

Stock Shopping List (in alphabetical order)  
3/28/22 (last closing price in parenthesis)

**Amazon (\$3379.81)** Before he's done, Jeff Bezos will end up being the most powerful person on earth. His company will have a major influence on just about anything and everything. AWS, or Amazon Web Services, will have far reaching tentacles into everything technology. Eventually, antitrust violations could cause a government forced breakup into smaller pieces, but the sum of the parts could be even greater value. The most successful enterprise in the history of mankind. 20 for 1 stock split in the queue.

**Apple (\$175.60)** Expanding rapidly into cloud based solutions including Apple Pay, iCloud storage and a whole host of other digital content. This one stock continues to outperform most of the other choices and is far less risky. Steve Jobs would probably argue the previous stock pick as the greatest enterprise in the history of mankind, and Apple is also at the top of that list. Buy the shares and never sell.

**CrowdStrike (\$222.12)** Provides cloud-based data security systems. Protects corporations and government technology from ransomware and unauthorized breaches. The bad guys keep getting smarter and more sophisticated. The company utilizes artificial intelligence and enormous data sets to better identify potential threats. There are many competitors in this space, but CrowdStrike has the largest market share, and that share could continue to grow.

**DocuSign (\$104.67)** Provides cloud-based software for e-signature solutions. The addressable market is huge and growing rapidly. This stock ran up big on the covid stay at home theme, then got crushed after the virus started to weaken. The generation moving into mainstream America doesn't use a landline telephone and they won't have use for a mountain of paper documents when they can access those files on their phone instead.

**Google (\$2829.11)** The revenue derived from marketing and search continues to grow consistently every year all over the world. The company continues to expand into new markets including mobile, cloud, data center, e-commerce, entertainment, home automation, autonomous vehicle technology, and health and fitness. The company has a dominant position in every key technology trend. Buy and never sell.

**Microsoft (\$310.70)** Has made an acquisition bid for Activision Blizzard which would provide instant access to 400 million monthly active gamers and a presence in the metaverse. Dominates cloud computing with its Office suite of software solutions. Another candidate for the most successful enterprise in history and another stock that should never be sold.

**Nvidia (\$282.19)** Perhaps my favorite on this list. The stock price reached a high of 346 last year and has sold off sharply. It's a gift at this price. The company designs computer semiconductor chips used for artificial intelligence, GeForce graphics chips used in the metaverse, and a processing chip in the supply of power for the blockchain.

**PayPal Holdings (\$116.17)** Everyone hates this stock, and it has lost about 2/3 of its value since middle of last year. But the firm runs an exchange that facilitates the trading of bitcoin, Ethereum and others. It also plans to launch its own stable coin that will be backed by the US dollar. Throw in the popular new "Buy Now and Pay Later" purchase opportunity and this could be a real surprise to the upside later this year, perhaps next year.

**Roblox (\$48.40)** This is an entertainment platform in the metaverse for creating and exploring 3D digital worlds where players interact, cooperate and compete in real time over the internet. The company has 50 million daily active users, and half its active users are under the age of 13. The company has even created its own digital currency. The stock price has given back about 2/3 of its price since middle of last year, and this choice would only be suitable for the most aggressive investor profile.

**Qualcomm (\$158.45)** Like many of the other semiconductor companies, this company provides the semiconductor chips that powers so many of the other technologies. The 5G opportunity is substantial.

**Salesforce (\$215.28)** This company practically invented cloud computing and has been around longer than most others. The stock price has been a bit less volatile, and earnings have been steady and consistent.

**Visa (\$220.77)** This is the world's largest retail electronic payments network while providing processing services and payment product platforms. The company is expanding into the digital commerce arena and has developed a non-fungible token, or NFT. If anyone can explain a non-fungible token in layman's language, then your IQ borders on genius. Another lower risk and lower volatility choice than many of the others, yet a steady performing stock over many years.

If you'd like a research report on any of these stocks, just let us know.