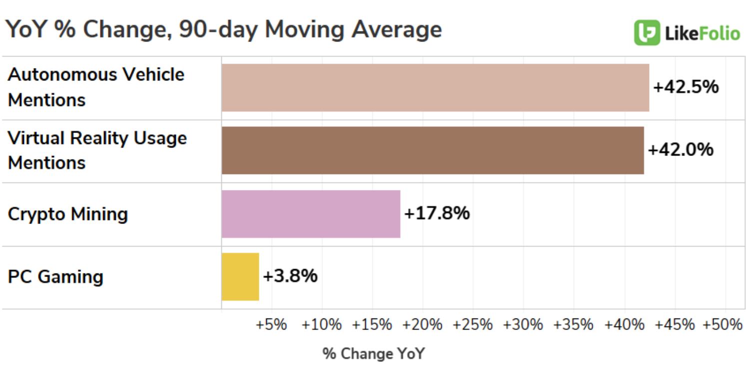
“We first identified this company as a winner below $50 in 2019. Its graphics cards have long been a favorite of gamers (and more recently, cryptocurrency miners). Even three years ago, we were aware of the far-reaching potential of this company when it comes to cutting-edge tech like autonomous vehicles. We’re buying NVDA below $200/share and if it should fall below $100, we’re scooping with both hands. **We believe NVDA will be a $500 stock within five years.**”

Highlights

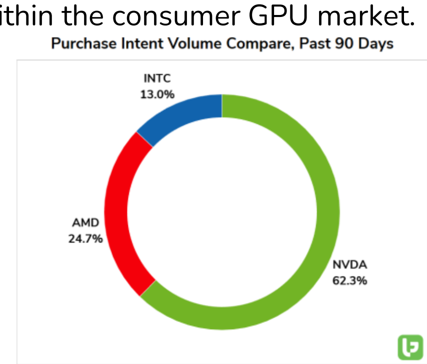


Consumer mentions of searching for processing devices (like GPUs) are normalizing: -43% QoQ However, volume remains +122% higher than 2020.

Consumer trends relating to industries that use Nvidia GPUs are on the rise. As gaming becomes more advanced with the spread of virtual reality and the metaverse, Nvidia will benefit from increased graphics card demand and expansion of its cloud gaming segment: *GeForce Now*.



Consumer Purchase Intent Mentions for Nvidia outpaces Rival AMD 3:1, highlighting NVDA’s prime position within the consumer GPU market.



NVDA shares have plunged more than 40% lower in the last six months, dragged lower by concerns of future demand slowdowns and bearish sentiment pervading the broader technology sector. Despite the recent sell-off, Nvidia has consistently grown its top and bottom-line earnings and beat Wall Street estimates.

Tesla (TSLA)

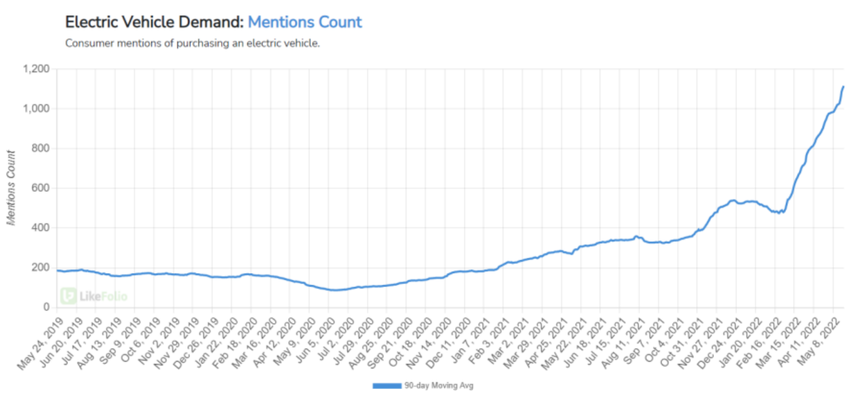
Key Takeaway:

Consumer macro trends are fueling consumer demand for electric vehicles. Gas prices are soaring to multi-year highs, and for the first time, electric vehicles are neck-and-neck with traditional vehicles when it comes to pricing and performance. This is a major tipping point, and Tesla is the overwhelming market leader.

Swans Say:

"We've been strongly bullish on Tesla since below $60 in 2018 when it became clear that the company's haters were dead wrong. Electric Vehicles are here to stay and Tesla is maintaining or expanding its leadership of the industry. We like TSLA anywhere below $1,000/share and would consider a move under $500 to be a rare gift from Wall Street. If current trends continue to accelerate**, we believe TSLA will be a $3,500 stock within five years.**"

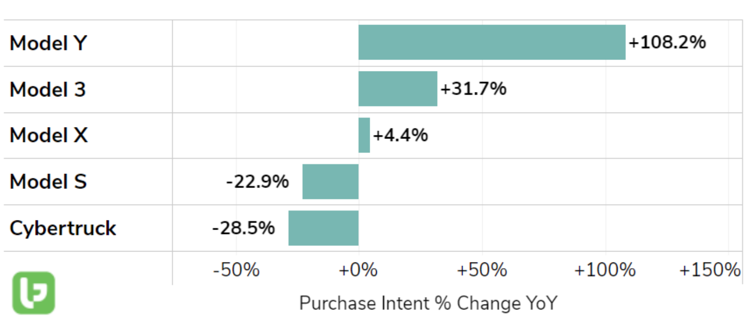
Highlights



Consumer mentions of purchasing an electric vehicle are accelerating at an impressive clip: +263% YoY.

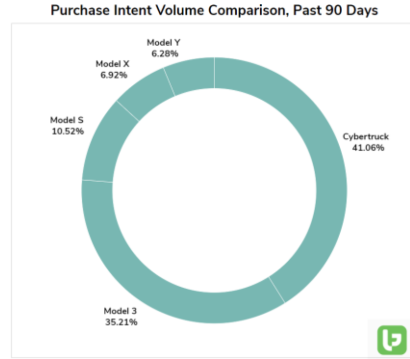
Tesla comprehensive Purchase Intent is reaching all-time highs, driven by rising interest in the company's Model Y and Model 3. The Model 3 commands the largest portion of currently available models, but Elon Musk projects the Model Y may become the world's best-selling car this year.

YoY Change in Purchase Intent, 90-day Moving Average



Cybertruck mentions also dominate forward-looking demand, suggesting an opportunity for Tesla to capture a previously untapped market and support growth.

Purchase Intent Volume Comparison, Past 90 Days



TSLA shares have plunged more than 40% lower in the last six months as parts shortages and Covid restrictions hinder production and investors weigh Elon Musk's Twitter takeover. This stock move alongside surging consumer demand presents a rare divergence opportunity for long-term investors.

Block (SQ)

Key Takeaway:

Block was visionary when it came to designing a true digital ecosystem for individual finance. The company leveraged the success of its P2P payment platform, the Cash App, to become a first-mover in the burgeoning digital wallet space and remains well-positioned to benefit from the ongoing expansion of the broader mobile-based finance and payments ecosystem.

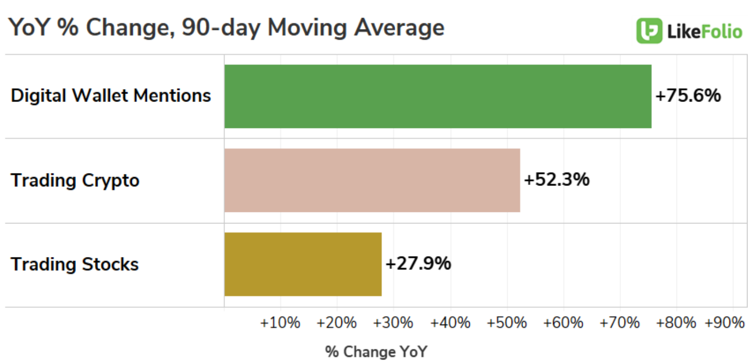
Swans Say:

"Block has been one of our top picks for years. We first noted outperformance from the company formerly known as Square in early 2019. Since then, the explosive popularity of the Cash App brand has transformed the company entirely, and our data shows that it's still ahead of the curve. We're buying SQ below $100/share and we're hoping for a chance to pounce on it below $50. **We believe SQ will be a $500 stock within five years.**"

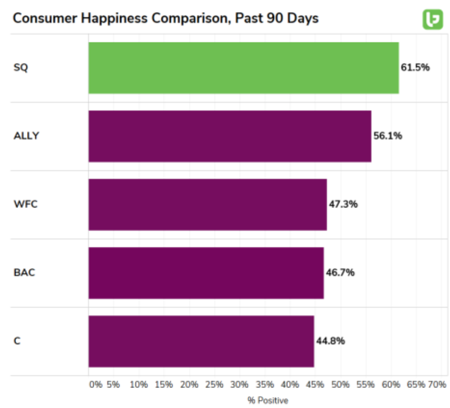
Highlights

Consumer mentions of using Block's financial ecosystem, including the Cash App, are up +11% QoQ and +45% YoY.

Trend data shows that consumers' interest in Digital Wallets is still on the rise. Block helped pioneer this concept with Cash App, which integrates a P2P payment platform with equity and cryptocurrency investing functionality and other personal finance features.



Block and other Digital Wallet Providers garner higher Consumer Happiness than traditional financial institutions.



SQ shares have pulled back 70% from their peak 2021 levels, due to a confluence of factors including a decline in profitability, slowing revenue growth, and the company's status as a tech stock with crypto exposure. We're expecting to see shares rise again once market sentiment shifts.

Shopify (SHOP)

shopify

Key Takeaway:

Shopify revolutionized the eCommerce industry with a decentralized B2B approach, and consumer data shows that it's *still* on the cutting edge. With a platform that empowers brands to succeed in a rapidly evolving environment and services that make life easier for merchants and consumers alike, Shopify will play a critical role in the ongoing evolution of the internet.

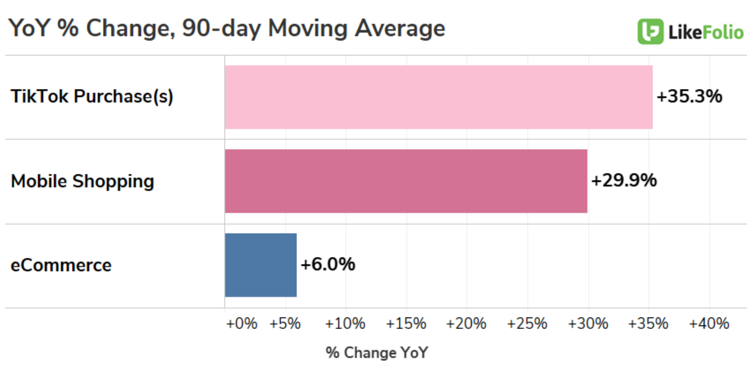
Swans Say:

"We first established a long-term bullish position in this company when it was first added to coverage back in late 2019. The stock has since retraced to a similar level, but our outlook remains the same. Considering the projected doubling of U.S. eCommerce sales over the next decade, we're comfortable buying SHOP below $1,000/share. If it should fall below $300, it would become a fire-sale value. **We believe SHOP will be a $2,500 stock within five years.**"

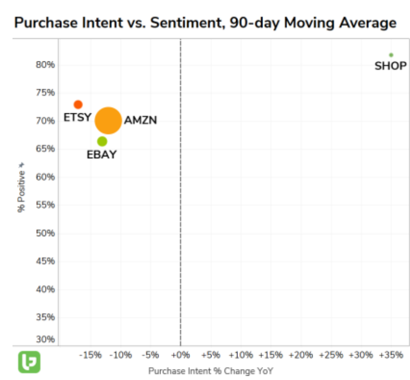
Highlights

Consumer mentions of using Shop Pay at checkout are trending toward new highs: +29% QoQ and +70% YoY.

Trend data shows that consumers are shopping and buying directly from their smartphones. As the first platform to allow brands to integrate a storefront directly onto the popular social media app TikTok, it's clear that Shopify is an innovation leader in the mobile eCommerce revolution.



Shopify is outpacing consumer-facing rivals in the eCommerce space, in both YoY Purchase Intent growth and Consumer Happiness.



SHOP shares have plummeted more than 70% in the last six months, as a slowdown in the company's revenue and earnings growth coincided with a larger narrative shift against "pandemic winners." This is one of many names that will benefit from a narrative shift in the market.

Upwork (UPWK)

Key Takeaway:

Last year, a record number of Americans quit their jobs, leaving employers severely understaffed. Upwork provides connects employers with qualified freelancers from around the world. Its platform has already enjoyed explosive growth in recent years, and the trajectory of the underlying mentions suggests that this is just the beginning for the freelance economy.

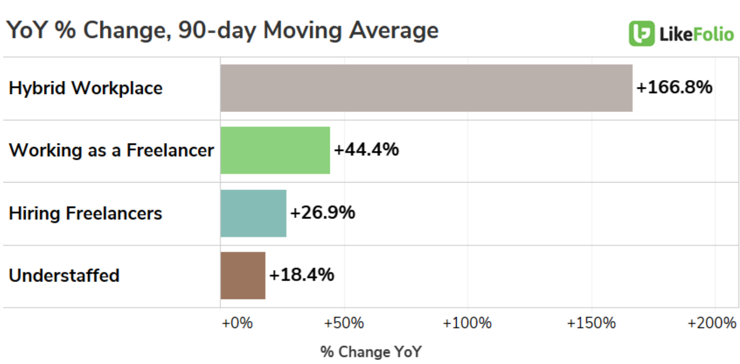
Swans Say:

“LikeFolio has maintained a bullish outlook on this name since April of last year. From a results standpoint, Upwork has never disappointed us, but the market seems to be permanently hung up on the fact that it’s a “growth stock.” That’s fine, because we’re happy to add to our position at $20/per share and we’ll be even happier if we get a chance to buy below $10. **We believe UPWK will be a $100 stock within five years.**”

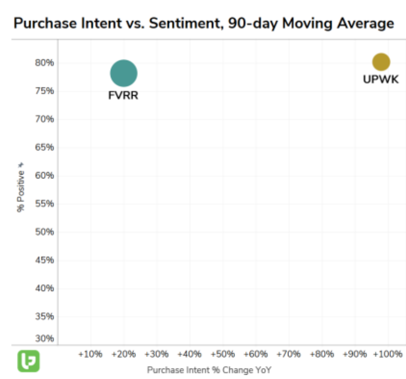
Highlights

Consumer Mentions of using Upwork’s job marketplace to find employment and hire freelancers are at an all-time high: +19% QoQ and +98% YoY.

The normalization of remote work and the new ‘Hybrid Workplace’ have been a massive boon for freelancers. Upwork’s marketplace serves to make the connections between freelancers and employers in need of skilled labor.



Upwork is outperforming its largest publicly-traded competitor with industry-leading Happiness and Demand growth.



UPWK shares have plummeted more than 45% lower in the last six months despite reporting better-than-expected earnings results in recent quarters. Considering the company’s proven business model, shares look incredibly oversold at these levels.

SoFi (SOFI)

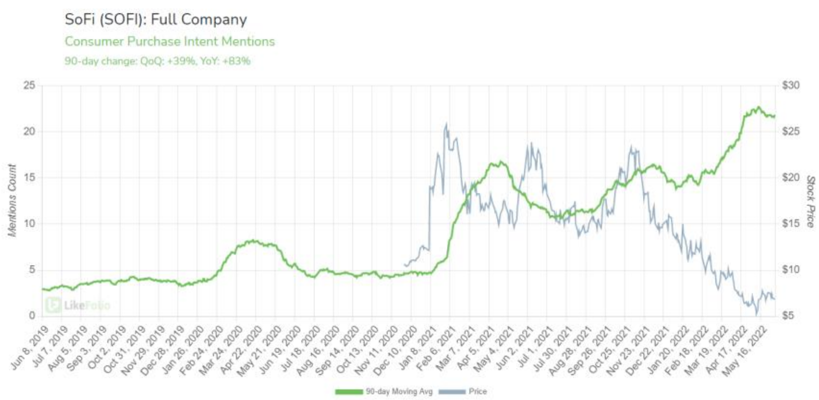
Key Takeaway:

SoFi (short for Social Finance) offers a variety of financial products and services on a user-friendly online/mobile platform. With both investing functionality and traditional banking features, SoFi sets itself apart in the growing digital wallet space. LikeFolio data shows supportive macro tailwinds and promising Consumer Demand growth for this innovative new company.

Swans Say:

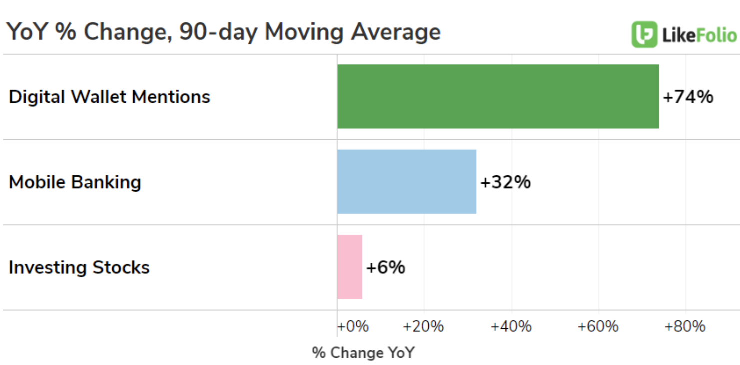
SoFi benefitted tremendously from increased consumer interest in investing last year. That userbase growth prompted our initial bullish call, and now we're seeing those same customers get integrated into SoFi's broader ecosystem. Although we're already buying SOFI below $10/share, a potential move below $5 would represent an ideal opportunity to establish a long-term position. **We believe SOFI will be a $100 stock within five years.**"

Highlights

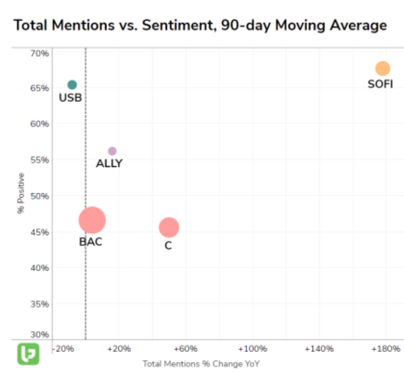


Consumer Mentions of using SoFi's all-in-one financial services platform are holding at a higher level: +39% QoQ and +83% YoY.

SoFi is benefitting from booming consumer interest in Digital wallets and mobile back services, in addition to onboarding users via its stock and cryptocurrency investing functionality.



SoFi's consumer data dwarfs that of traditional banks, with a notably higher level of consumer satisfaction and year-over-year Buzz growth.



SOFI shares have sold off by more than 50% in the last six months, bogged down by a lack of profitability and stigma against companies that went public via SPAC reverse-IPO. However, SOFI is one of a few 2021 IPOs that shows promise to continue its growth trajectory in the years to come.

Unity (U)

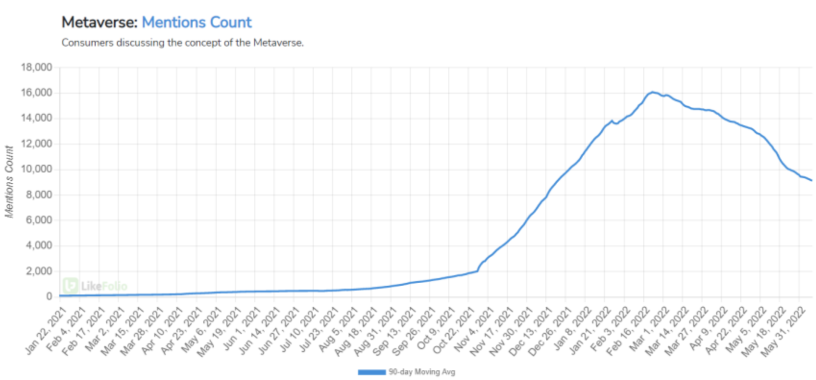
Key Takeaway:

Rather than competing with traditional game developers, Unity "democratizes" game development, leveraging its tech to promote the creation of game infrastructure that can operate across a variety of platforms. It has the potential to become a key building block of the Metaverse. Rising Buzz and supporting consumer trends suggest media naysayers are short-sighted.

Swans Say:

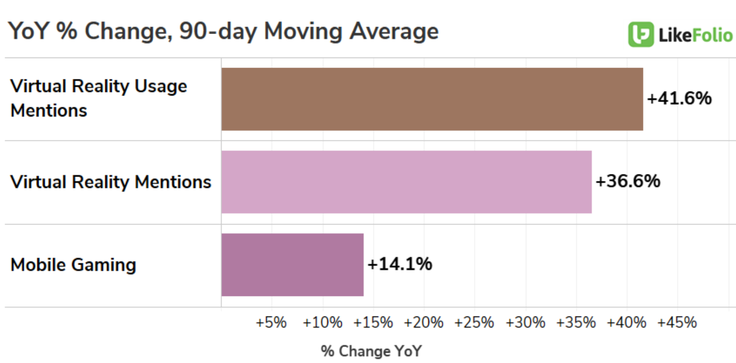
"We first highlighted Unity as a winner on our Metaverse MegaTrend report last year, a bullish position that soared to an 88% gain within a matter of months. However, the market has since turned against the Metaverse and tech stocks at large, and that same position is now down 60% from entry. Regardless, we're doubling down on our bullish outlook below $75/share and would love another chance to buy at or below the May '22 lows. **We believe U will be a $300 stock within five years.**"

Highlights

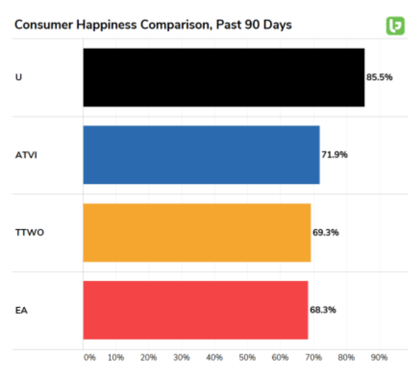


Consumer discussion of the metaverse has cooled from the peak levels seen in 2021 but remains +1,950% YoY.

Due to the unique nature of Unity's business, it has the ability to capitalize on multiple areas, including mobile gaming, virtual reality, and even the Metaverse. Many of those trends are showing year-over-year strength.



Unity has an incredibly positive brand image, with a far higher Consumer Happiness Score than any of the traditional game developers.



U shares have declined by more than 70% in the last six months, crashing lower from metaverse hype-driven highs with the rest of the tech sector. It's only a matter of time before we see investor hype return for this name.

Similarweb (SMWB)

Key Takeaway:

Similarweb provides data insights — information related to digital interactions and transactions across millions of websites and apps. Its audience is broad, ranging from business executives to brand managers along with the curious mind or two. High levels of underlying mention growth, suggests rising user engagement, and in turn, a promising long-term outlook.

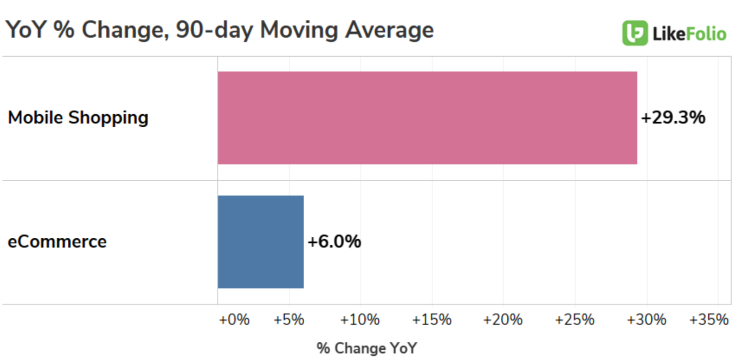
Swan Says:

"At LikeFolio, we know a thing or two about uncovering powerful consumer insights. So, when our social signals started lighting up for this relatively new company, we had to take a closer look. We liked what we saw, but the rest of the market hasn't caught on to our long-term outlook — yet. We're buying SMWB up to $10/share and would spring on a chance to pick some up below $5. **We believe SWMB will be a $50 stock within five years.**"

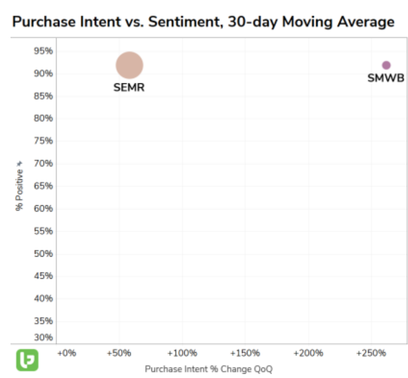
Highlights

Consumer mentions of Similarweb's platform have soared to new highs in recent months: +83% YoY.

eCommerce activity is on the rise, and with many individuals trying their hand at selling goods online, there's been a concurrent increase in desire for market research and analytics tools like those offered by Similarweb.



Demand for Similarweb is rising faster than its competitors. Still, both of these data companies display strong near-term growth.



SMWB shares have fallen more than 60% since the company's public debut in 2021. As an unprofitable "growth stock," Similarweb has suffered from powerful bearish sentiment in recent months, but we're approaching it with a longer time horizon.

Home Depot (HD)

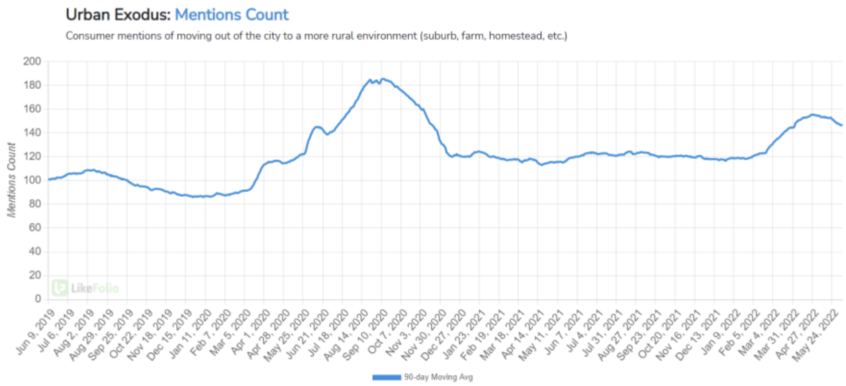
Key Takeaway:

Over the past two years, Americans have been steadily migrating out of big cities in search of greener pastures (more rural environments). Home Depot has been able to capitalize on an increased need for tools and materials, proving that it can continue to grow in an uncertain environment. Our data suggests that those same tailwinds are still at the back of this world-class company.

Swans Say:

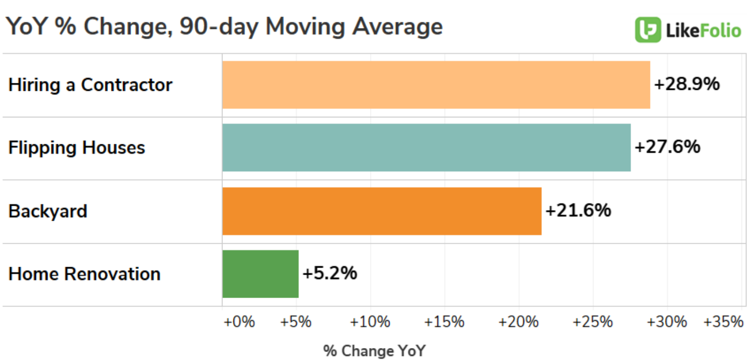
"There are not many dividend-paying stocks that have given us a gain of more than 100%, but Home Depot is an outlier in a lot of ways. This is one of the few names we've been consistently bullish on since 2017, and it's never disappointed. We're happily adding to our long-term holdings below $300/share. A brief move below $200 isn't out of the question, so pay attention. **We believe HD will be a $1,000 stock within five years.**"

Highlights

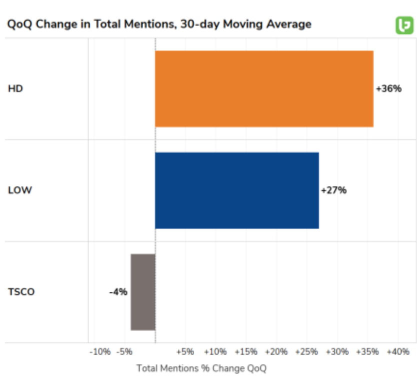


Consumer mentions of moving out of the city to a more rural environment (suburb, farm, homestead, etc.) have exploded higher in recent years: +8% QoQ and +22% YoY.

The urban exodus is positively impacting home improvement trends, with more consumers talking about hiring contractors, flipping houses, and renovating outdoor living spaces.



Home Depot has been outperforming its peers in recent months, with near-term Buzz growth trending higher than that of its most notable competitors.



HD shares have declined by 30% in the last six months alongside the broader equity market. Still, the company has demonstrated continued strength with year-over-year EPS and revenue growth and favorable guidance.

Deere (DE)

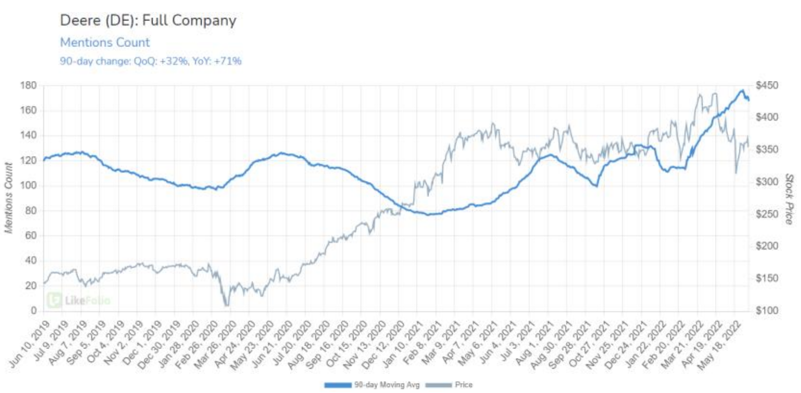
Key Takeaway:

Inflation has already had an impact on the price of farm machinery, but that hasn't been a deterrent for tractor sales. John Deere, an industry frontrunner, is pushing the innovation envelope, rolling out fully autonomous tractors in 2022. These developments serve to make farmers more profitable, so it's no wonder that Deere brand mentions are at an all-time high level.

Swans Say:

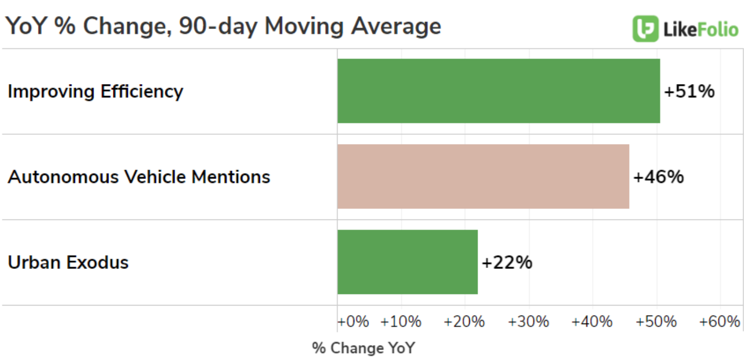
"Deere definitely isn't the purest 'consumer-facing' stock that we cover. That said, the underlying consumer data for this name has been remarkably predictive over the years, and we're confident in the company's ability to continue growing its B2B operations and advancing its technological capabilities. We like this dividend-paying dominator below $350/share but are watching closely for an opportunity to get in below $250. **We believe DE will be a $1,500 stock within five years.**"

Highlights

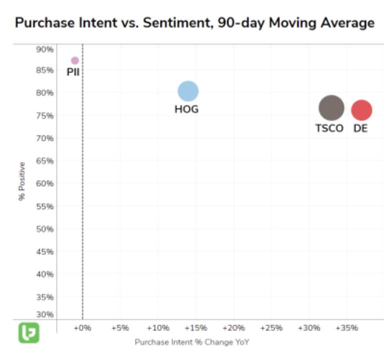


Consumer mentions of John Deere tractors and equipment are at an all-time high level: +32% QoQ and +71% YoY.

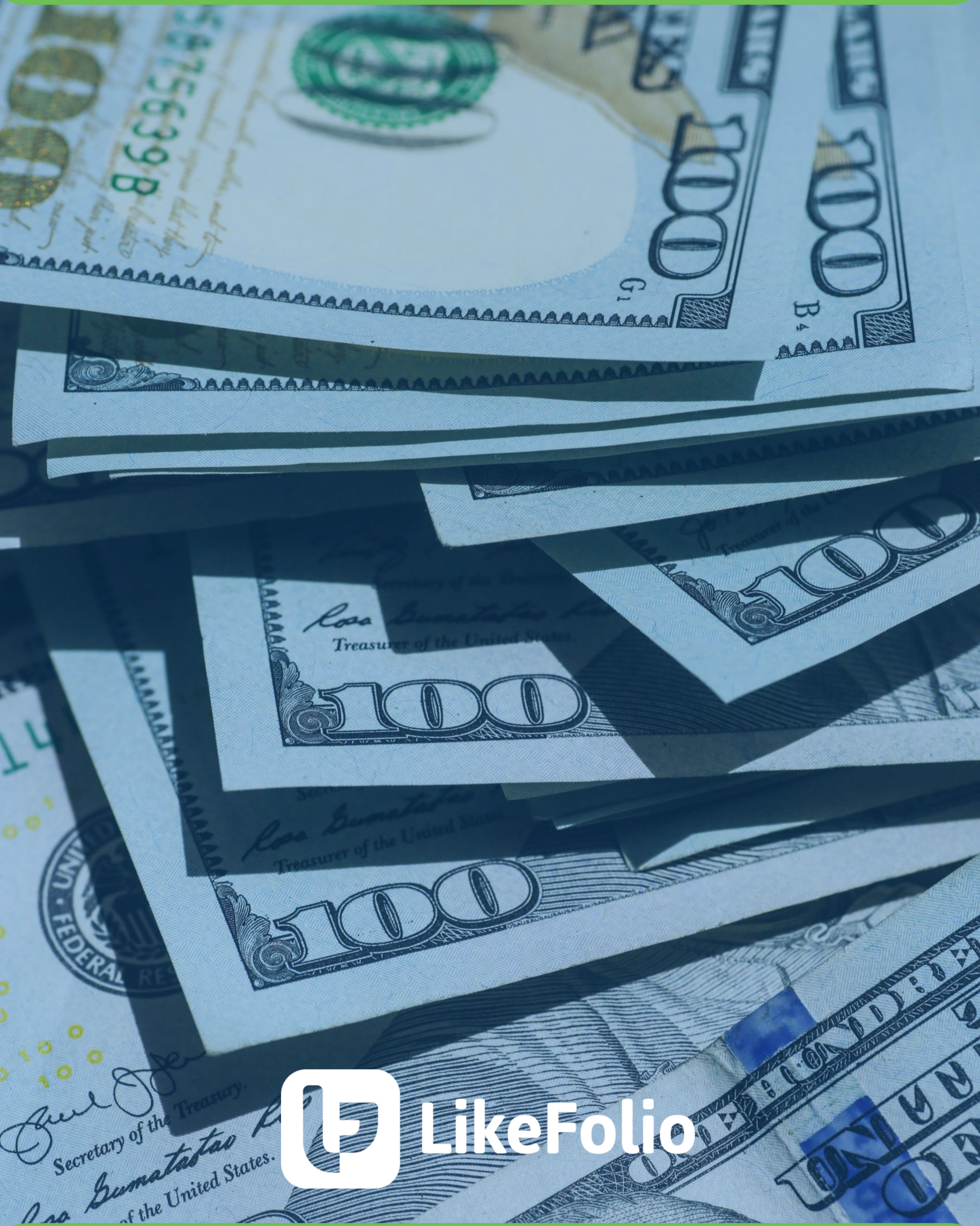
Improvements in technology have made consumers increasingly receptive to self-driving tech, especially as it pertains to efficiency improvements. Furthermore, an ongoing migration to rural areas is helping to drive demand for Deere's consumer-facing products.



DE shows outperformance on an outlier grid. Similar strength from retailer tractor supply represents a complimentary bullish signal.



DE shares are trading 25% below the all-time high seen less than two months ago. Strong earnings results and bullish tailwinds have helped this stock outperform the market this year, but we're still expecting to see new highs in the future.



Treasurer of the United States.
Secretary of the Treasury.
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