

Twitter Thread by Ram Bhupatiraju



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"The Millennial Consumer Index" - My picks for a DJIA style 30 stock Index with Co.'s that best serve that demographic.

Fellow Millennials, What would be some of your picks?■

@richard_chu97 @saxena_puru @FromValue @TMFJMo @dhaval_kotecha
@adventuresinfi @reshoftc @BrianFeroldi

The Millennial Consumer Index (30 stocks)

E-Commerce	Entertainment	Social	Finance
amazon	Google	facebook	Square
Etsy	NETFLIX	Snap	PayPal
wayfair	Spotify	Pinterest	Lemonade
lululemon	ROKU		
chewy			

Food/Beverage	Online Services	Life style
CHIPOTLE MEXICAN GRILL	match.com	Apple
STARBUCKS COFFEE	zoom	TESLA
Dominos	DocuSign	PELOTON
CELSIUS	TELADOC	airbnb
	REDFIN	Uber
	fiverr	

indicate my current holdings

@RamBhupatiraju

My criteria & list is

✓■US Consumer centric

✓■No B2B stuff (unless end-user uses it for non-Business reasons also)

This is just a Fun-Friday exercise. So don't take it too seriously and ask me why your fav co isn't there. Just add yours in the comments. ■

Picks ■■■■

E-Commerce : \$AMZN \$ETSY \$W \$LULU \$CHWY

Entertainment : \$GOOG \$NFLX \$SPOT \$ROKU

Social : \$FB \$SNAP \$PINS

Finance : \$SQ \$PYPL \$LMND

Food/Beverage : \$CMG \$SBUX \$DPZ \$CELH

Online Services : \$MTCH \$ZM \$DOCU \$TDOC \$RDFN \$FVRR

Life style : \$AAPL \$TSLA \$PTON \$ABNB \$UBER

Let's keep aside the discussions about recent hype or over-valuations for any of these Co's.

This thread is about which Companies (in my Portfolio/Watchlist/Universe) are doing an awesome job of serving/engaging the Millennial Consumers (in US).

The intersection of Technology, Demographic, and Consumer (behavior) trends are incredibly powerful.■■

We often over-estimate what can happen in the short-term (hype) and under-estimate what can happen in 1-2 decades (strong trends).

The Co.'s that can

- ✓■ Create/leverage those trends
 - ✓■ Offer valuable Products/Svcs
 - ✓■ Start the relationship with Consumers at the right time & then continuously nurture
 - ✓■ While being engaging/caring (for all stakeholders)
- can get a lot bigger than what current Fin strmnts show.

If Customers love the Products & sense that you really care

-You get the mind-share ■

-Slowly you get the Wallet-share. ■

-If the Company can become habit forming, while providing ongoing value/joy, that relationship can be incredibly powerful.■

If you combine the above with some powerful potential of the Digital Co's

- ✓■ Virality/Scalability of the best products.
- ✓■ Optionality to leverage Tech to provide adjacent use-cases for your Consumers
- ✓■ Zero Marginal cost (in many cases)
- ✓■ Powerful Network Effects and Switching Costs after a certain point
- ✓■ More Data making your Product much better (creating feedback loops) and separating yourself from Competitors

✓■Providing/capturing value on top of someone else's Capex

All of these combined can create some incredible Business momentum and value capture over the medium to long term.

and THAT is a real joy to watch as a Consumer■and even more so as an Investor■.

All the Best ■■

/END.