

Stock valuation analysis website launched by Miramichi, N.B., man

StockCalc.com analyzes data from publicly-traded companies and allows users to discuss their findings

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Corporate investors are always looking for an edge before putting down any of their money on a company, so Miramichi's Brian Donovan has developed a website that gives them a bit more comfort.

StockCalc.com went live this month and uses a software model that allows investors to inexpensively analyze companies.

Donovan, the former director of Enterprise Miramichi, has a forestry background, spending 15 years in the business. But when he received his MBA, he noticed there was a lack of affordable resources valuing companies online.

Janice MacPherson, the program manager for the Wallace McCain Institute for Business Leadership at the University of New Brunswick in Fredericton, said the site helps anyone who is curious about stock price valuations.



Miramichi's Brian Donovan has developed a website to help investors inexpensively analyze companies. (Stockcalc.com/YouTube)

"You can plug in the share you want to look at and calculate the value per share ... you can compare stock prices of similar companies and can find undervalued stocks by doing these types of comparisons," she said.

According to MacPherson, there are more than 3,500 publicly-traded companies and only 800 of which are actually examined by analysts somewhere.

"This means there are 2,700 companies in Canada that are publicly traded that no one is doing analysis on," she said.

Subscription-based model

Instead of having to manually find historical data on companies, Donovan's website has 9,000 companies in its database and they pay a fee to a financial data warehouse company.

"They pull the financials from analysts being tracked, stock transactions and all that info comes into their system," said MacPherson.

For large companies, banks and chartered financial analysts this type of software could cost \$2,500 per month.

Donovan has set up the website on a subscription-based model with a fee to use the system. The website offers a few free tools including a stock screener.

MacPherson compares it to a crowd-analyzing site.

"You can test those theories that you play with and share your results in a forum ... taking the investments club of yesterday and moving them online."



Donovan's website has 9,000 companies in its database. (Stockcalc)