Smart Woman Securities (SWS) is an investment organization focused on educating undergraduate women about investing in the financial markets. Through instructive seminars, mentoring initiatives, and meetings with successful investors such as Warren Buffett, SWS provides resources upon which women can build greater knowledge of the financial markets. By giving young women direct investment experience while still in college, SWS aims to empower a new generation of women investors for the future.
Smart Woman Securities (SWS) was started at Harvard University in 2005 by Tracy Britt and Teresa Hsiao. Their mission was to educate women about investing by combining a traditional academic structure with mentoring and practical experience. Through instructive seminars, mentoring initiatives, and meetings with successful investors such as Warren Buffett, SWS provides resources upon which women can build greater knowledge of the financial markets.

SWS mission

*Smart Woman Securities (SWS)* seeks to provide undergraduate women with the skills necessary to make investment decisions through market education, exposure to industry professionals, and real-world financial experience.

“...When I was younger and I would go to a family friend's house for dinner, I remember that all the men would sit around the TV and watch stock reports while the women would be gossiping and exchanging recipes in the kitchen. While we’ve come a long way in terms of gender equality, I think financial knowledge is one area where the gap is still huge, especially in cultures like the one I grew up in, where men are expected to control finances. I feel like I need to break past these barriers; I want to be financially independent after I graduate, and a huge part of this would involve knowing how to invest.

– SWS Senior Analyst, Media Team, Class of ‘09

about founders

**Tracy Britt, Co-Founder**

Tracy's initial interest in business came at a young age when she became involved in her family business in Kansas. By the time she was 18 years old, Tracy helped manage and oversee the company and her passion for business had been fully recognized. First introduced to the financial markets in college, Tracy went on to hold internships at Banc of America, Lehman Brothers, and Fidelity Investments. She developed a deep passion for investing and joined Berkshire Hathaway in Omaha, Nebraska.

Tracy graduated from Harvard College in 2007 and the Harvard Business School in 2009. On Harvard's campus, Tracy was the President of Harvard Undergraduate Women in Business (HUWIB) and participated in a variety of other organizations. Tracy continues to work on SWS and hopes that it will always provide a forum in which women can learn about personal finance, investing, and the markets.

**Teresa Hsiao, Co-Founder**

Teresa’s interest in finance stemmed from her experience at Harvard College, where she graduated with an Economics degree in June 2007. At Harvard, Teresa served on the Executive Board of Harvard Undergraduate Women in Business (HUWIB). In addition, she was the Editor-in-Chief for its first national magazine, *Make it Happen*, which premiered in September 2006. It was through her experiences in HUWIB that Teresa decided she wanted to devote her energy to helping women learn more about investing.

After graduation from Harvard, Teresa joined NBC Universal, where she held roles at Universal Studios Hollywood, Universal Media Studios, CNBC, and Telemundo as part of the GE Financial Management Program. She is currently in Los Angeles, working as a television writer. Teresa continues to actively work on the growth and expansion of the organization.
2005
Smart Woman Securities (SWS) is founded in Fall 2005 by Tracy Britt and Teresa Hsiao. They set out to develop an organization that will provide investment education and experience for undergraduates.

2006
Initially a concept, SWS is solidified in Spring 2006 and is launched on its first campus, Harvard University. The Founding Team is selected amongst an overwhelming number of applicants and works to launch SWS as a fully-functional organization.

In Fall 2006, SWS officially launches its education program on Harvard’s campus with over 60 students going through an extensive 10-week program. Furthermore, SWS receives the great opportunity to visit successful investor, Warren Buffett, at Berkshire Hathaway in Omaha, NE.

2007
SWS members at Harvard participate in their first Research Teams, conducting research on companies within specific sectors, which they subsequently present to the Harvard Investment Board. The fund begins with $10,000 under management.

In the fall, SWS takes its second group of members to visit Warren Buffett in October and over 150 students attend the SWS Investment Conference in November.

2008
In January, SWS members go on Mad Money with Jim Cramer on CNBC to pitch stocks. On the show, SWS National also announces its first chapter expansion to Columbia University. Also, SWS National becomes a registered 501c3 non-profit organization.

2009
SWS National announces the expansion to Fordham University and Yale University. SWS takes its third trip to visit Warren Buffett.

In the fall, all four SWS chapters—Columbia, Fordham, Harvard, and Yale—participate in a mentorship program together with industry professionals and plan a trip to New York City.

2010
SWS expands to four new campuses in spring 2010 – Boston College, Cornell, Dartmouth, and Princeton. SWS National also goes on its fourth trip to visit Warren Buffett in April with SWS members from all eight chapters in attendance.

SWS launches additional National Programs for SWS members across all eight chapters, partnering with J.P. Morgan for the year. The National Mentorship Program and the first ever SWS Investment Competition is implemented.

2011
SWS announces the expansion to six new campuses in spring 2011: Brown, Duke, Georgetown, MIT, Northeastern, and University of Virginia, bringing the number of chapters to 14. In April, SWS National hosts its fifth trip to visit Warren Buffett, where students have another unforgettable experience.
about SWS

Smart Woman Securities (SWS) is a 501c3 not-for-profit organization focused on educating young women about investing in the financial markets through direct investment experience. SWS is one of the few female-only investment organizations featuring undergraduate women in the United States. Our mission is to endow every woman with the proper skills and training in order for her to successfully invest on her own.

why is SWS relevant?

In upcoming years, women will be making more and more decisions about their personal finances. However, research has shown that, on average, women feel less confident than men when it comes to investing.

90% of women will become the sole financial decision-maker at some point in their lives, according to Prudential Financial

$1 trillion or about 60% of total wealth, is controlled by women, according to Allianz Life

our chapters

While SWS provides resources, support, and guidance for its chapter organizations and leaders, each chapter is independently run by students.

Student leaders manage all operations of the chapter, including recruiting, programming, and fundraising. Each chapter is an independent and separate entity, completely operated and managed by students.

chapter structure

SWS colleges typically follow the recommended chapter structure:

Within each college chapter, all prospective SWS Associates must go through the extensive Education Program, in which they gain knowledge about the markets, interact with mentors, develop analytical and research skills, and learn about the SWS investing principles. SWS Associates also have the opportunity to interact with mentors representing a variety of fields and interests.

After finishing training, SWS Associates have the opportunity to participate in Research Teams as Research Analysts. SWS Analysts conduct research on individual companies within an industry and present stock recommendations to the Investment Board in their chapter. The student-run Board ultimately makes the investment decisions for the chapter’s Investment Fund.

SWS Members can also help manage the operations of the organization by joining the Executive Board, the governing body of the chapter.

By giving students the opportunity to manage real money within a portfolio, SWS embraces a “learning-by-doing” model of investment education.
As of 2011, SWS operates at 14 chapters: Boston College, Brown University, Columbia University, Cornell University, Dartmouth College, Duke University, Fordham University, Georgetown University, Harvard University, Massachusetts Institute of Technology, Northeastern University, Princeton University, University of Virginia, and Yale University. Although each chapter is given extensive guidance and support from SWS national, each chapter is responsible for their own operations, including marketing and fundraising. SWS chapters have been featured in CNBC's Mad Money with Jim Cramer, BusinessWeek, and multiple school publications.

**SWS Seminar Series Curriculum**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Weeks 1–2:</strong> Personal Finance Workshop</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 1</strong></td>
<td>Personal Finance, Saving and Investing</td>
<td></td>
</tr>
<tr>
<td><strong>Week 2</strong></td>
<td>Understanding the Stock Market</td>
<td></td>
</tr>
<tr>
<td><strong>Weeks 3–4:</strong> Researching Stocks and Qualitative Analysis</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>Finding and Researching Investment Ideas</td>
<td></td>
</tr>
<tr>
<td><strong>Week 4</strong></td>
<td>Analyzing Companies and Industries</td>
<td></td>
</tr>
<tr>
<td><strong>Weeks 5–8:</strong> Financial Statement Analysis and Coming to an Investment Recommendation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 5</strong></td>
<td>Understanding Financial Statements I</td>
<td></td>
</tr>
<tr>
<td><strong>Week 6</strong></td>
<td>Understanding Financial Statements II</td>
<td></td>
</tr>
<tr>
<td><strong>Week 7</strong></td>
<td>Evaluating Companies with Financial Metrics</td>
<td></td>
</tr>
<tr>
<td><strong>Week 8</strong></td>
<td>Creating an Investment Recommendation</td>
<td></td>
</tr>
<tr>
<td><strong>Weeks 9–10:</strong> Guest Speakers/Project Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Week 9</strong></td>
<td>Guest Speaker</td>
<td></td>
</tr>
<tr>
<td><strong>Week 10</strong></td>
<td>Guest Speaker/Project Presentations</td>
<td></td>
</tr>
</tbody>
</table>

“SWS helped me develop a deeper understanding and appreciation for investing, both on a personal and professional level. In addition to being extremely informative, SWS' speakers brought personality and charm to investment principles. Meanwhile, SWS helped build a community of diverse yet like-minded women; SWS’s programming encouraged us connect to and learn from one another while developing long-lasting friendships.”

– SWS Associate, Class of 2009
supporting SWS

In the traditionally male-dominated realm of investing, SWS aims to empower women to take hold of their financial futures. Similarly, the future of SWS depends not only on the dedication of its members, but also on the generous support of benefactors. We welcome outside support through active participation in our programs, as well as monetary contributions. Financial contributions to SWS national support the resources and support provided to existing chapters, while also helping to fund the expansion of SWS to new college campuses.

**SWS Benefactors** are individuals who want to help women learn more about investing and finance. Monetary contributions from Benefactors will be used to cover operational expenses and will help further the expansion of SWS to new college campuses.

**SWS Corporate Partners** are companies that seek to advance the financial education of women. Corporate Partners work within all facets of the organization by providing resources, mentors, speakers, and monetary support.

SWS national is a 501c3 not-for-profit organization, and all contributions are tax-deductible. If you are interested in serving as a Corporate Partner or Benefactor for SWS National, please contact Tracy Britt and Teresa Hsiao.

SWS chapters independently manage their operations, including fundraising. If you wish to support a specific chapter, please contact SWS leadership at that chapter.

*SWS is one of the few female-only investment clubs featuring undergraduate women in the United States. Finance is often thought of as an industry that is primarily dominated by males, and SWS aims to build on past progress and empower women as well. By targeting young women, we believe that SWS can succeed in impacting a new generation of women with greater investment knowledge and financial influence.*

**giving • mentoring • investing • teaching • partnering**

It is lamentable that ambitious women who excel in almost every field of study are lacking the investing skills that could turn their learning into earning. Smart Woman Securities not only offered me unprecedented access to some of today’s most knowledgeable and personable individuals in the business and finance world, but also showed me that it was okay to be starting from scratch. It never felt like there was a wasted moment in SWS and I am grateful for the resources invested in my investing potential.

– SWS Alumnae, Class of 2007, Yale Law School
“Being a part of SWS has been, by far, the most rewarding experience I've had... Through firsthand experience from researching companies to making investment decisions, I've learned priceless information about investing in the stock market. I've also had a chance to network with other women who are passionate about finance, as well as share my knowledge with the incoming members of the group. SWS is everything I could have asked for, and with its plans to expand to other schools, I hope that many more female students will soon share the advantage I've gained from my experiences with the organization.”

– SWS Senior Analyst, Class of 2008

www.smartwomansecurities.com