

GROWING
FUTURE
ASSETS
INVESTMENT COMPETITION

Could you back the company of the future?

Think like an investor. Explore
companies. Make your case!

- Team up with your friends
- Analyse a real company – should we invest or not?
- Work with a Coach from the investment industry
- Build skills in research, critical thinking & pitching
- Win prizes for you and your school
- Stand out on your CV or personal statement
- Explore exciting careers in finance and investment



For girls in S3–S6

Ask your teacher for more info

Or visit www.futureasset.org.uk





GROWING FUTURE ASSETS INVESTMENT COMPETITION

Research. Pitch. Win.

What is Investing?

Investing means using your money to buy things like shares in companies, property or even crypto, with the goal of it increasing in value.

What company would YOU invest in?

When you invest in shares in a company like the ones below, you own a small part of it.

If the company does well, your investment could go up in value and make you money. If it performs poorly, you could lose money instead, and no one wants that!

It's important to understand how a company operates, its values, and its potential for growth. Then you can make an informed decision based on research, analysis and your own judgement.

Which of these companies would you invest in, and why? Are there any you would avoid?



[To learn more about how investing works, watch our videos here.](#)

Investment Activities

What type of investor are you? Future Asset has fun activities that can introduce all students to investment.

If you want to learn more then pick a company, test your ideas, and try the activities on our website solo or with friends.

Teacher Tip: Why not cut out these companies and turn them into cards? Use them for Future Asset activities and challenge students to think like an investor!



[To learn more about how investing works, see our activities here.](#)

Growing Future Assets Competition

Our competition is for S3–S6 girls because women are still underrepresented in investment management.

Your challenge:

- Choose a company that interests you.
- Work with a Competition Coach from the investment industry.
- Find out how the company makes money, who its customers are, and what its future could look like.
- Decide: should we invest or not — and tell us why.

Deadline: Send us your **Report** and **3-minute Video Pitch** by **4 December 2026**.

Finalists will pitch live in **Edinburgh, March 2027** and could win money for your school and prizes for team members! Good luck!

Useful Jargon

A **Stock Market Listing** identifies a company on an exchange using a code e.g. LSE:DOCS for Dr Martens.

Why not look up the names of stock markets in other countries?

Market Capitalisation is a company's total value, grouped as:

- Large cap: over \$10 billion
- Mid cap: \$2–10 billion
- Small cap: \$250 million–\$2 billion

Bloom Energy

NYSE: BE
Large Cap | Clean Energy | San Jose, USA

Bloom Energy makes fuel cells that generate electricity on-site using natural gas, biogas, or hydrogen. Their technology converts fuel into electricity through a chemical process—no burning involved.

Positives

- + Growing demand for reliable power, especially from AI data centres
- + Benefits from the global shift toward cleaner energy

Negatives

- Not consistently profitable
- If cheaper alternatives emerge, demand could stall

Bloomenergy



ENERGY

TSMC

NYSE: TSM/TWSE: 2330
Large Cap | Semiconductors | Taiwan

World's largest advanced chip manufacturer. They don't design chips—they manufacture them for major technology companies. Almost every smartphone, computer, and AI system relies on TSMC's technology.

Positives

- + Dominant position controlling c. 70% of advanced chip market
- + Should benefit from rising demand for AI chips

Negatives

- Geopolitical risk: tension between Taiwan and China could disrupt business
- Building new factories is incredibly expensive

tsmc



TECH

B & M

LSE: BME
Mid Cap | Discount Retail | UK & France

Discount retailer selling a wide range of products from groceries and household goods to garden furniture at low prices. Over 1,100 stores in the UK and France.

Positives

- + Value retailers often thrive during economic uncertainty
- + Strong store network with steady expansion

Negatives

- Low-margin business—success depends on high sales volume
- Competition from online retailers and other discounters

b&m



HIGH STREET

Dr Martens

LSE: DOCS
Small Cap | Footwear | UK

Maker of iconic boots and shoes known for their distinctive style. Originally workwear, their products became symbols of youth culture. They sell directly through their own stores and website, and through other retailers globally.

Positives

- + Iconic brand with strong cultural recognition
- + Direct-to-consumer growth and increased product range could improve profit margins

Negatives

- Fashion is cyclical—popularity can fade
- Facing recent sales declines and turnaround challenges

**Dr. AirWair
Martens**



BRAND ICONS

Applied Nutrition

LSE: APN
Small Cap | Sports Nutrition | UK

Makes protein powders, energy drinks, supplements, and performance products for gym-goers, athletes, and health-conscious consumers. They design and manufacture most products in-house and sell to retailers in over 85 countries.

Positives

- + In-house manufacturing enables fast innovation
- + Fast-growing and highly profitable

Negatives

- Crowded market with many competing brands
- Ingredient costs and changing consumer trends can affect profits.

**APPLIED
NUTRITION**



HEALTH & WELLBEING

EnQuest

LSE: ENQ
Small Cap | Oil & Gas | UK North Sea & SE Asia

Independent oil and gas company that focuses on getting the most from older energy fields. They also manage the shutdown and removal of old oil platforms, an important part of the energy industry.

Positives

- + Produces cash from existing oil and gas fields
- + Experienced in managing aging infrastructure and decommissioning

Negatives

- Fossil fuels face long-term decline as the world shifts to renewables
- Oil prices are volatile—profits swing with global markets

EQ
EnQuest



ENERGY

Raspberry Pi

LSE: RPI
Mid Cap | Computing & Semiconductors | UK

UK tech company making small, low-cost computers and chips, helping people learn coding, build electronics projects, and create smart devices. Originally focused on schools, its tech is now used by businesses in products, factories, and industrial equipment.

Positives

- + Strong brand with a loyal global community
- + Semiconductor sales growing quickly – could benefit from AI

Negatives

- Small player competing against tech giants
- Profitability affected by component costs

Raspberry Pi



TECH

TJX Companies

LSE: TJX
Large Cap | Off-Price Retail | USA & Global

World's largest off-price retailer, operating TK Maxx in Europe, TJ Maxx, Marshalls, and HomeGoods. They buy excess stock from brands and department stores, then sell it at discounted prices.

Positives

- + Off-price model has worked well for many years across different countries.
- + Huge scale and global presence

Negatives

- Retail costs like wages and rent can put pressure on profits
- Harder to compete online—the in-store “treasure hunt” is central to the appeal

TJX



HIGH STREET

Burberry

LSE: BRBY
Large Cap | Luxury Fashion | UK

British luxury fashion house famous for its trench coats and signature check pattern. They design, manufacture, and sell clothing, accessories, and fragrances globally. Luxury brands like Burberry rely on exclusivity and prestige to command premium prices.

Positives

- + Globally recognised luxury brand with heritage appeal
- + Strong presence in key markets including China

Negatives

- Luxury spending is sensitive to economic downturns
- Intense competition from other luxury houses

BURBERRY



BRAND ICONS

THG

LSE: THG
Small - Mid Cap | E-commerce | UK

Online retail company focusing on beauty and nutrition, selling to customers in nearly 200 countries. Best-known brands include Lookfantastic in beauty and Myprotein in sports nutrition. A growth-focused company, it reinvests profits rather than paying dividends.

Positives

- + Strong e-commerce platforms with global reach and popular products
- + Exposure to growing beauty and wellness markets

Negatives

- Has faced financial challenges and operational difficulties
- Online retail is highly competitive, and customer loyalty can be hard to keep

THG



HEALTH & WELLBEING