

# Virtue of Selfish Investing Mini-Conference and Trader's Dinner

Marina del Rey, California

March 18, 2017



**DR. CHRIS KACHER & GIL MORALES**  
**MANAGING DIRECTORS, MOKA INVESTORS, LLC**

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Wiley Trading

# TRADE

*Like an*

# O'Neil Disciple

*How We Made 18,000%  
in the Stock Market*

**GIL MORALES & Dr. CHRIS KACHER**



WILEY Trading

*In the*  
**TRADING  
COCKPIT**  
*with the*  
**O'Neil  
Disciples**

*Strategies That Made Us  
18,000% in the Stock Market*

**Gil Morales | Dr. Chris Kacher**



## USE SHORT-SELLING TO OPTIMIZE THE PERFORMANCE OF YOUR PORTFOLIO

Short-selling is often vilified as the “dark side” of the market; however, bestselling authors Gil Morales and Dr. Chris Kacher reveal the positive side and tremendous profit potential of selling stocks short. *Short-Selling with the O’Neil Disciples* is filled with compelling case studies that illustrate the precise mechanics of shorting, and offers a proven methodology for tapping into the power of the life-cycle paradigm of stocks as it relates to short-selling.

Stocks can have more than one life cycle, providing opportunities on both the long and short sides depending on where they are within the virtuous cycle of creation and destruction. *Short-Selling with the O’Neil Disciples* lays out the rules, tactics and market signals necessary to profit on the often rapid downside movement of stocks and other related securities. At the same time, this vital resource shows how to develop the skills for understanding when to sell long positions in leading stocks that have finally reached the end of their upside life-cycle.

**GIL MORALES** and **CHRIS KACHER** are managing directors of MoKa Investors, LLC, coauthors and publishers of [www.VirtueofSelfishInvesting.com](http://www.VirtueofSelfishInvesting.com), as well as the authors of the top-selling books *Trade Like an O’Neil Disciple* and *In the Cockpit with the O’Neil Disciples*. Morales is also the author and publisher of [www.Gilmoreport.com](http://www.Gilmoreport.com).

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MORALES  
KACHER

SHORT-SELLING with the  
**O'NEIL DISCIPLES**

Wiley Trading Series

# SHORT- SELLING *with the* **O'NEIL DISCIPLES**

*Turn to the Dark Side of Trading*

**GIL MORALES  
CHRIS KACHER**

WILEY

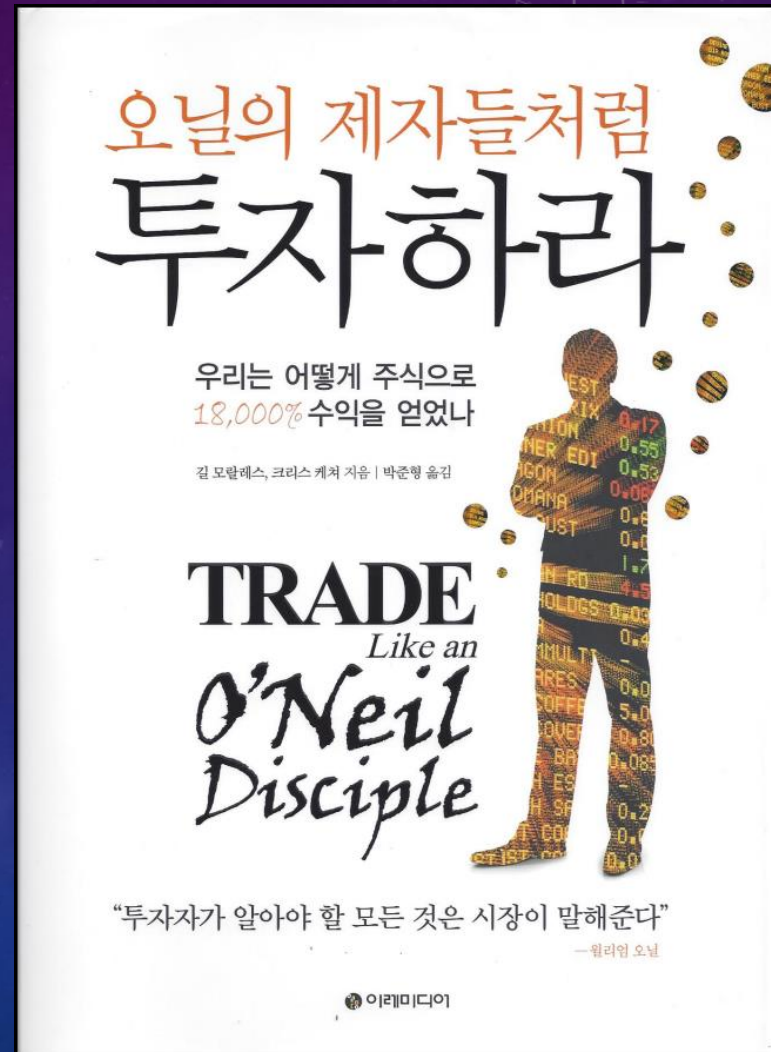
**WILEY**



Japanese Edition



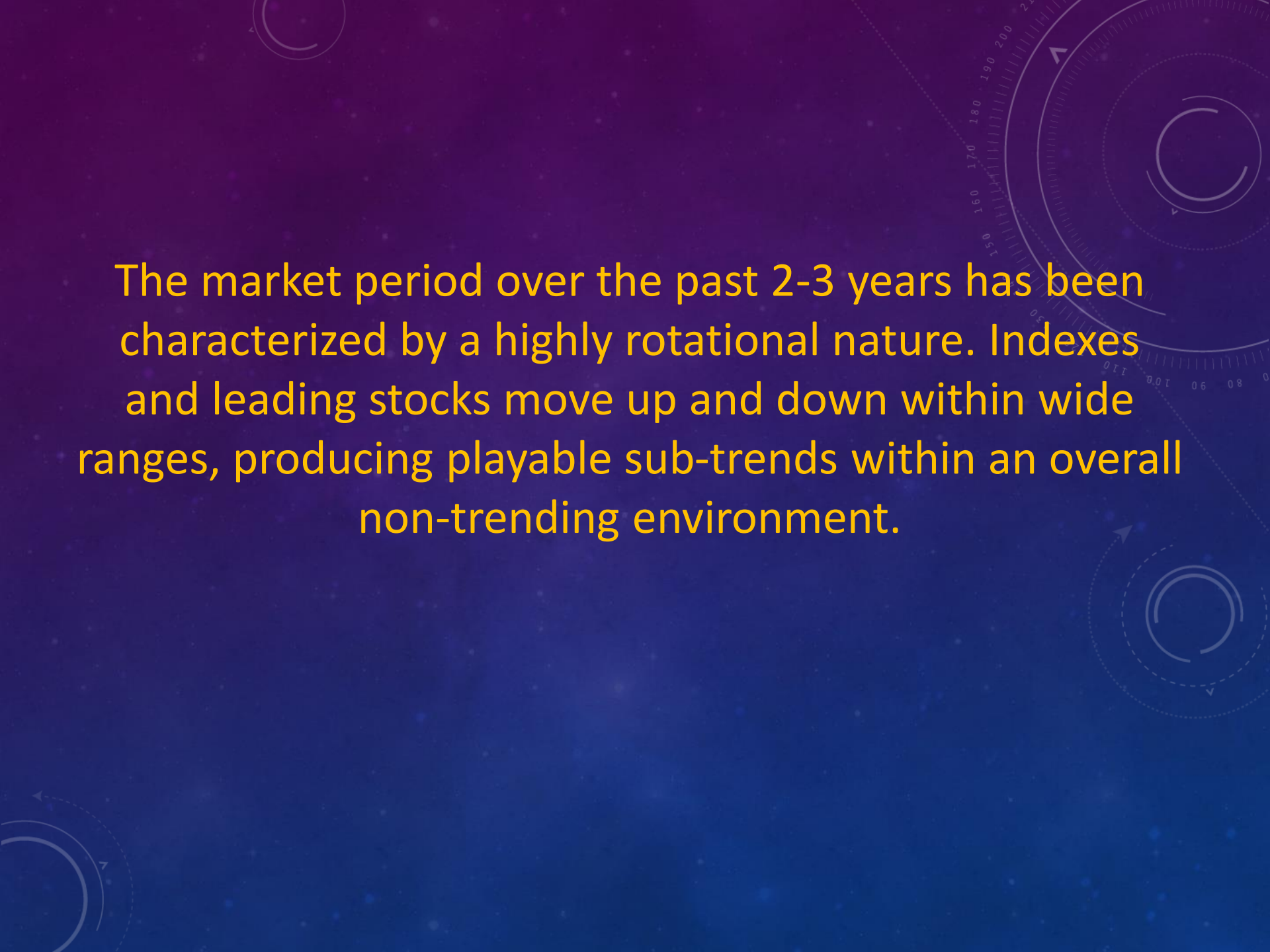
Korean Edition



Chinese Edition

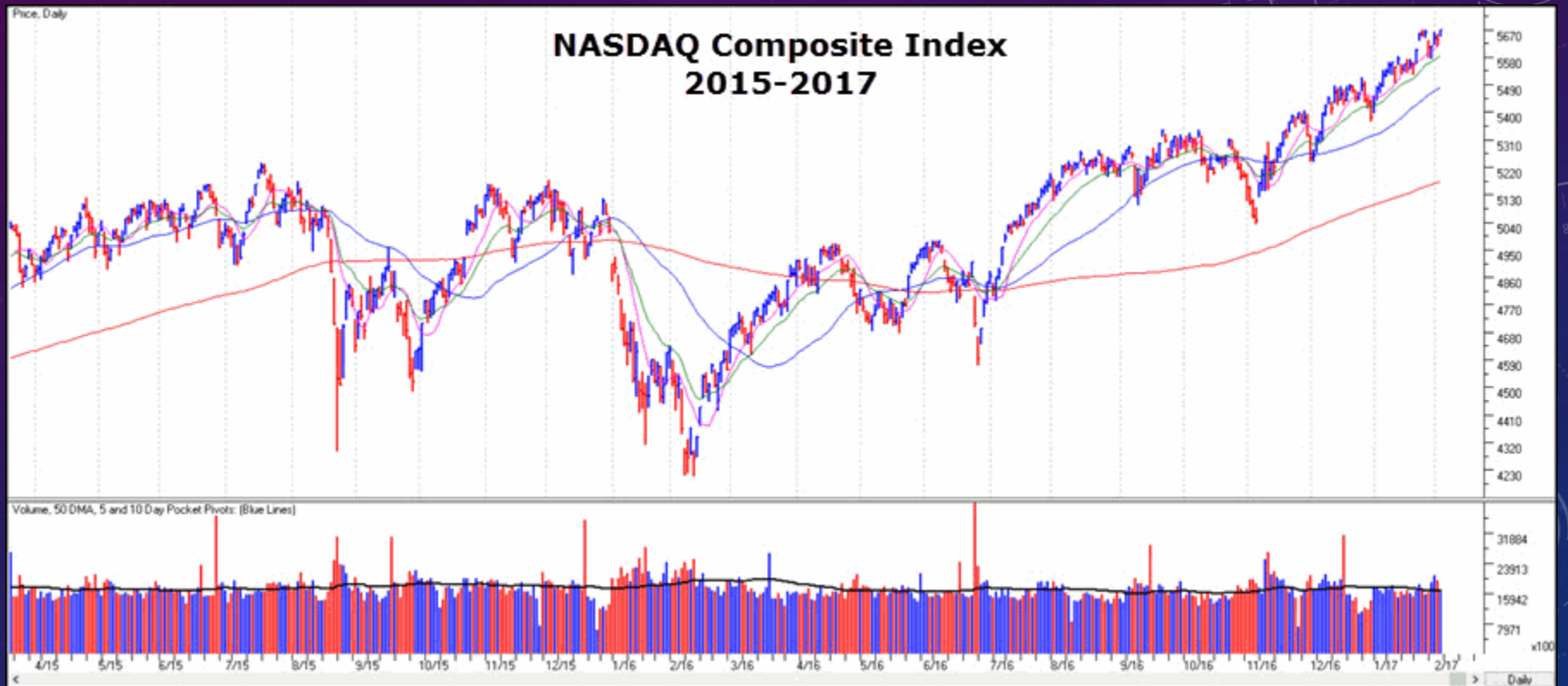




The background is a dark blue gradient with a starry space theme. It features several faint, stylized circular patterns and arcs, some with arrows indicating rotation. A prominent circular scale with numerical markings (0, 90, 180, 270) is visible in the upper right corner. The text is centered in a bright yellow, sans-serif font.

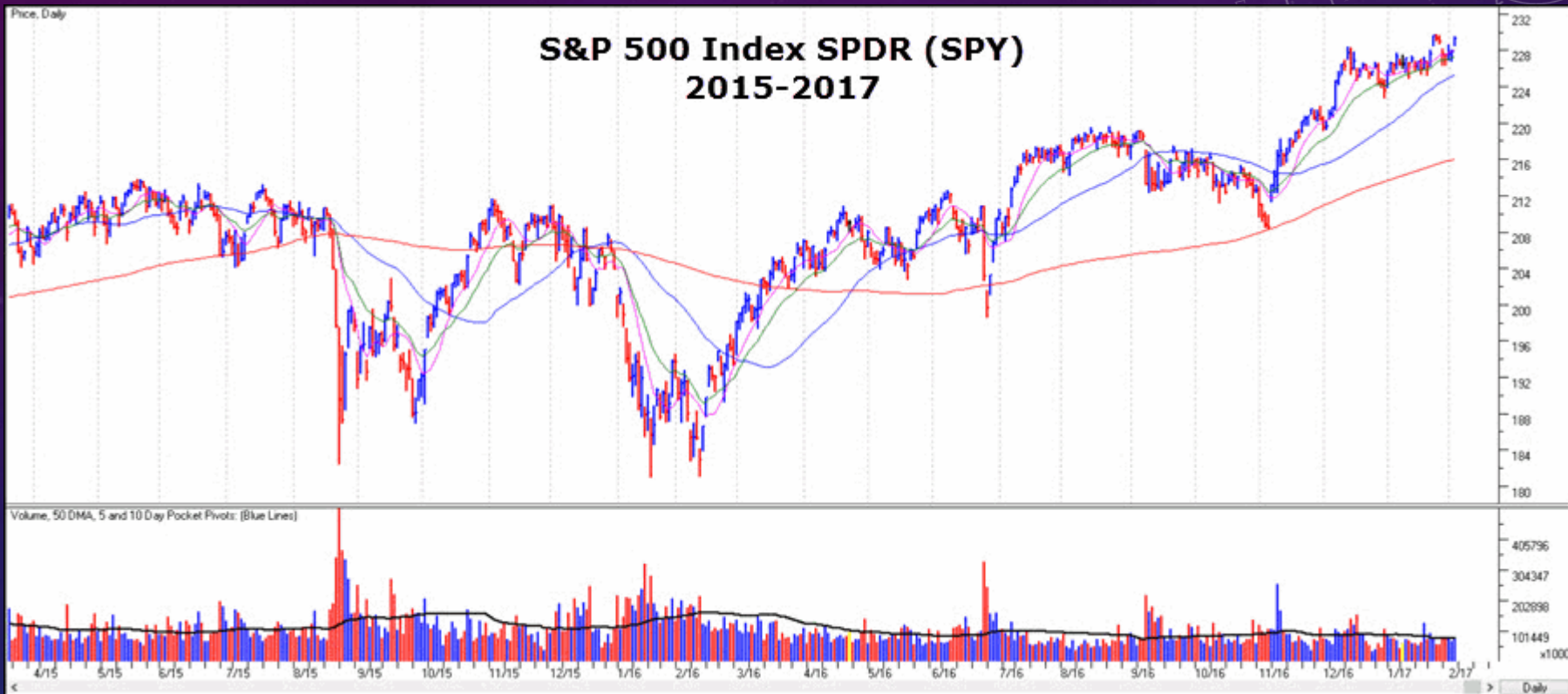
The market period over the past 2-3 years has been characterized by a highly rotational nature. Indexes and leading stocks move up and down within wide ranges, producing playable sub-trends within an overall non-trending environment.

## NASDAQ Composite Index 2015-2017

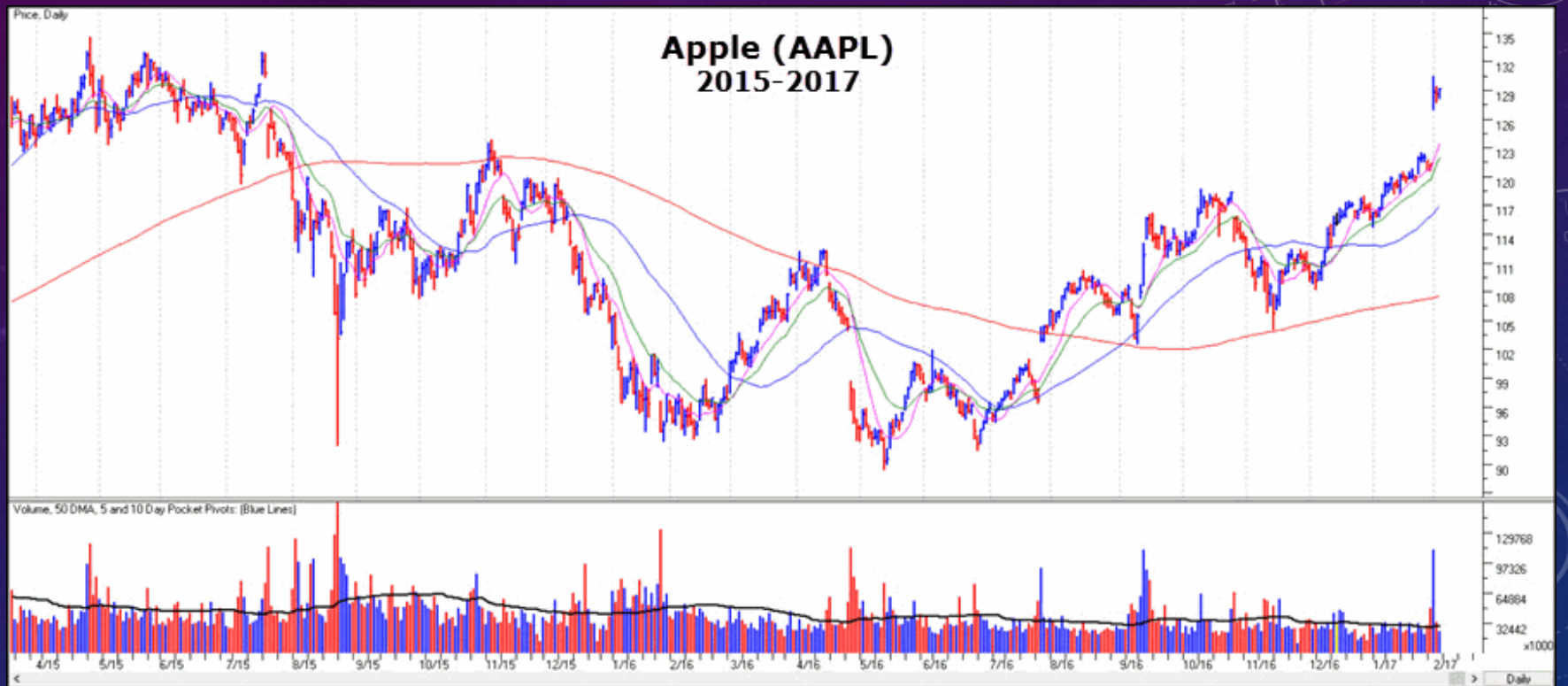




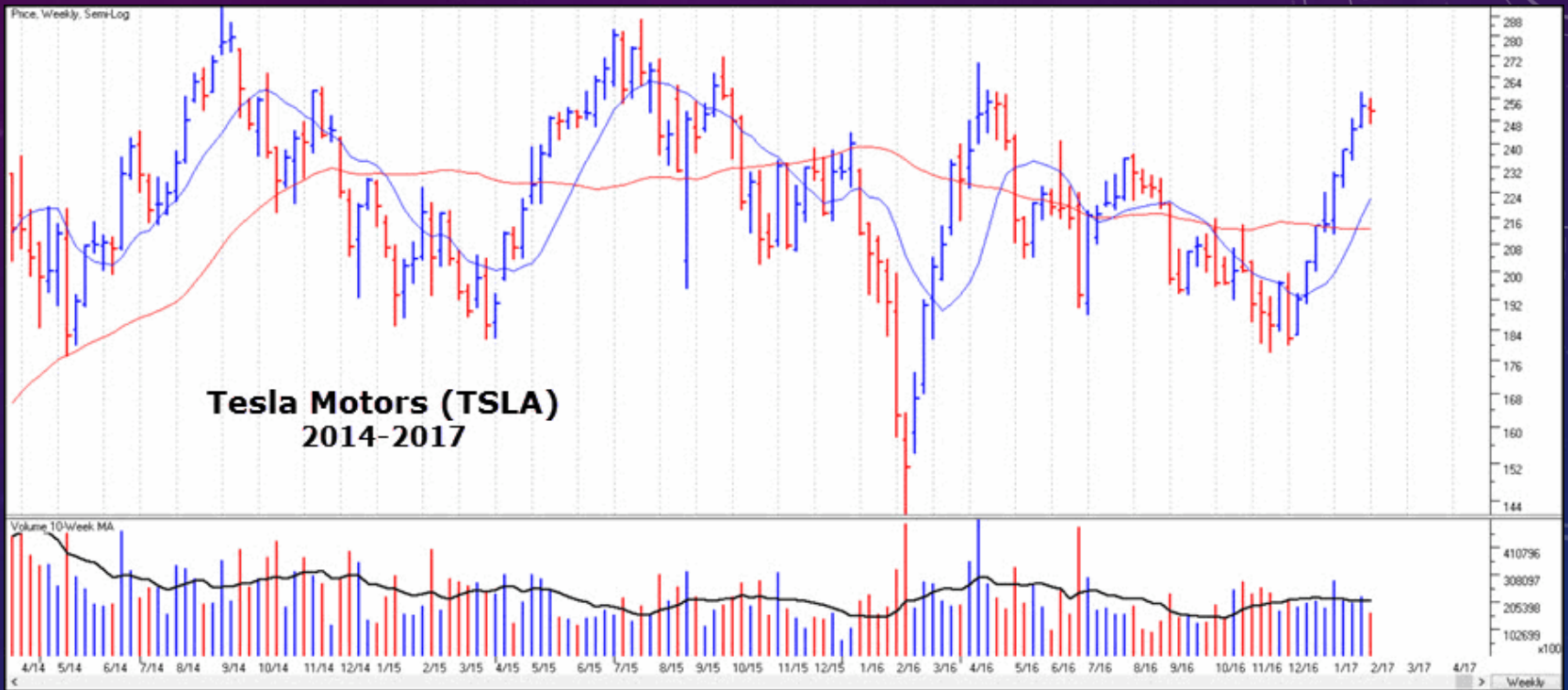
# S&P 500 Index SPDR (SPY) 2015-2017



# Apple (AAPL) 2015-2017



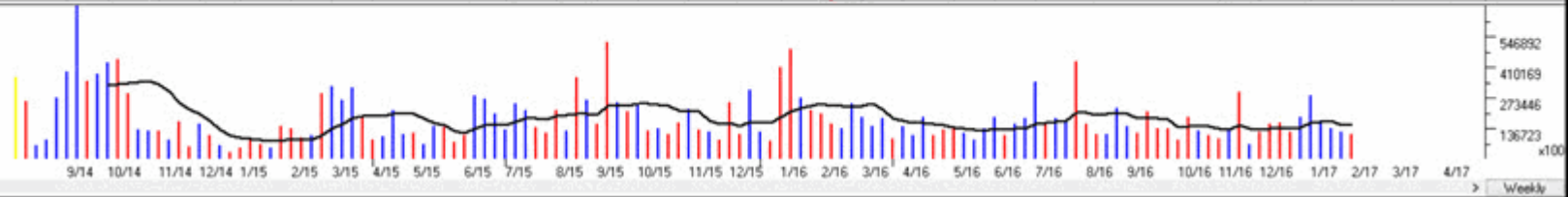




Price, Weekly, Semi-Log



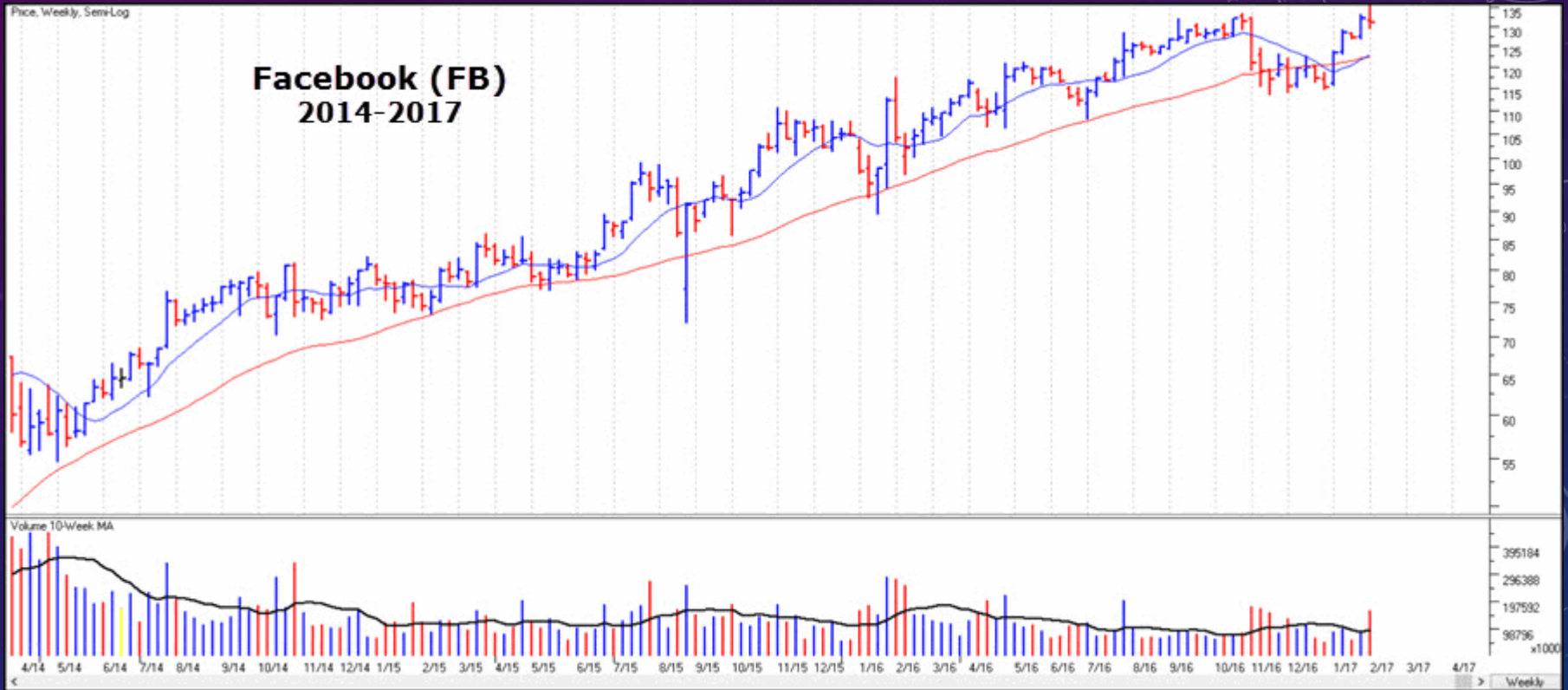
Volume 10/Week MA

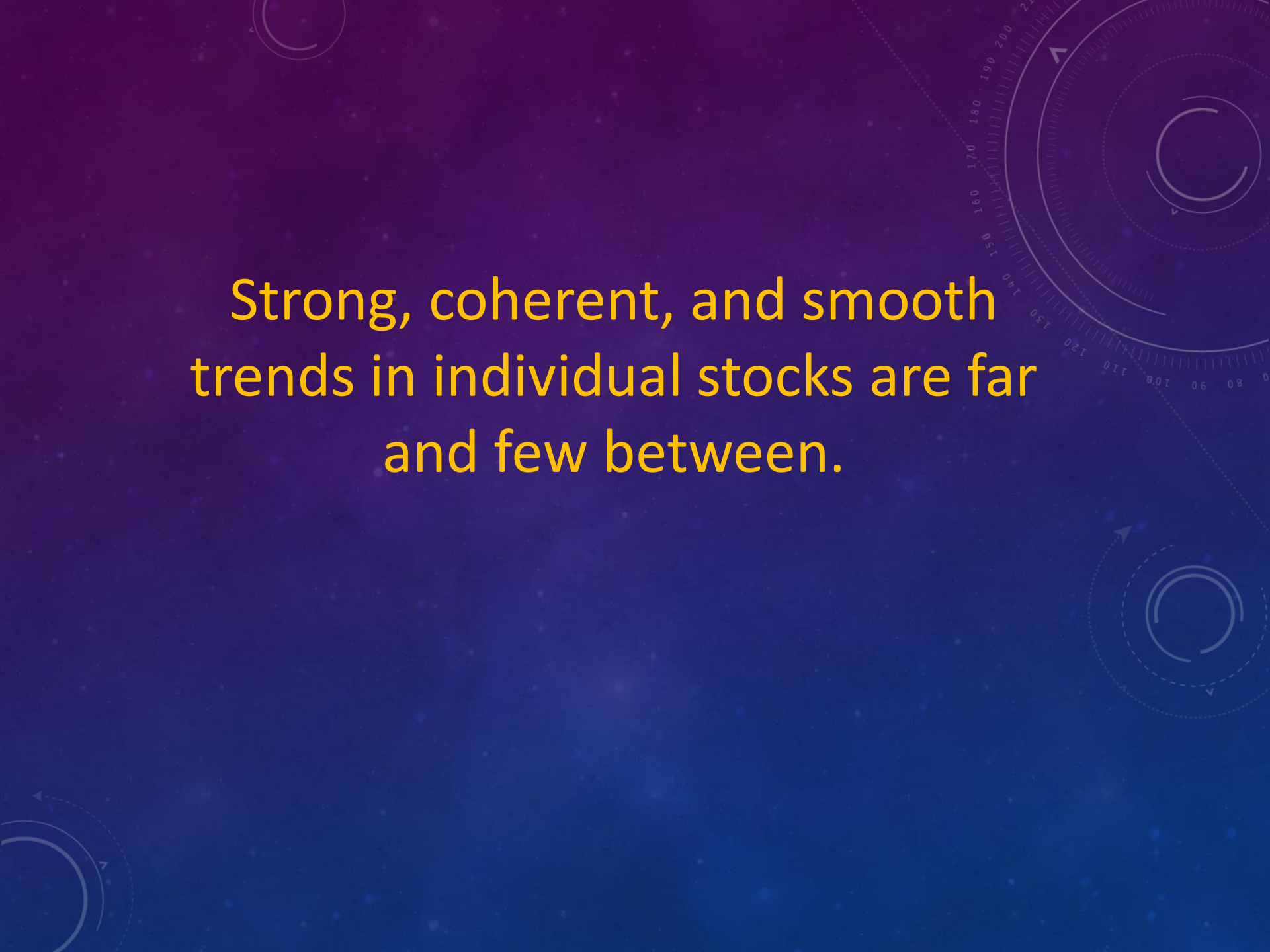




Price, Weekly, Semi-Log

## Facebook (FB) 2014-2017

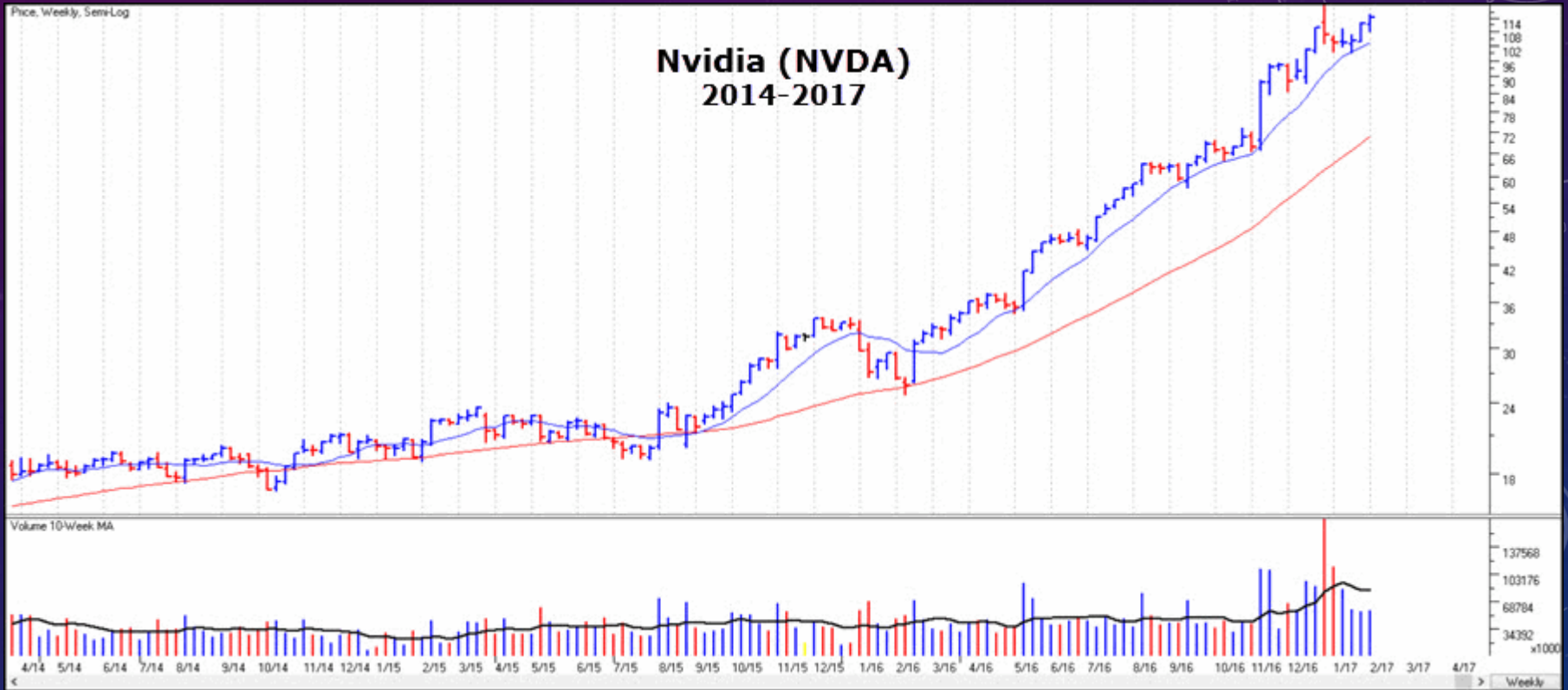


The background is a deep blue gradient with a subtle pattern of white dots, resembling a starry sky. Overlaid on this are several faint, white circular and semi-circular lines. Some of these lines have small arrows indicating a clockwise direction. In the upper right corner, there is a larger, more complex circular graphic that looks like a protractor or a gauge, with numerical markings from 0 to 200. The text is centered in the middle of the image in a bright yellow color.

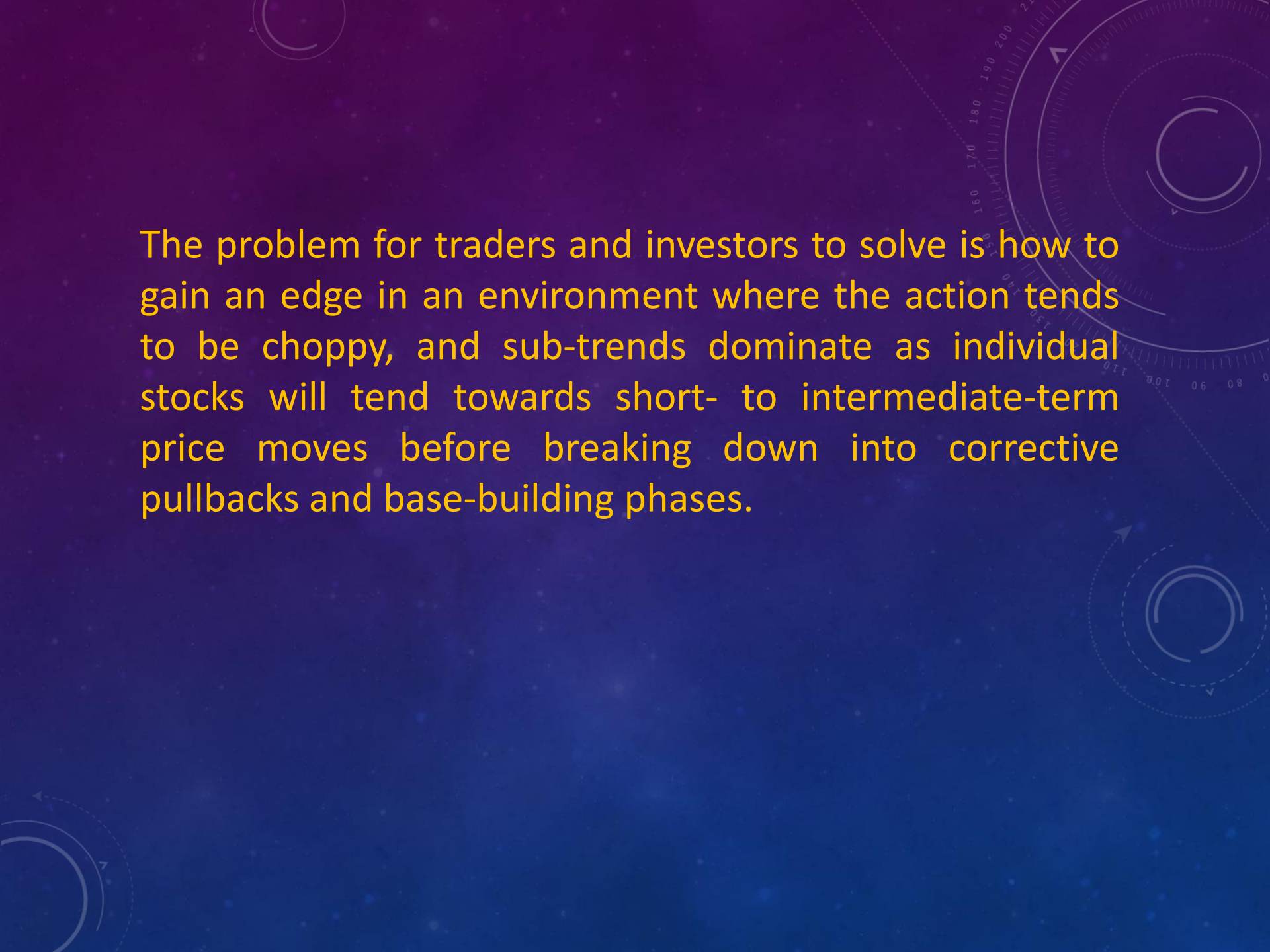
Strong, coherent, and smooth  
trends in individual stocks are far  
and few between.

Price, Weekly, Semi-Log

## Nvidia (NVDA) 2014-2017





The background features a gradient from dark blue at the bottom to deep purple at the top. It is decorated with several faint, white circular elements: a scale with numerical markings (0, 80, 90, 100, 110, 120, 130, 140, 150, 160, 170, 180, 190, 200, 210, 220) in the upper right; a dashed circle with an arrow in the lower right; and a solid circle with an arrow in the lower left. A large, faint circular arrow is also visible in the upper right quadrant.

The problem for traders and investors to solve is how to gain an edge in an environment where the action tends to be choppy, and sub-trends dominate as individual stocks will tend towards short- to intermediate-term price moves before breaking down into corrective pullbacks and base-building phases.

- Our work in recent years has focused on upgrading and expanding our original methods such as pocket pivots and buyable gap-ups in order to address and better exploit a rotational, more volatile, and mostly trendless market. In some cases this has involved “pairing” these methods with those discussed and practiced by traders and investors like Richard D. Wyckoff and Jesse Livermore over a century ago, but which are not part of the O’Neil “CAN SLIM” orthodoxy and vernacular. This is the essential foundation of what we refer to as the broader “OWL” methodology (O’Neil-Wyckoff-Livermore).

# THE “OWL” METHODOLOGY

- ✓ William J. O’Neil – the basic “CANSLIM” system, cataloguing of various chart patterns, codification of primary characteristics of leading stocks.
- ✓ Richard J. Wyckoff - editor and founder of the *Magazine of Wall Street*, “Wyckoffian Retest,” the “spring” formation (what we refer to as an “Undercut & Rally” or “U&R” set-up), tests for supply, general market philosophy.
- ✓ Jesse Livermore – “pivotal” (as opposed to “pivot”) buy points, reversal patterns, the “Century Mark Rule,” “shakeout-plus-three” technique, general market philosophy.



# “VOODOO DAYS”

- ✓ The term “voodoo day” originated with the concept of a “volume dry-up.” This was shortened to the acronym “VDU,” which, when combined with a modicum of creativity results in the investment slang term, “voodoo.”
- ✓ A voodoo day is generally defined by volume that is -35% or less below average. The lower the volume the better, such that -50% or more would be considered “extreme” voodoo action.
- ✓ Volume dry-ups should also be considered within the context of market-cap. Larger big-cap names can show volume declines of -20% to -25% or more that would qualify as “voodoo” within the context of the stock’s prior price/volume activity.

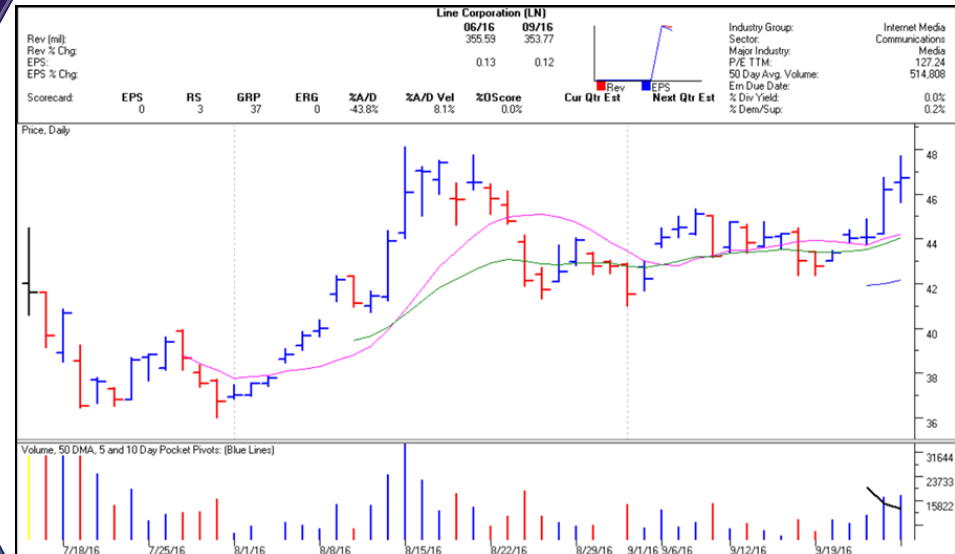
## **“VOODOO DAYS” = TESTS FOR SUPPLY**

A low-volume pullback where volume dries up sharply as the pullback comes into a logical area of potential support is a constructive test for supply. In this case the selling pressure dissipates, creating a buyable pullback.

Voodoo action, or extremely light volume as a stock is moving tightly sideways along a logical area of support, such as a key moving average. Is another type of test for supply. The stock price doesn't budge as sellers steadily evaporate.

# Wyckoff's Spring = Shakeout-Plus-Three = Undercut & Rally

But the U&R concept  
simplifies all of this into an  
easily identifiable and  
actionable set-up where risk  
can be kept to a minimum.





- In our view, regardless of whether the markets remain in such a wide-ranging, trendless environment or whether we see a return to the more uniform, strongly-trending markets of the post-World War II and pre-QE era, these expanded and updated methods can only serve to extend the edge that traders and investors naturally strive for in any market environment.

# I. POCKET PIVOTS



# POCKET PIVOT RULES

- 1. As with base breakouts, proper pocket pivots should emerge within or out of constructive basing patterns.
- 2. The stock's fundamentals should be strong, i.e., excellent earnings, sales, pretax margins, ROE, strong leader in its space, etc.
- 3. The day's volume should be larger than the highest down volume day over the prior 10 days.
- 4. If the pocket pivot occurs in an uptrend after the stock has broken out, it should act constructively around its 10-dma. It can undercut its 10-dma as long as it shows resilience by showing volume that is greater than the highest down volume day over the prior 10 days.
- 5. Pocket pivots sometimes coincide with base breakouts or with gap ups. This can be thought of as added upside power should this occur.
- 6. Do not buy pocket pivots if the overall chart formation is in a multi-month downtrend (5 months or longer). It is best to wait for the rounding part of the base to form before buying.
- 7. Do not buy pocket pivots if the stock is under a critical moving average such as the 50-dma or 200-dma. If it is well under its 50-dma, and getting support near the 200-dma, it can be bought provided the base is constructive.
- 8. Do not buy pocket pivots if the stock formed a 'V' where it sells off hard down through the 10-dma or 50-dma then shoots straight back up in a 'V' formation. Such formations are failure prone.
- 9. Avoid buying pocket pivots that occur after wedging patterns.
- 10. Some pocket pivots may occur after the stock is extended from the base. If the pivot occurs right near its 10-dma, it can be bought, otherwise it is extended and should be avoided. Give the 10-dma the chance to catch up to the stock, where the stock would consolidate for a few days, before buying such a pocket pivot.



# **ROUNDAABOUT & BOTTOM-FISHING POCKET PIVOTS (RAPP & BFPP)**

# Weibo Corp. Ads (WB)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (mil):	105.21	96.29	107.84	124.73	149.03	119.29	146.89	176.88
Rev % Chg:	47.3%	42.6%	39.5%	48.3%	41.7%	23.9%	36.2%	41.8%
EPS:	0.02	-0.01	0.02	0.07	0.09	0.03	0.12	0.14
EPS % Chg:	100.0%	75.0%	150.0%	333.3%	350.0%	400.0%	500.0%	100.0%

Scorecard:

EPS  
98

RS  
97

GRP  
37

ERG  
232

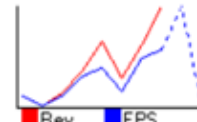
%A/D  
68.1%

%A/D Vel  
7.5%

%OScore  
30.0%

Cur Qtr Est  
0.25(177.78%)

Next Qtr Est  
0.00(-100.00%)



Industry Group:	Internet Media
Sector:	Communications
Major Industry:	Media
P/E TTM:	139.74
50 Day Avg. Volume:	1,493,052
Em Due Date:	3/1/17
% Div Yield:	0.0%
% Dem/Sup:	0.7%

Bongo Weekly

Bongo Daily

Kahunas Up and Down

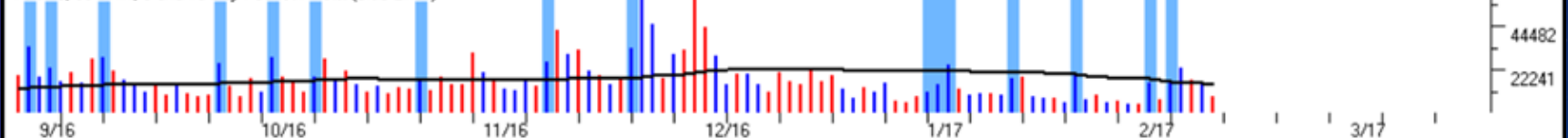
FORCE 13

FORCE 2

Price, Daily

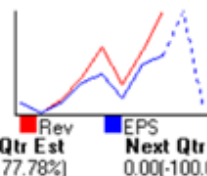


Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)



# Weibo Corp. Ads (WB)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (mil):	105.21	96.29	107.84	124.73	149.03	119.29	146.89	176.88
Rev % Chg:	47.3%	42.6%	39.5%	48.3%	41.7%	23.9%	36.2%	41.8%
EPS:	0.02	-0.01	0.02	0.07	0.09	0.03	0.12	0.14
EPS % Chg:	100.0%	75.0%	150.0%	333.3%	350.0%	400.0%	500.0%	100.0%
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	
	98	97	37	232	68.1%	7.5%	30.0%	

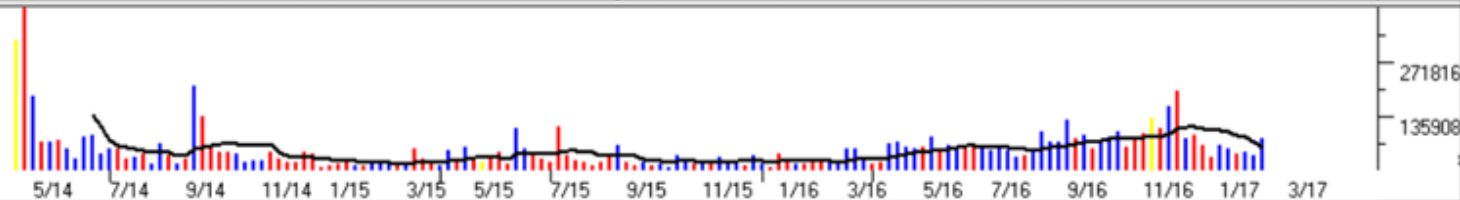


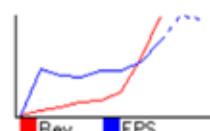
Industry Group:	Internet Media
Sector:	Communications
Major Industry:	Media
P/E TTM:	139.74
50 Day Avg. Volume:	1,493,052
Em Due Date:	3/1/17
% Div Yield:	0.0%
% Dem/Sup:	0.7%

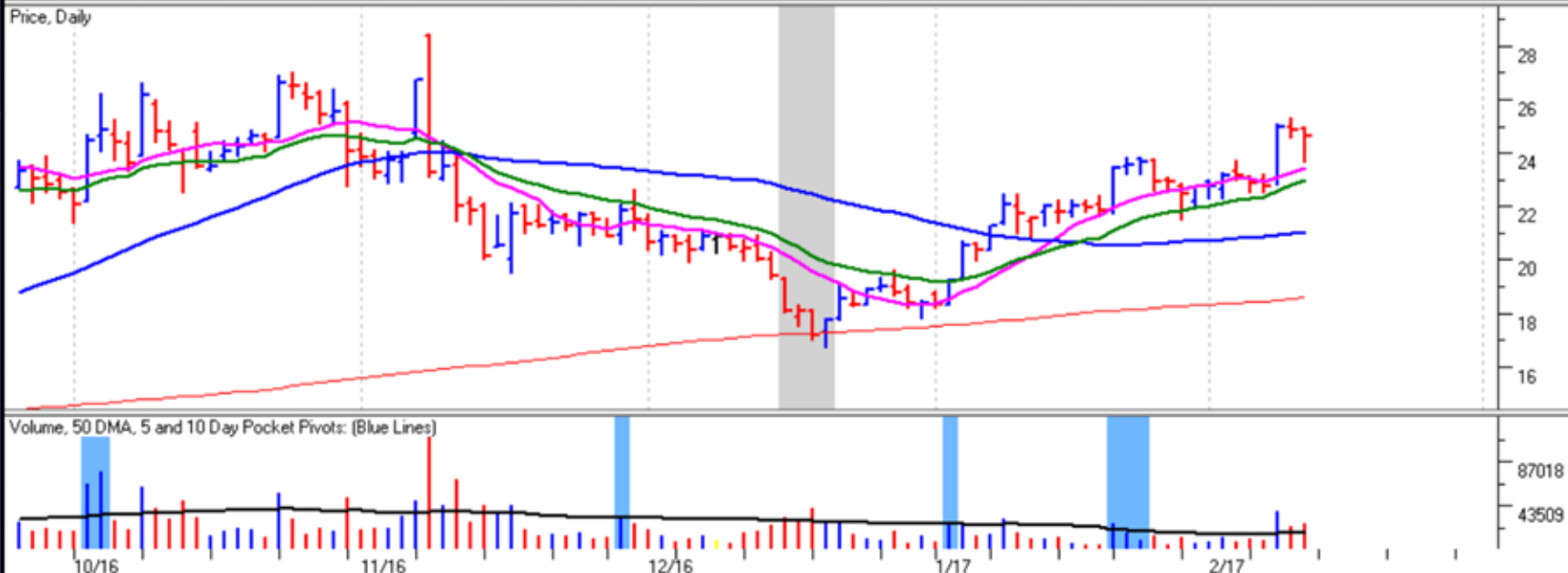
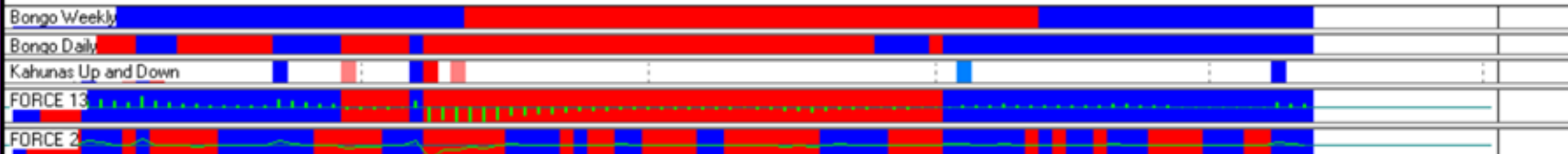
Price, Weekly, Semi-Log



Volume 10-Week MA



Momo Inc Ads (MOMO)										Industry Group:	Application Software
Rev (mil):	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16		Sector:	Technology
Rev % Chg:	703.0%	382.9%	264.1%	204.2%	112.7%	93.5%	222.2%	319.0%		Major Industry:	Software
EPS:	-0.20	0.04	0.01	0.00	0.03	0.03	0.08	0.19		P/E TTM:	74.58
EPS % Chg:	-42.9%	150.0%	100.9%	100.0%	115.0%	-25.0%	700.0%	100.0%	50 Day Avg. Volume:	1,662,130	
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	Cur Qtr Est	Next Qtr Est	Em Due Date:	3/21/17
	93	93	25	211	51.9%	-2.2%	70.0%	0.31(933.33%)	0.30(900.00%)	% Div Yield:	0.0%
										% Dem/Sup:	2.2%

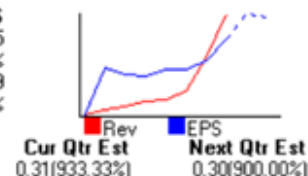




# Momo Inc Ads (MOMO)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (mil):	18.55	26.32	30.73	37.48	39.46	50.92	99.01	157.05
Rev % Chg:	703.0%	382.9%	264.1%	204.2%	112.7%	93.5%	222.2%	319.0%
EPS:	-0.20	0.04	0.01	0.00	0.03	0.03	0.08	0.19
EPS % Chg:	-42.9%	150.0%	100.9%	100.0%	115.0%	-25.0%	700.0%	100.0%

Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	93	93	25	211	51.9%	-2.2%	70.0%

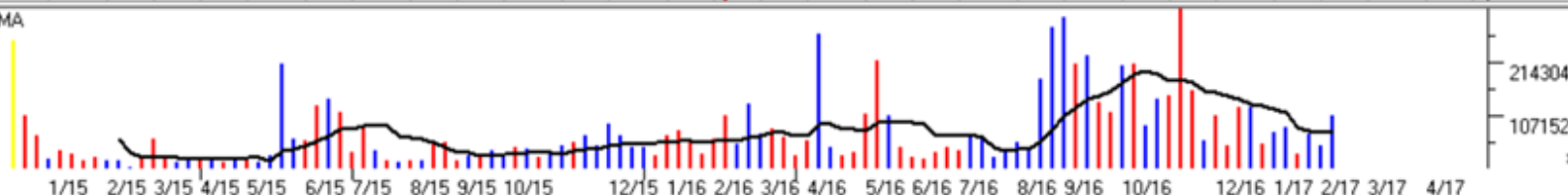


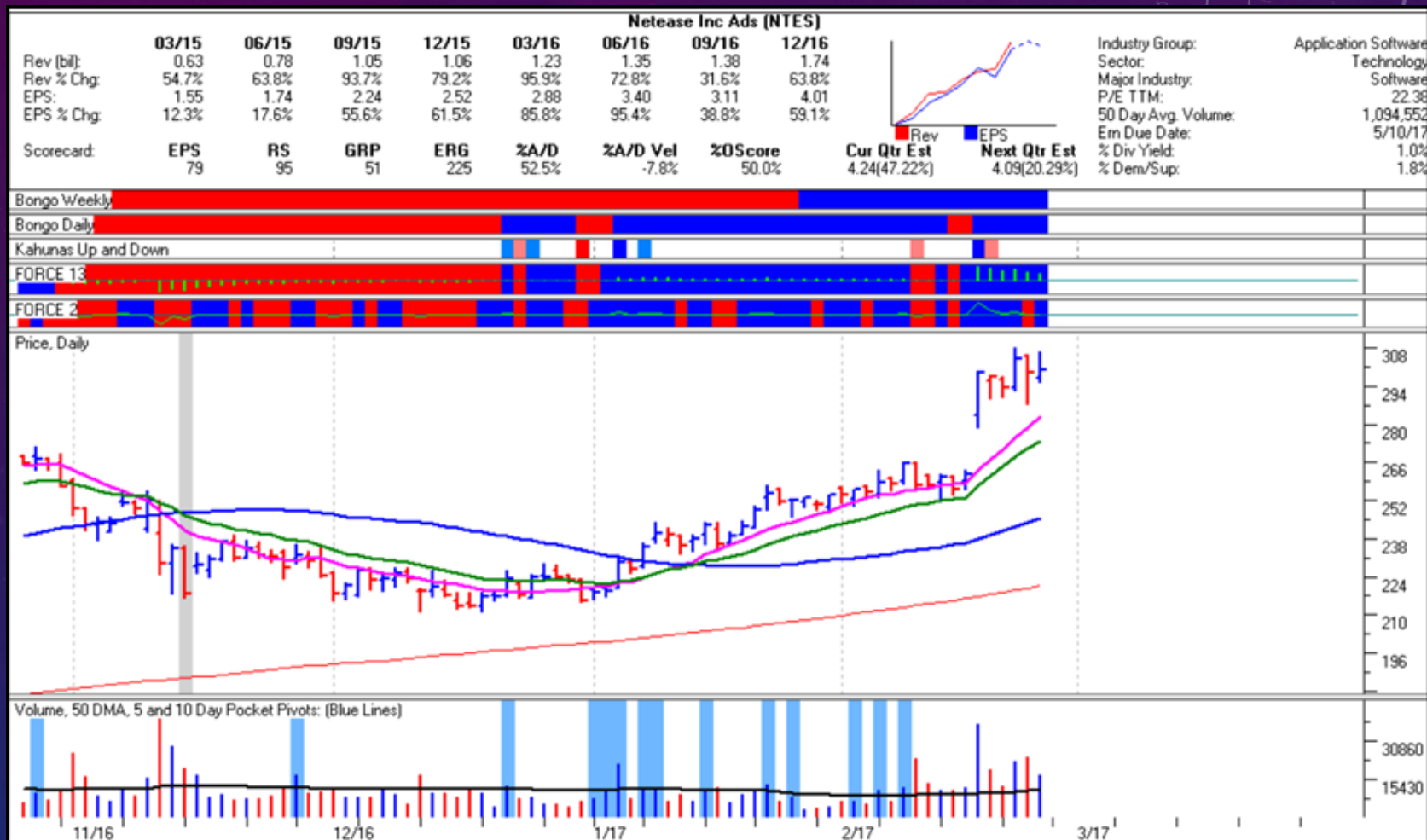
Industry Group:	Application Software
Sector:	Technology
Major Industry:	Software
P/E TTM:	74.58
50 Day Avg. Volume:	1,662,130
Em Due Date:	3/21/17
% Div Yield:	0.0%
% Dem/Sup:	2.2%

Price, Weekly, Semi-Log



Volume 10-Week MA

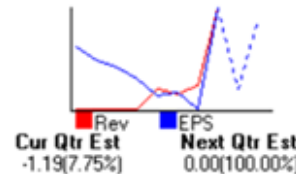




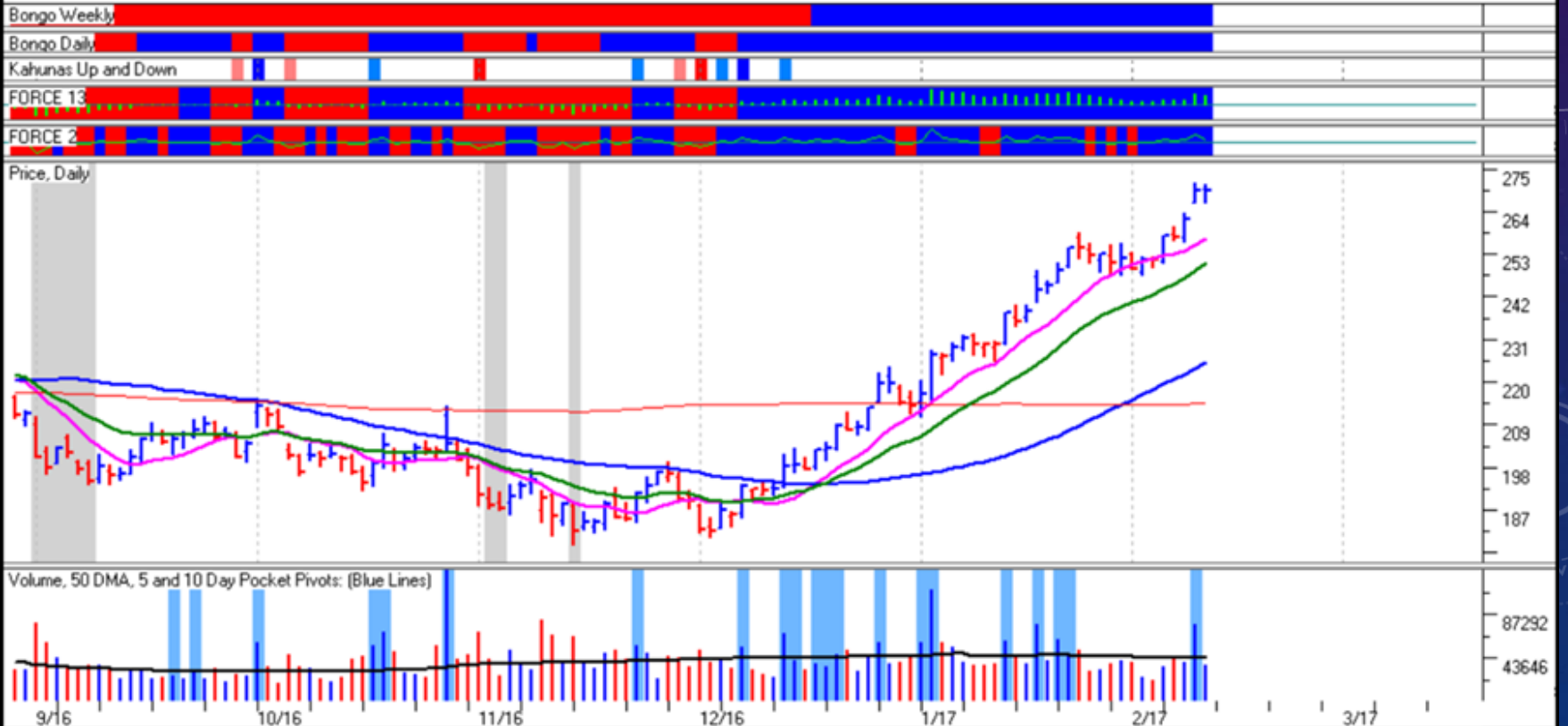
# Tesla Inc. (TSLA)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (bil)	0.96	0.94	0.95	0.94	1.21	1.15	1.27	2.30
Rev % Chg	55.5%	51.5%	24.1%	10.0%	26.9%	22.0%	33.0%	145.4%
EPS	-0.48	-0.70	-0.82	-1.01	-1.29	-1.24	-1.54	0.14
EPS % Chg	-442.9%	-337.5%	-412.5%	-248.3%	-168.7%	-77.1%	-87.8%	113.9%

Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	17	92	81	190	55.6%	-0.9%	30.0%

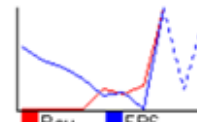


Industry Group:	Automobiles
Sector:	Consumer Discretionary
Major Industry:	Automotive
P/E TTM:	
50 Day Avg. Volume:	4,480,940
Em Due Date:	2/22/17
% Div Yield:	0.0%
% Dem/Sup:	3.9%



# Tesla Inc. (TSLA)

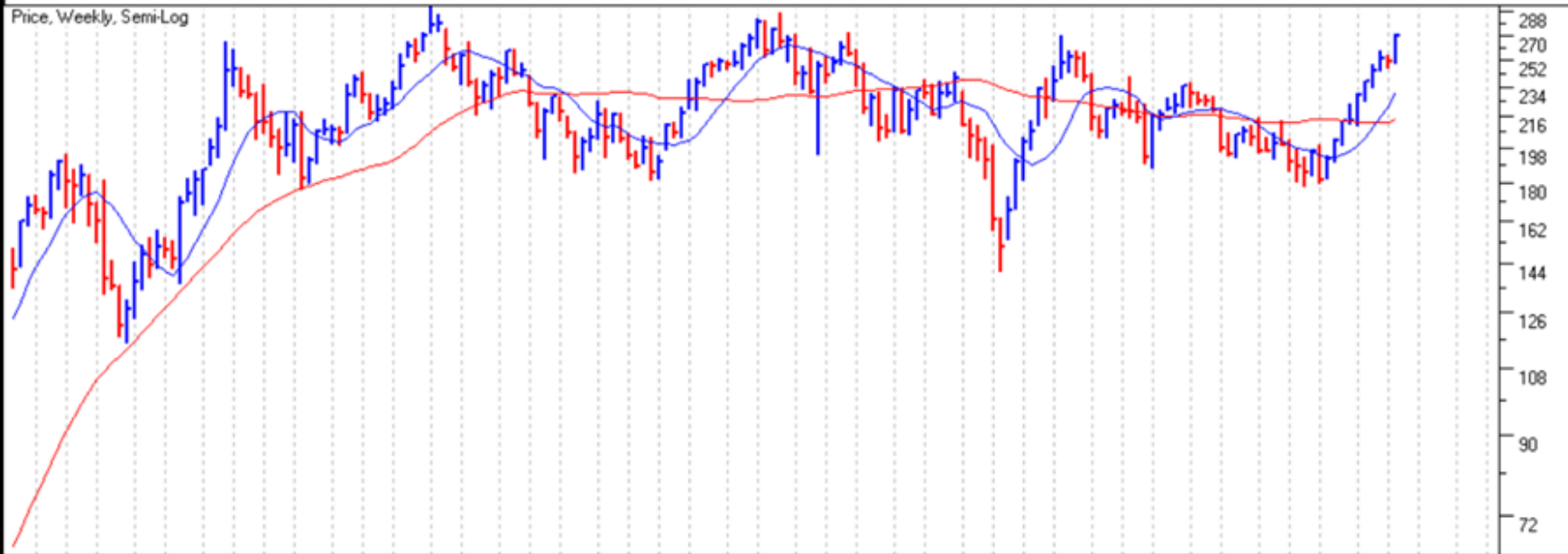
	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (bil):	0.96	0.94	0.95	0.94	1.21	1.15	1.27	2.30
Rev % Chg:	55.5%	51.5%	24.1%	10.0%	26.9%	22.0%	33.0%	145.4%
EPS:	-0.48	-0.70	-0.82	-1.01	-1.29	-1.24	-1.54	0.14
EPS % Chg:	-442.9%	-337.5%	-412.5%	-248.3%	-168.7%	-77.1%	-87.8%	113.9%
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	
	17	92	81	190	55.6%	-0.9%	30.0%	



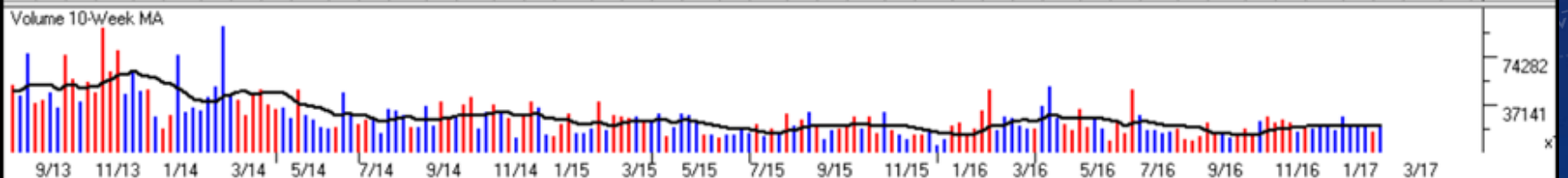
Cur Qtr Est: -1.19(7.75%)  
Next Qtr Est: 0.00(100.00%)

Industry Group: Automobiles  
Sector: Consumer Discretionary  
Major Industry: Automotive  
P/E TTM: 4,480,940  
50 Day Avg. Volume: 2/22/17  
Em Due Date: 0.0%  
% Div Yield: 3.9%  
% Dem/Sup:

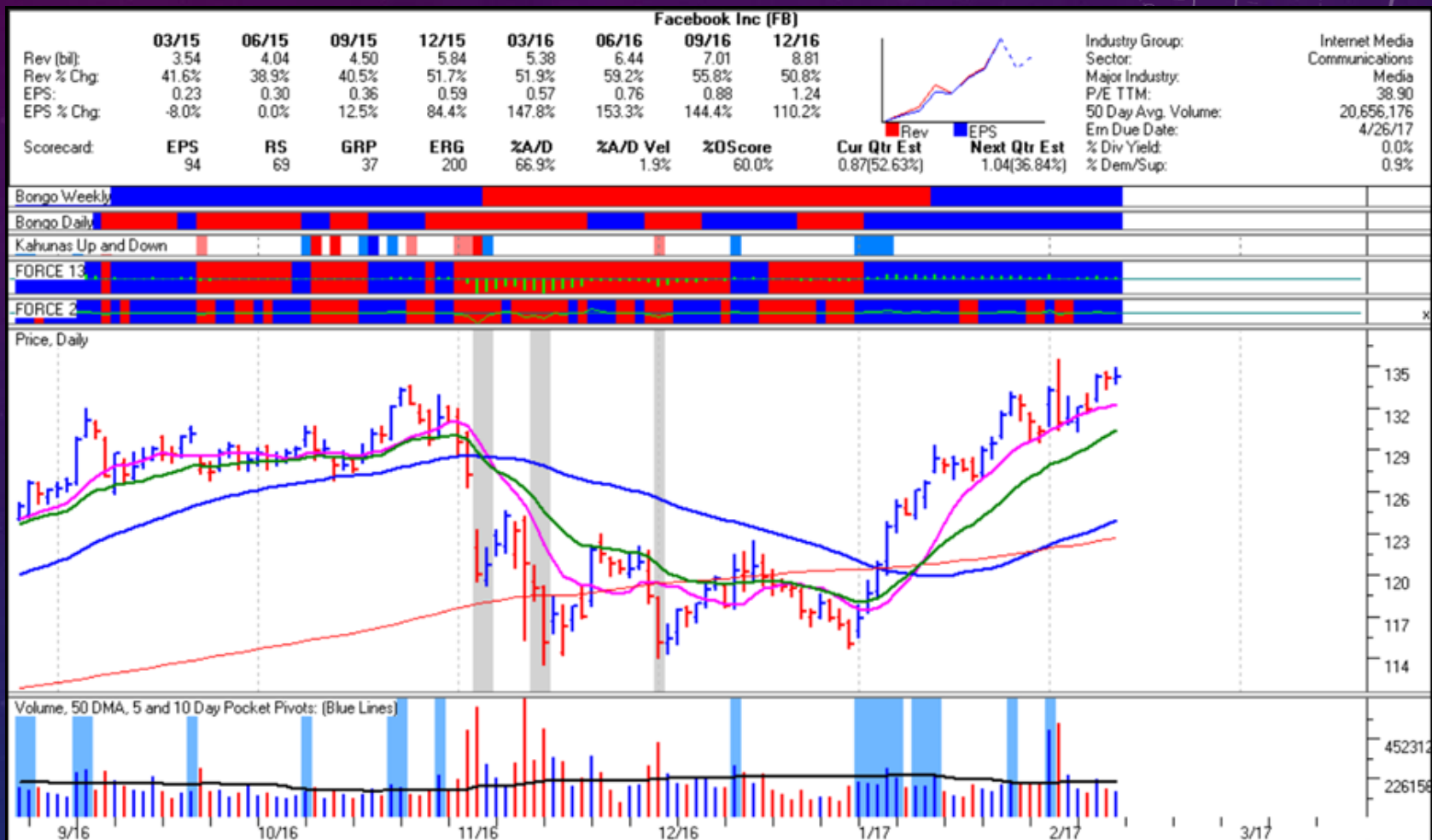
Price, Weekly, Semi-Log

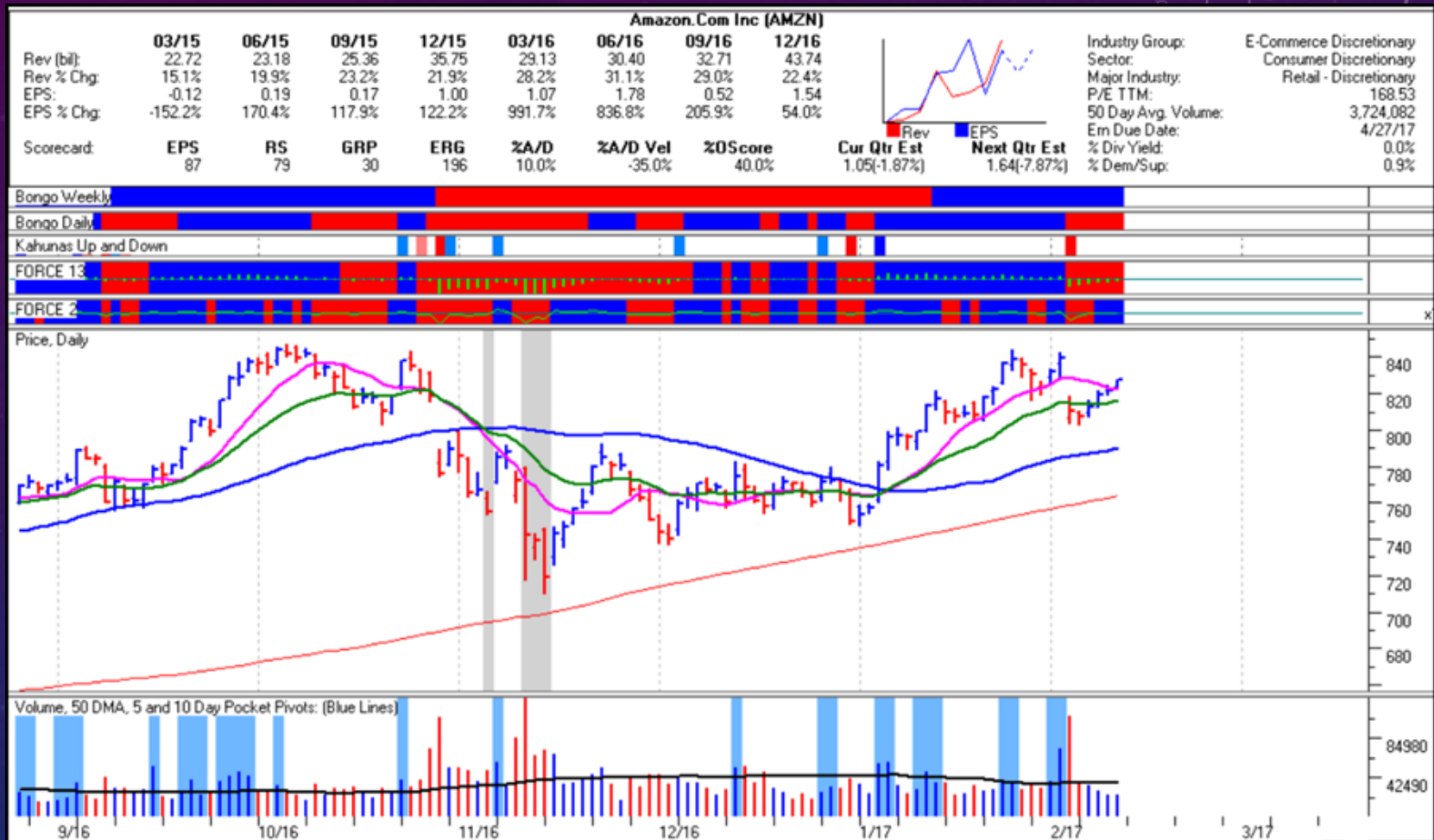


Volume 10-Week MA









# Quantenna Communications Inc (QTNA)

Rev (mil):  
Rev % Chg:  
EPS:  
EPS % Chg:

Scorecard:

EPS  
0

RS  
0

GRP  
0

ERG  
0

%A/D  
-7.5%

%A/D Vel  
15.0%

%OScore  
0.0%

Cur Qtr Est  
0.01(100.00%)

Next Qtr Est

Industry Group:  
Sector:  
Major Industry:  
P/E TTM:  
50 Day Avg. Volume:  
Em Due Date:  
% Div Yield:  
% Dem/Sup:

220.568  
2/13/17  
0.0%  
0.7%

Bongo Weekly

Bongo Daily

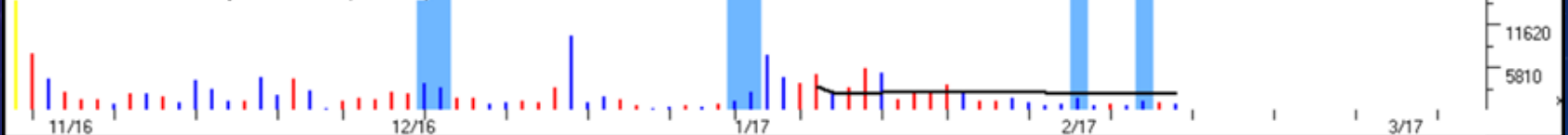
Kahunas Up and Down

FORCE 13

FORCE 2

Price, Daily

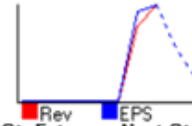
Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)



# Airgain Inc (AIRG)

Rev (mil):  
Rev % Chg:  
EPS:  
EPS % Chg:

	06/16	09/16
Rev (mil)	9.86	12.44
EPS	0.15	0.16



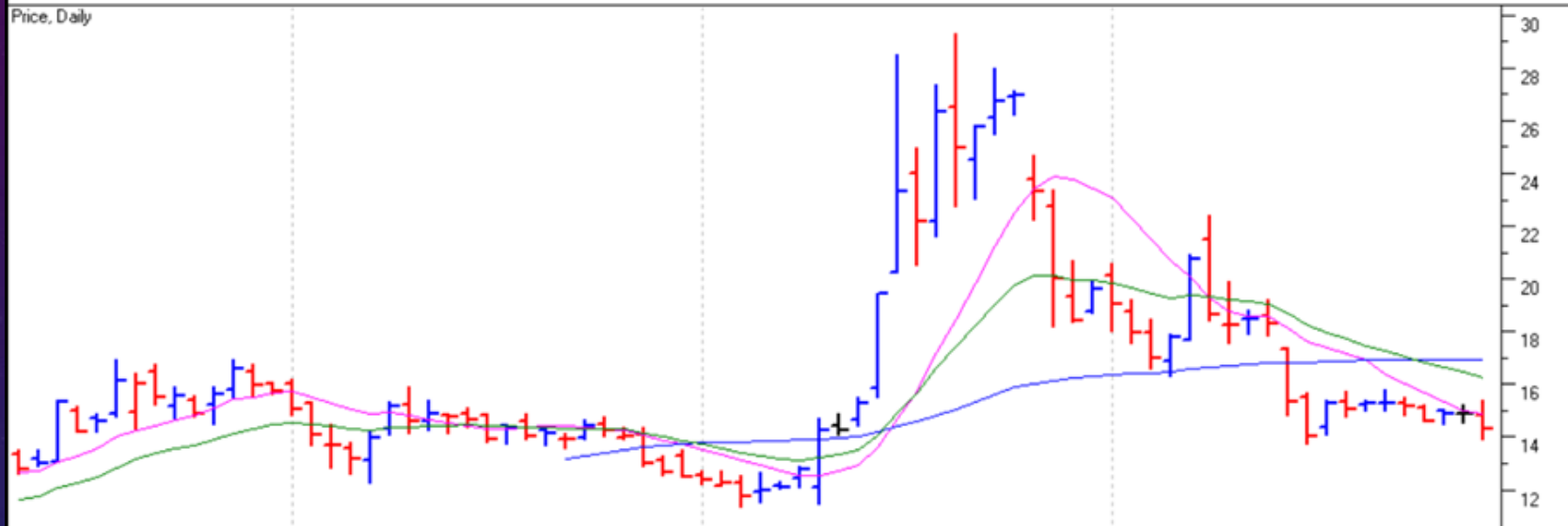
Industry Group:	Communications Equipment
Sector:	Technology
Major Industry:	Hardware
P/E TTM:	53.87
50 Day Avg. Volume:	316,364
Erm Due Date:	2/9/17
% Div Yield:	0.0%
% Dem/Sup:	3.5%

Scorecard:

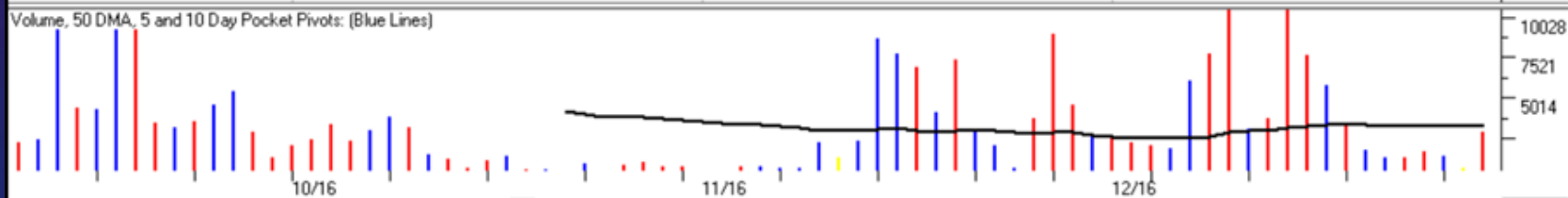
EPS	RS	GRP	ERG	%A/D	%A/D Vel	%DScore
0	96	44	0	-27.5%	-4.4%	0.0%

Cur Qtr Est	Next Qtr Est
0.09(100.00%)	0.04(100.00%)

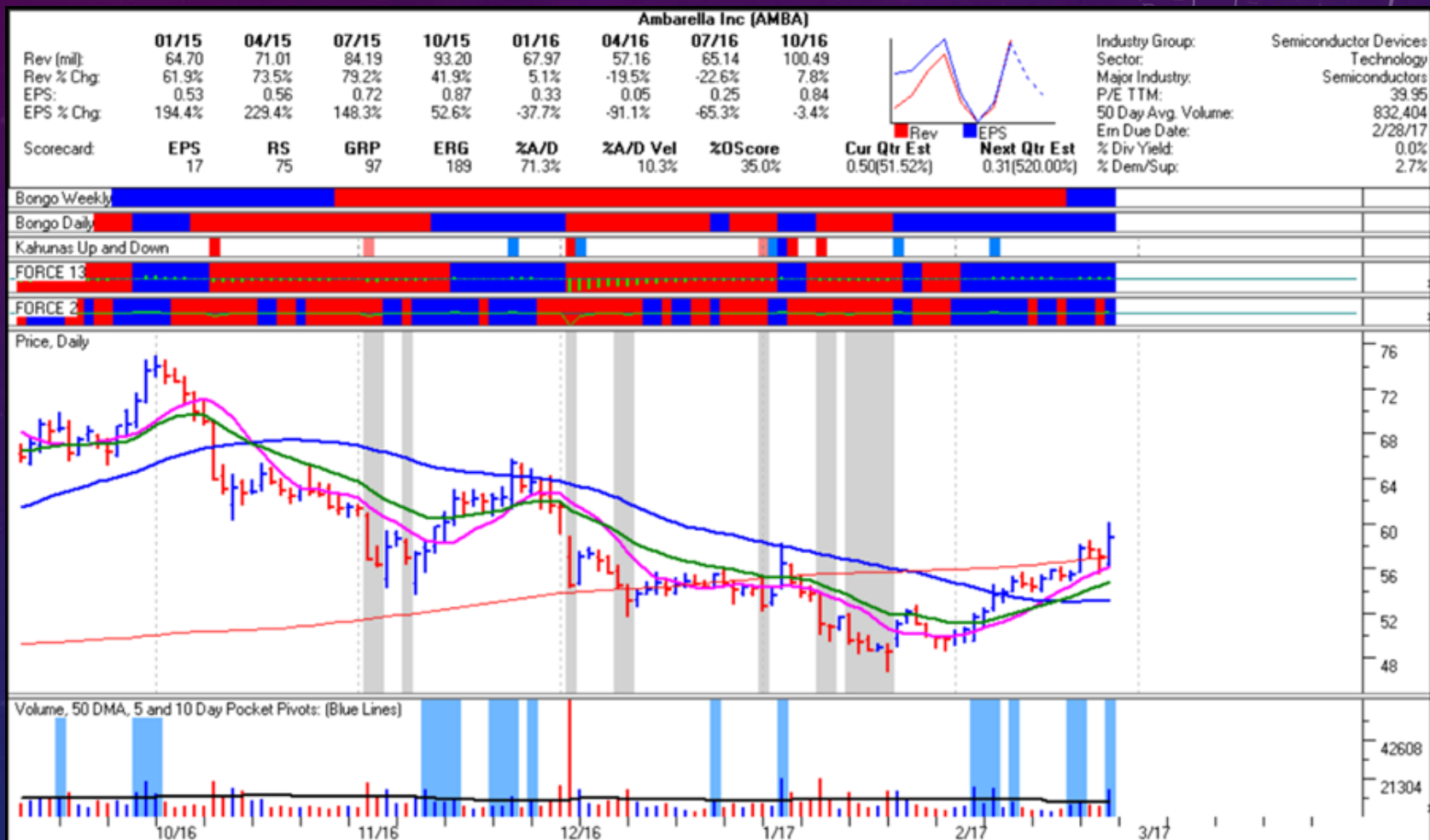
Price, Daily



Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)







# FIVE-DAY POCKET PIVOTS

# CHARACTERISTICS OF 5-DAY POCKETS

Rule #3 of the Ten Rules for Pocket Pivots is changed to: “The day's volume should be larger than the highest down volume day over the prior 5 trading days.”

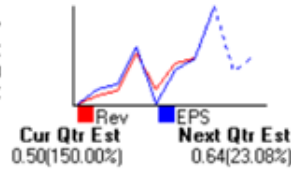
Look for clusters of five-day pocket pivots in lieu of a single ten-day pocket pivot.

Look for these to occur in areas of constructive technical action, particularly as a stock is rounding out the right side of a potential new base.

Look to pair five-day pocket pivots with associated set-ups and indicators such as undercut & rally moves, Wyckoffian Retests, “Bingo” bar trios, and moves down to major support, etc.

# Alibaba Group Holding Ltd (BABA)

	03/15	06/15	09/15	12/15	03/16	06/16	09/16	12/16
Rev (bil):	2.79	3.27	3.49	5.33	3.60	4.84	5.14	7.67
Rev % Chg:	41.9%	28.4%	27.2%	26.4%	29.0%	48.2%	47.4%	43.8%
EPS:	0.20	0.34	0.38	0.73	0.20	0.52	0.63	1.09
EPS % Chg:	-48.7%	-59.5%	52.0%	32.7%	0.0%	52.9%	65.8%	49.3%
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	
	76	76	33	185	14.4%	-12.2%	60.0%	



Industry Group:	E-Commerce Discretionary
Sector:	Consumer Discretionary
Major Industry:	Retail - Discretionary
P/E TTM:	41.20
50 Day Avg. Volume:	10,182,226
Em Due Date:	5/4/17
% Div Yield:	0.0%
% Dem/Sup:	0.5%

Bongo Weekly

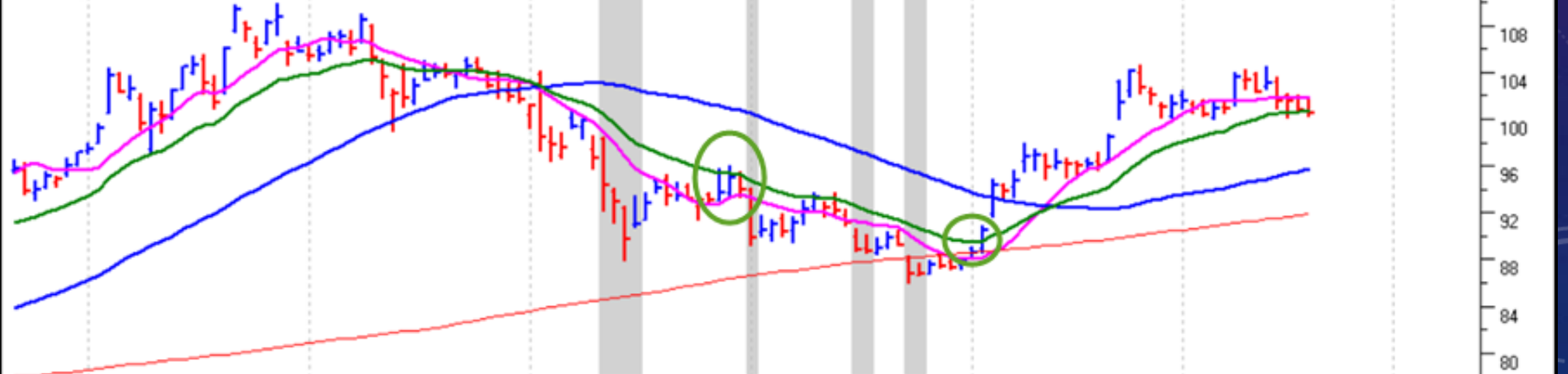
Bongo Daily

Kahunas Up and Down

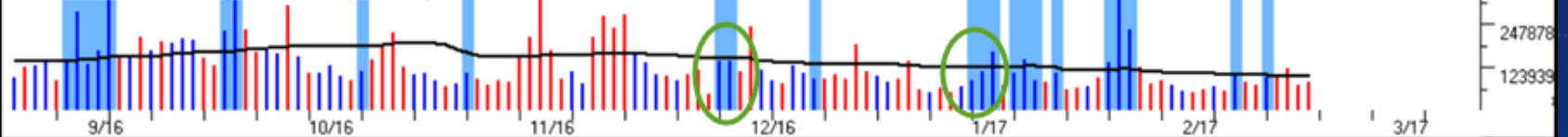
FORCE 13

FORCE 2

Price, Daily



Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)







# Quantenna Communications Inc (QTNA)

Rev (mil):  
Rev % Chg:  
EPS:  
EPS % Chg:

Scorecard:

EPS  
0

RS  
0

GRP  
0

ERG  
0

%A/D  
56.9%

%A/D Vel  
49.1%

%DScore  
0.0%

Cur Qtr Est  
0.01(100.00%)

Next Qtr Est  
0.04(100.00%)

Industry Group:  
Sector:  
Major Industry:  
P/E TTM:  
50 Day Avg. Volume:  
Em Due Date:  
% Div Yield:  
% Dem/Sup:

231,300  
5/8/17  
0.0%  
0.7%

Bongo Weekly

Bongo Daily

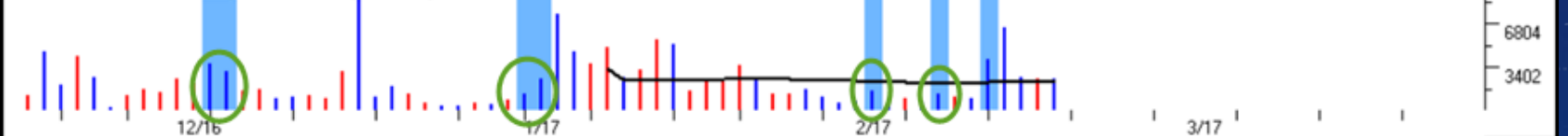
Kahunas Up and Down

FORCE 13

FORCE 2

Price, Daily

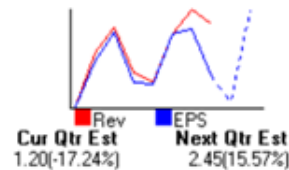
Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)



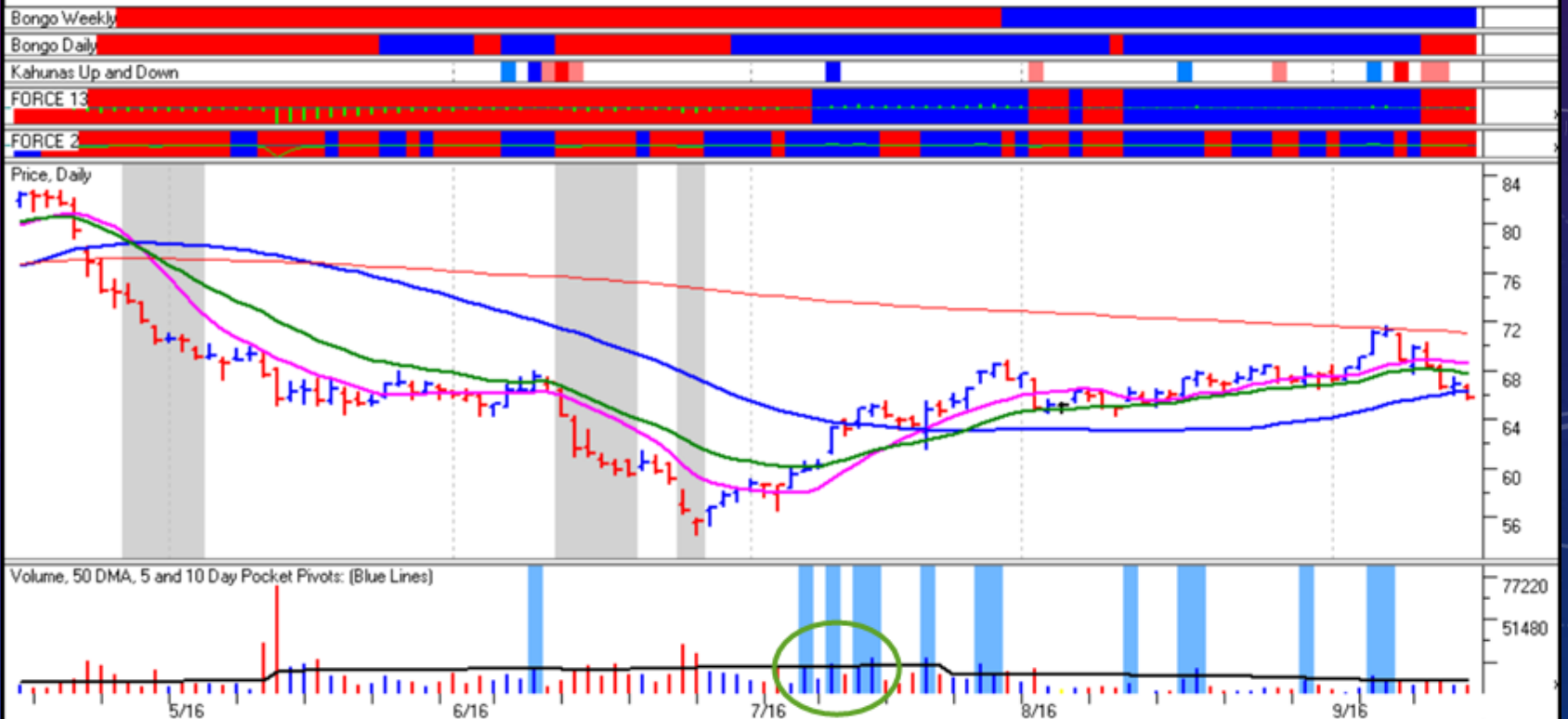
# Alaska Air Group (ALK)

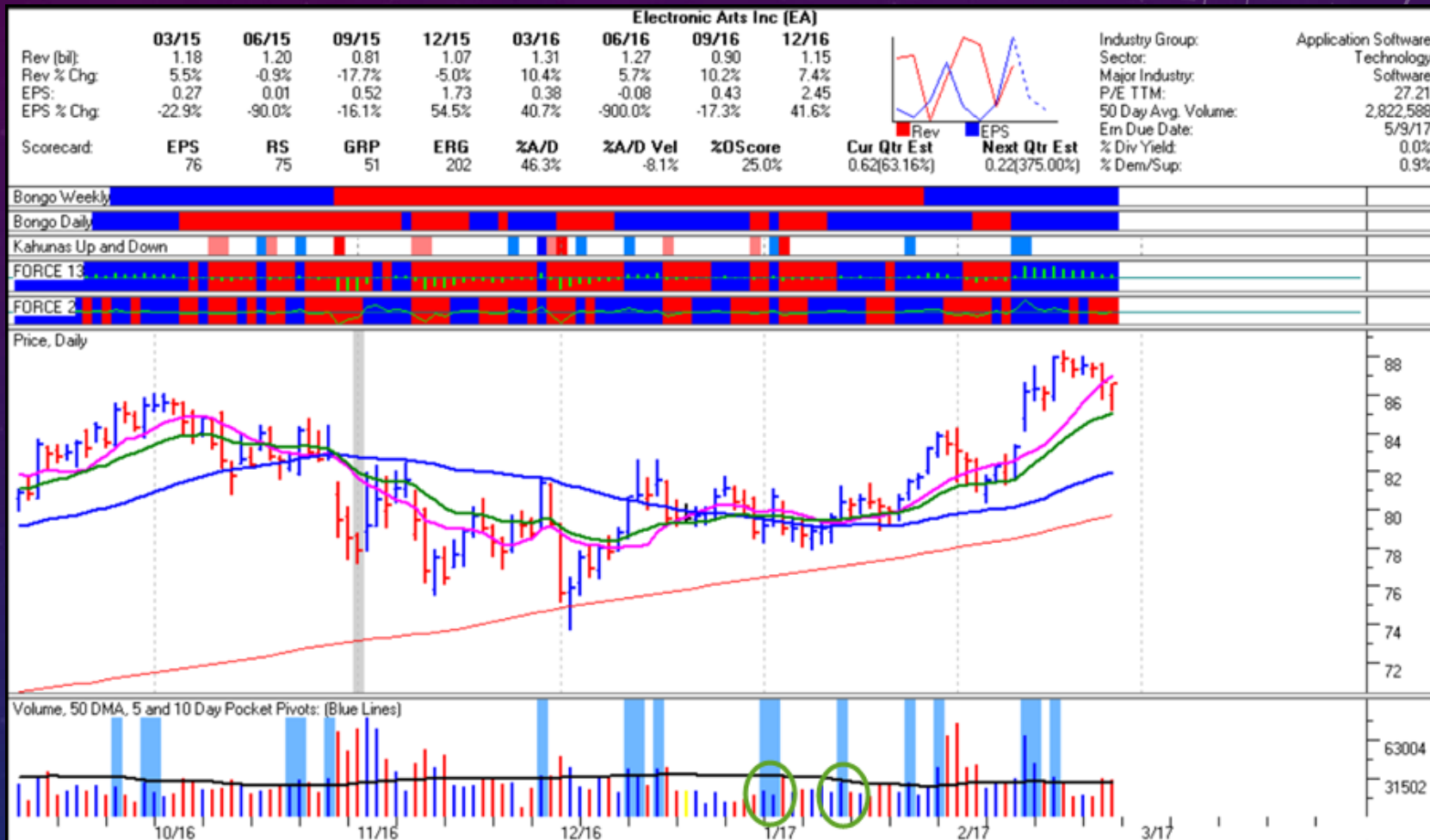
	03/15	06/15	09/15	12/15	03/16	06/16	09/16	12/16
Rev (bil):	1.27	1.44	1.51	1.38	1.35	1.49	1.57	1.52
Rev % Chg:	3.8%	4.5%	3.4%	5.4%	6.1%	4.0%	3.4%	10.7%
EPS:	1.12	1.76	2.16	1.46	1.45	2.12	2.20	1.56
EPS % Chg:	75.0%	55.8%	46.9%	55.3%	29.5%	20.5%	1.9%	6.8%

Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	53	76	92	221	38.8%	-5.9%	10.0%



Industry Group:	Airlines
Sector:	Consumer Discretionary
Major Industry:	Passenger Transportation
P/E TTM:	13.23
50 Day Avg. Volume:	1,237,040
Em Due Date:	4/20/17
% Div Yield:	1.2%
% Dem/Sup:	1.0%









## II. BUYABLE GAP-UPS



# **BOTTOM-FISHING BUYABLE GAP-UPS**

# CHARACTERISTICS OF BGBGU'S

Occur near the lows of a potential, new base formation as a stock is attempting to “round out” a bottom.

Are associated with proportionately “monstrous” volume increases.

Can often occur in stocks that have very high short interest as a percentage of total float. This can lead to very sharp rallies as shorts get squeezed off the bottom.

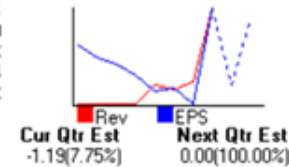
If they lead to a move above a major moving average then that moving average can serve as a tighter selling guide compared to the intraday low of the gap-up day.



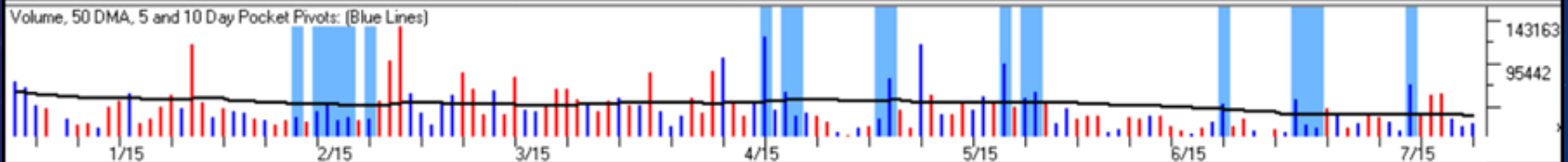
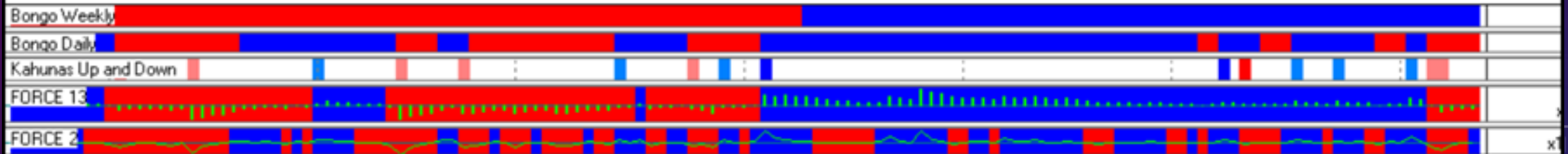
# Tesla Inc. (TSLA)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (bil):	0.96	0.94	0.95	0.94	1.21	1.15	1.27	2.30
Rev % Chg:	55.5%	51.5%	24.1%	10.0%	26.9%	22.0%	33.0%	145.4%
EPS:	-0.48	-0.70	-0.82	-1.01	-1.29	-1.24	-1.54	0.14
EPS % Chg:	-442.9%	-337.5%	-412.5%	-248.3%	-168.7%	-77.1%	-87.8%	113.9%

Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	17	92	81	190	55.6%	-0.9%	30.0%



Industry Group:	Automobiles
Sector:	Consumer Discretionary
Major Industry:	Automotive
P/E TTM:	
50 Day Avg. Volume:	4,480,940
Em Due Date:	2/22/17
% Div Yield:	0.0%
% Dem/Sup:	3.9%





**Netflix Inc (NFLX)**

	03/15	06/15	09/15	12/15	03/16	06/16	09/16	12/16
Rev (bil):	1.57	1.64	1.74	1.82	1.96	2.11	2.29	2.48
Rev % Chg:	23.9%	22.7%	23.3%	22.8%	24.4%	28.0%	31.7%	35.9%
EPS:	0.11	0.06	0.07	0.07	0.06	0.09	0.12	0.15
EPS % Chg:	-8.3%	-62.5%	-50.0%	-30.0%	-45.5%	50.0%	71.4%	114.3%

Scorecard:

	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	Cur Qtr Est	Next Qtr Est
	85	86	30	201	53.1%	17.5%	80.0%	0.37(516.67%)	0.23(155.56%)

Industry Group: E-Commerce Discretionary  
Sector: Consumer Discretionary  
Major Industry: Retail - Discretionary  
P/E TTM: 344.81  
50 Day Avg. Volume: 7,223,572  
Ern Due Date: 4/17/17  
% Div Yield: 0.0%  
% Dem/Sup: 1.8%

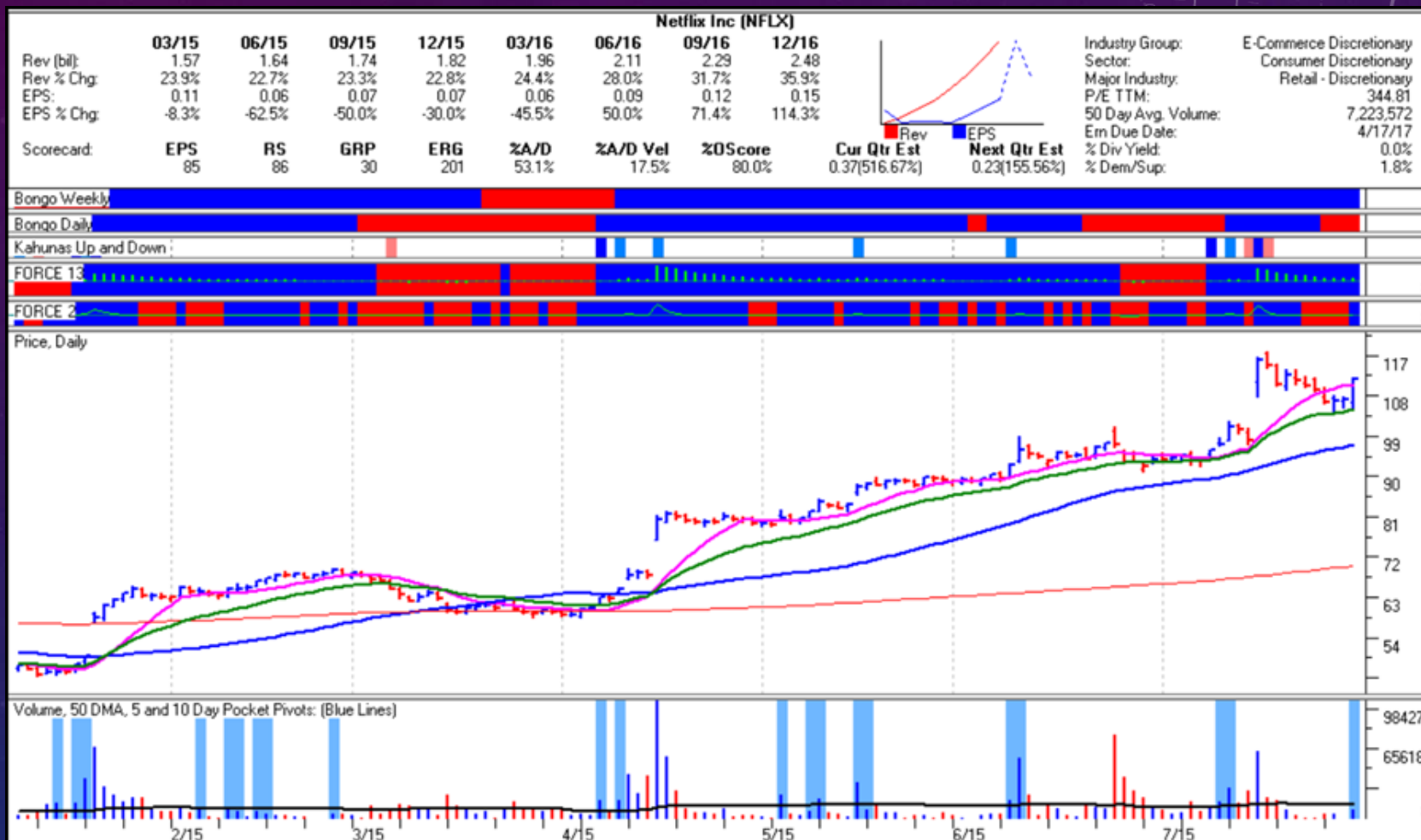
**Force Indicators:**

- Bongo Weekly: [Bar chart showing weekly force indicators]
- Bongo Daily: [Bar chart showing daily force indicators]
- Kahunas Up and Down: [Bar chart showing up and down force indicators]
- FORCE 13: [Line chart showing Force 13 indicator]
- FORCE 2: [Line chart showing Force 2 indicator]

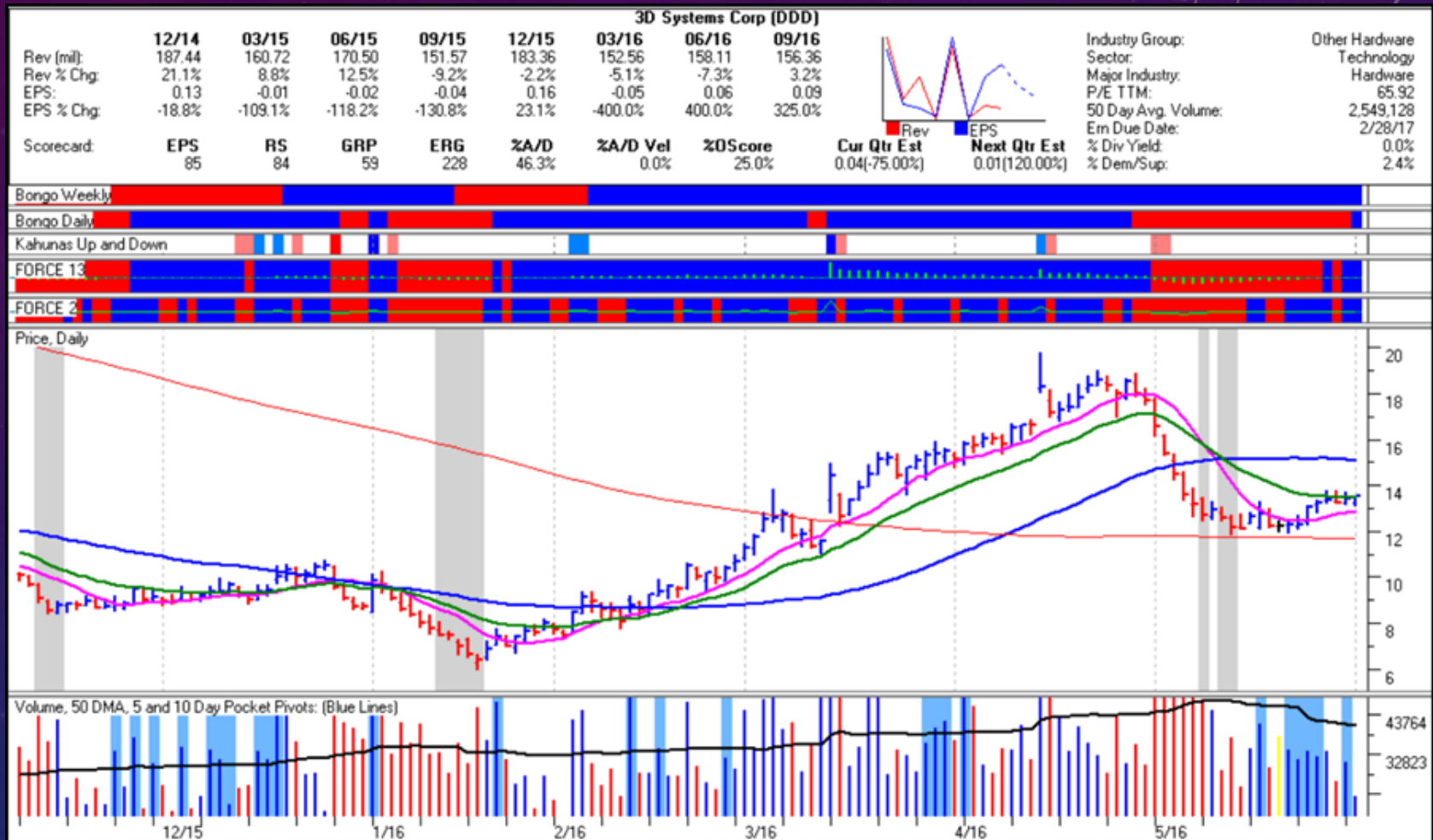
**Price, Daily:**

**Volume, 50 DMA, 5 and 10 Day Pocket Pivots: (Blue Lines)**

Industry Group:	E-Commerce Discretionary
Sector:	Consumer Discretionary
Major Industry:	Retail - Discretionary
P/E TTM:	344.81
50 Day Avg. Volume:	7,223,572
Ern Due Date:	4/17/17
% Div Yield:	0.0%
% Dem/Sup:	1.8%



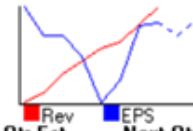




# Yelp Inc (YELP)

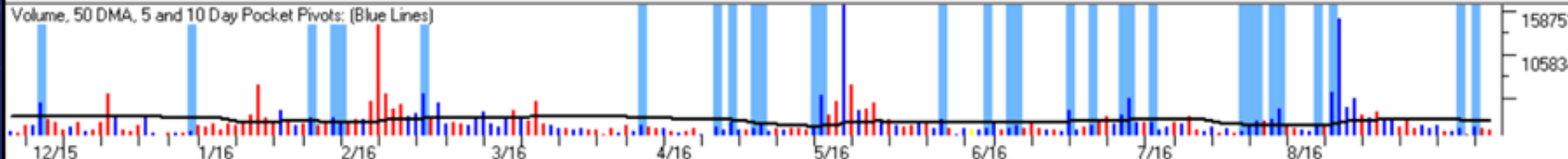
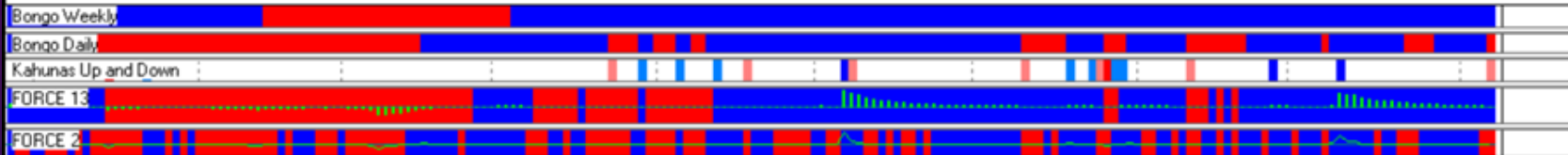
	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (mil):	109.89	118.51	133.91	143.56	153.73	158.61	173.43	186.23
Rev % Chg:	55.5%	55.1%	50.8%	40.1%	39.9%	33.8%	29.5%	29.7%
EPS:	0.09	-0.02	-0.02	-0.10	-0.29	-0.20	0.02	0.03
EPS % Chg:	400.0%	50.0%	-150.0%	-300.0%	-422.2%	-900.0%	200.0%	130.0%

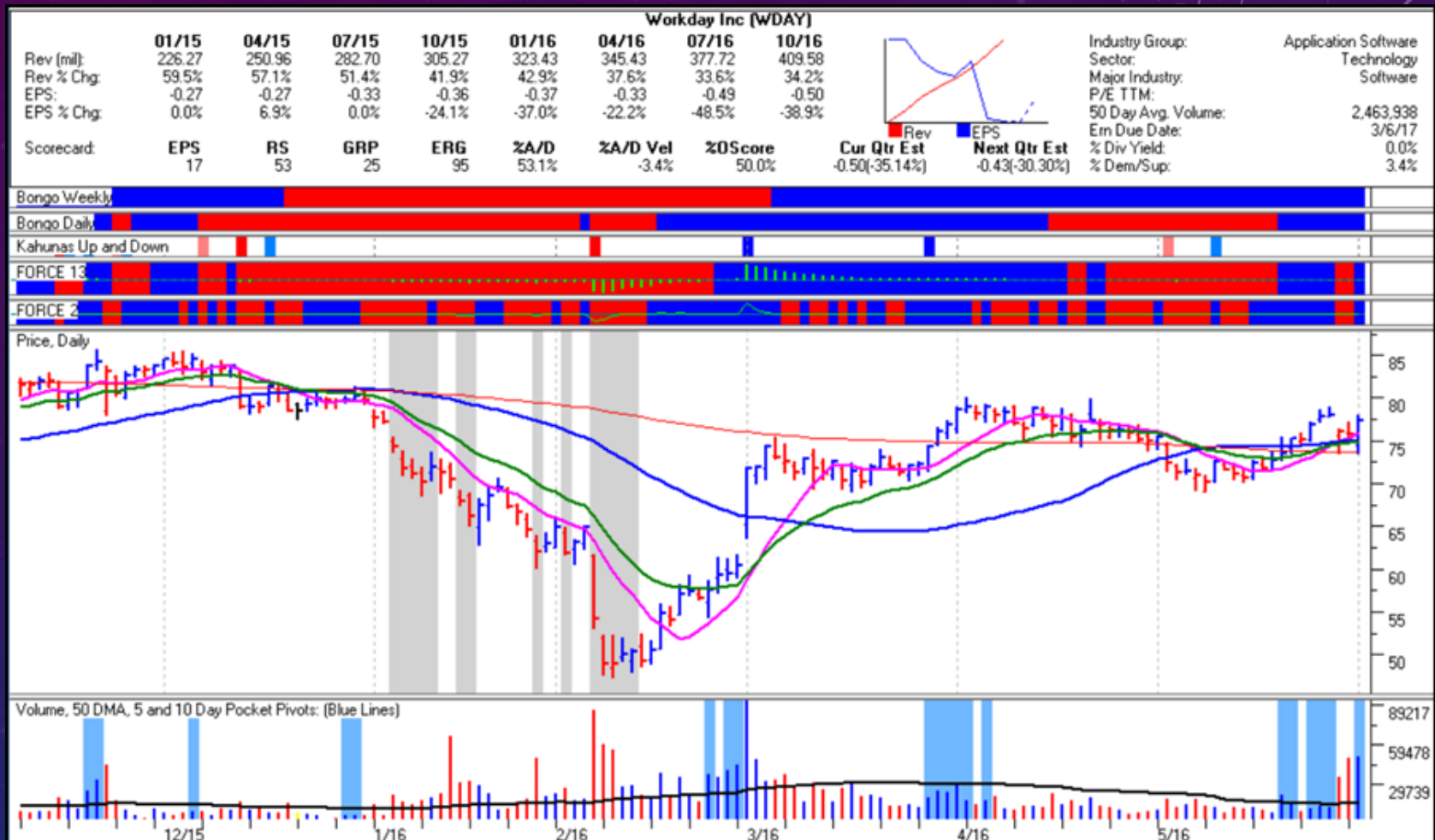
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	69	84	37	190	-3.8%	-36.6%	70.0%



Cur Qtr Est	Next Qtr Est
-0.02(93.10%)	0.04(120.00%)

Industry Group:	Internet Media
Sector:	Communications
Major Industry:	Media
P/E TTM:	
50 Day Avg. Volume:	2,138,804
Em Due Date:	5/4/17
% Div Yield:	0.0%
% Dem/Sup:	3.1%

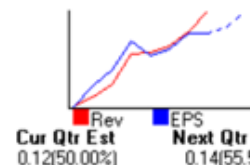




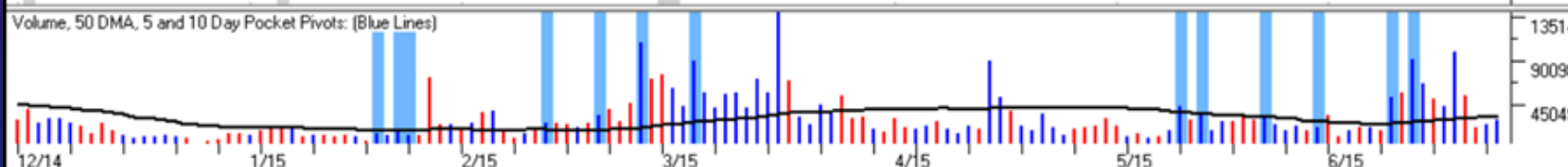
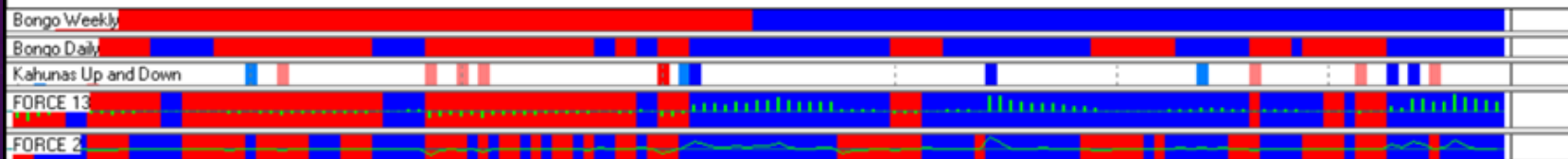
# Mobileye N.V. (MBLY)

	12/14	03/15	06/15	09/15	12/15	03/16	06/16	09/16
Rev (mil):	39.66	45.58	52.83	70.65	71.82	75.21	83.48	94.90
Rev % Chg:	26.2%	27.9%	57.0%	103.7%	81.1%	65.0%	58.0%	34.3%
EPS:	0.01	0.04	0.06	0.10	0.08	0.09	0.11	0.11
EPS % Chg:	-83.3%	140.0%	100.0%	211.1%	700.0%	125.0%	83.3%	10.0%

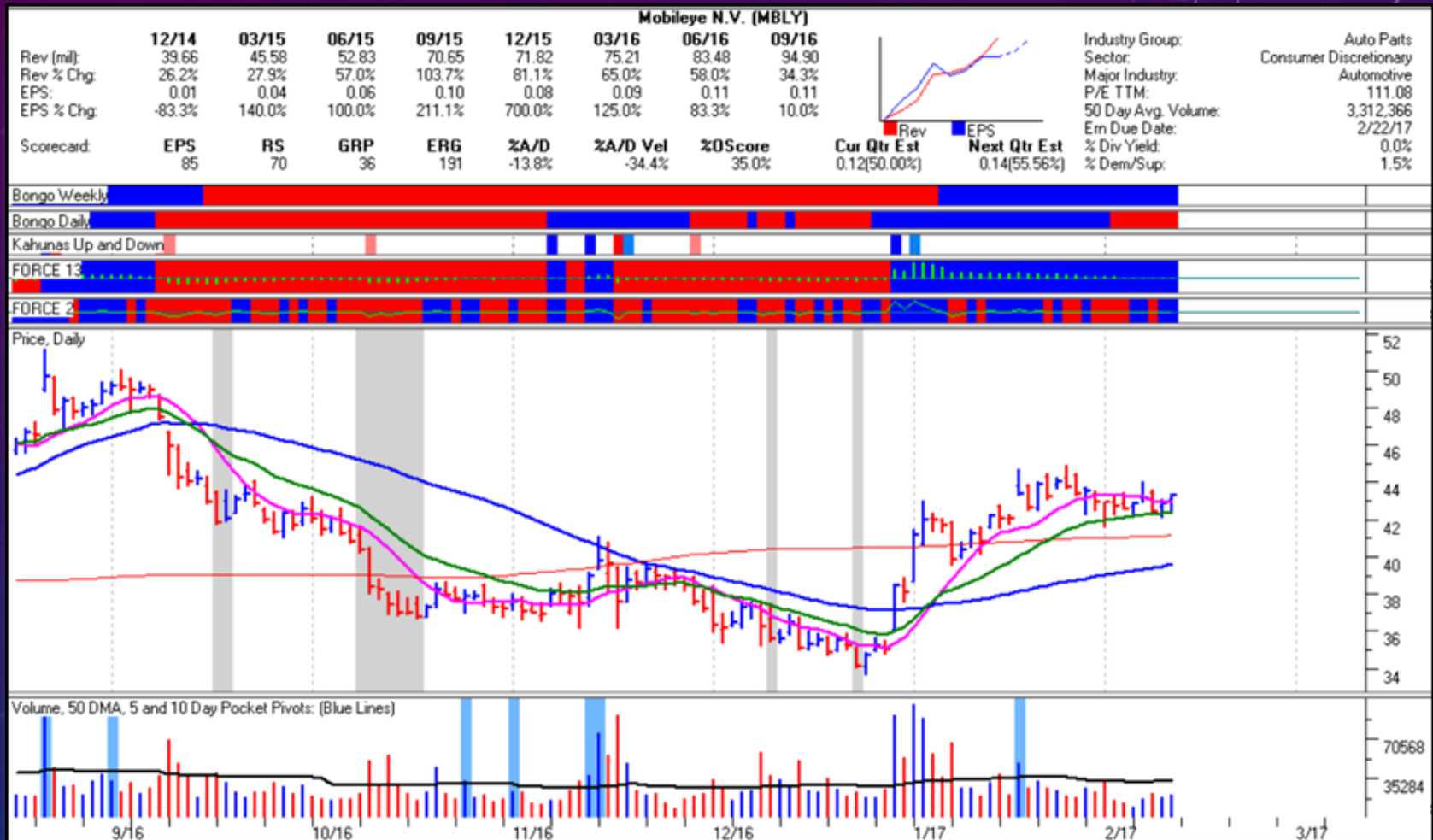
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	85	70	36	191	-13.8%	-34.4%	35.0%

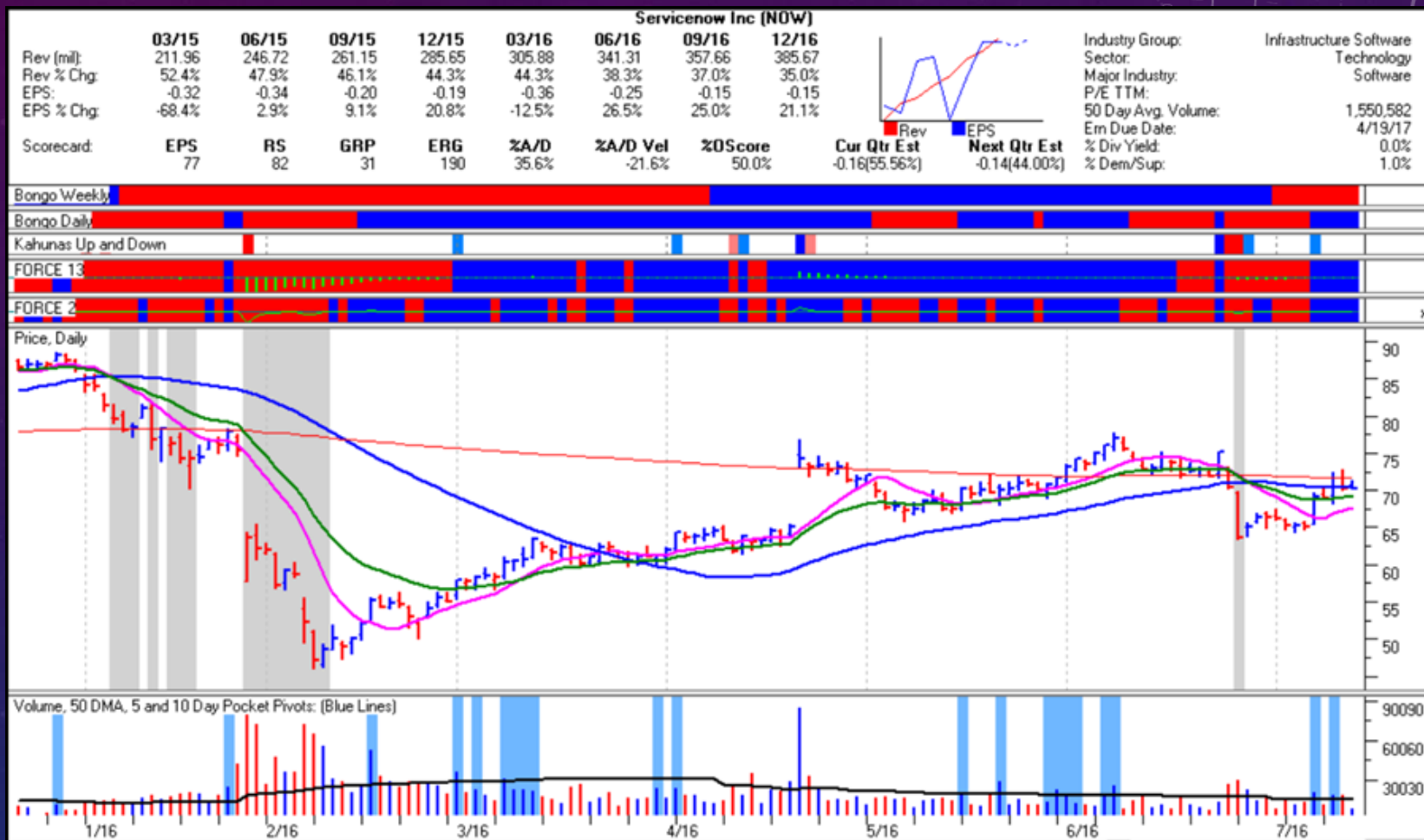


Industry Group:	Auto Parts
Sector:	Consumer Discretionary
Major Industry:	Automotive
P/E TTM:	111.08
50 Day Avg. Volume:	3,312,366
Em Due Date:	2/22/17
% Div Yield:	0.0%
% Dem/Sup:	1.5%



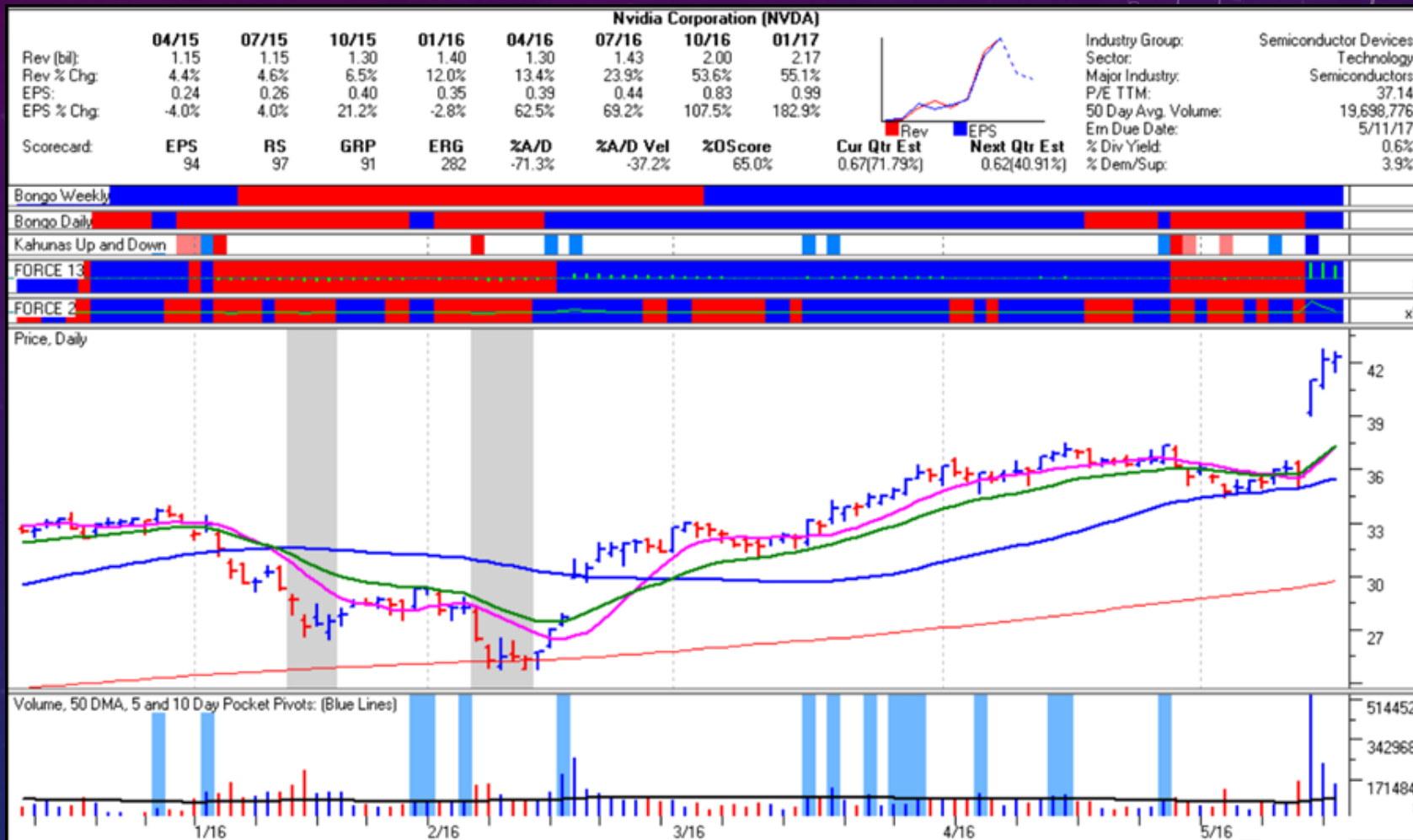






# III. SWING-TRADING

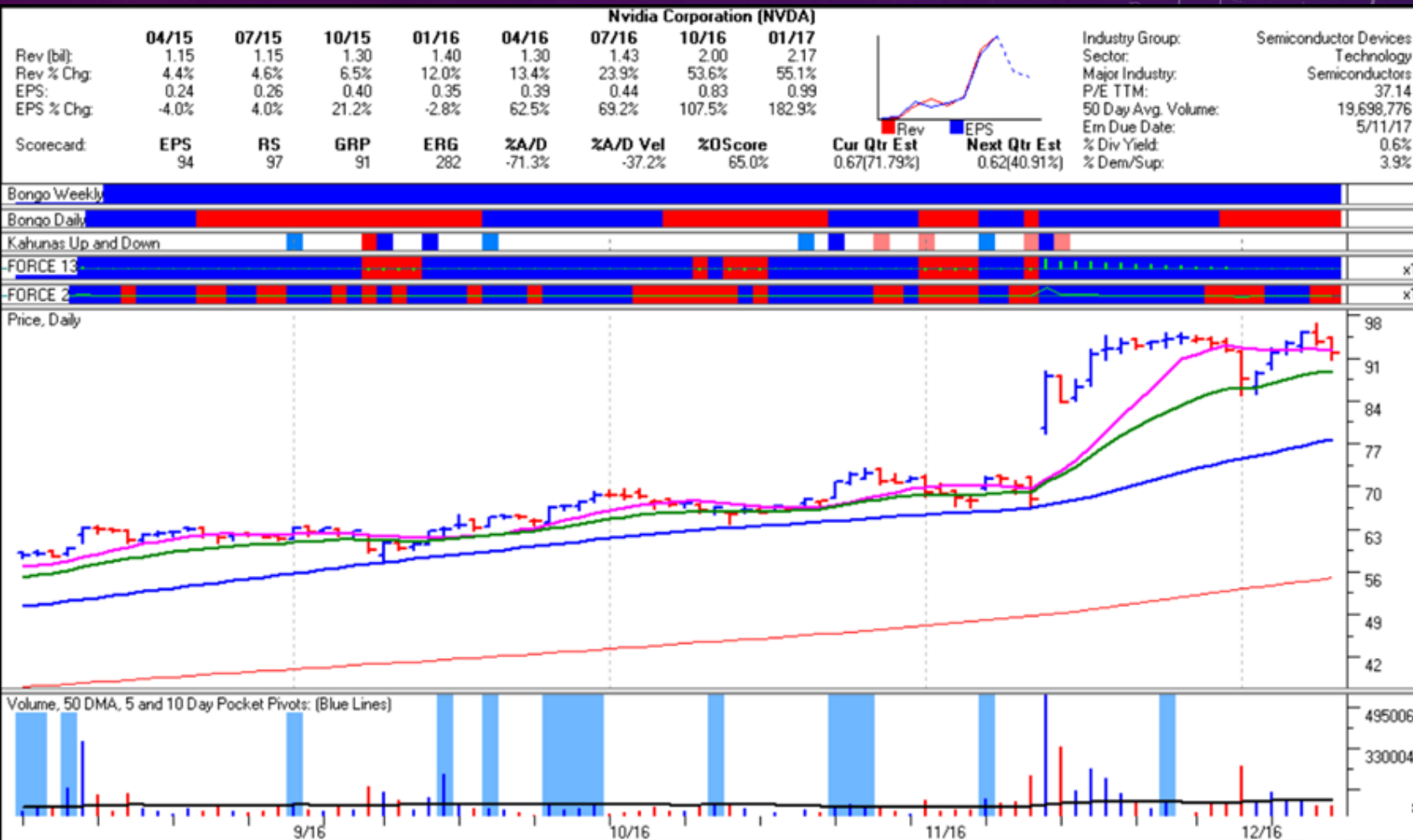




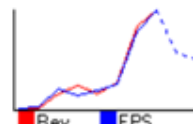




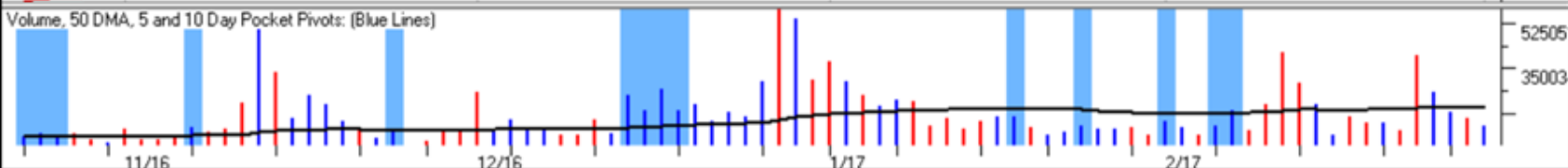




Nvidia Corporation (NVDA)										
	04/15	07/15	10/15	01/16	04/16	07/16	10/16	01/17		
Rev (bil):	1.15	1.15	1.30	1.40	1.30	1.43	2.00	2.17		
Rev % Chg:	4.4%	4.6%	6.5%	12.0%	13.4%	23.9%	53.6%	55.1%		
EPS:	0.24	0.26	0.40	0.35	0.39	0.44	0.83	0.99		
EPS % Chg:	-4.0%	4.0%	21.2%	-2.8%	62.5%	69.2%	107.5%	182.9%		
Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore	Cur Qtr Est	Next Qtr Est	
	94	97	91	282	-71.3%	-37.2%	65.0%	0.67(71.79%)	0.62(40.91%)	



Industry Group: Semiconductor Devices  
 Sector: Technology  
 Major Industry: Semiconductors  
 P/E TTM: 37.14  
 50 Day Avg. Volume: 19,698,776  
 Em Due Date: 5/11/17  
 % Div Yield: 0.6%  
 % Dem/Sup: 3.9%



# IV. MARKET-TIMING

The background is a deep blue gradient with a subtle pattern of white stars and dots. In the top right corner, there is a large, semi-circular graphic element resembling a clock face or a radar screen, with concentric circles and radial lines. In the bottom right corner, there is a smaller circular graphic with concentric circles and a dashed line. In the bottom left corner, there is a partial circular graphic with a dashed line. The overall aesthetic is futuristic and technological.

# MARKET DIRECTION MODEL (MDM)



\$SPX - S&P 500 INDEX,W Dynamic,0:00-24:00

Symbol: \$SPX.W  
D: 06/22/09  
T: 00:00  
P: 810.141063  
O: 910.36011  
H: 922.00  
L: 888.85966  
C: 918.8999  
1215 <None>  
MA 958.482479  
MA 1264.41994  
MA 368.842919  
VMA <None>  
MA 850.673887  
MA 918.207056  
MA 850.673887  
Volume 0  
VoMA 0  
Hi Jump 200 -27.08  
Hi Jump 50 -3.8  
Hi Jump 10 1.44  
Coppock 35.94

## S&P 500 Weekly Chart

Meaningful Corrections

Corrects just enough to trigger a sell then finds shallow floor

Trendless Market

Less meaningful

QE capital flow from ECB and BoJ continue to distort and manipulate markets. Fortunately, QE is starting to diminish.

# INCREASINGLY FRUSTRATING MARKETS

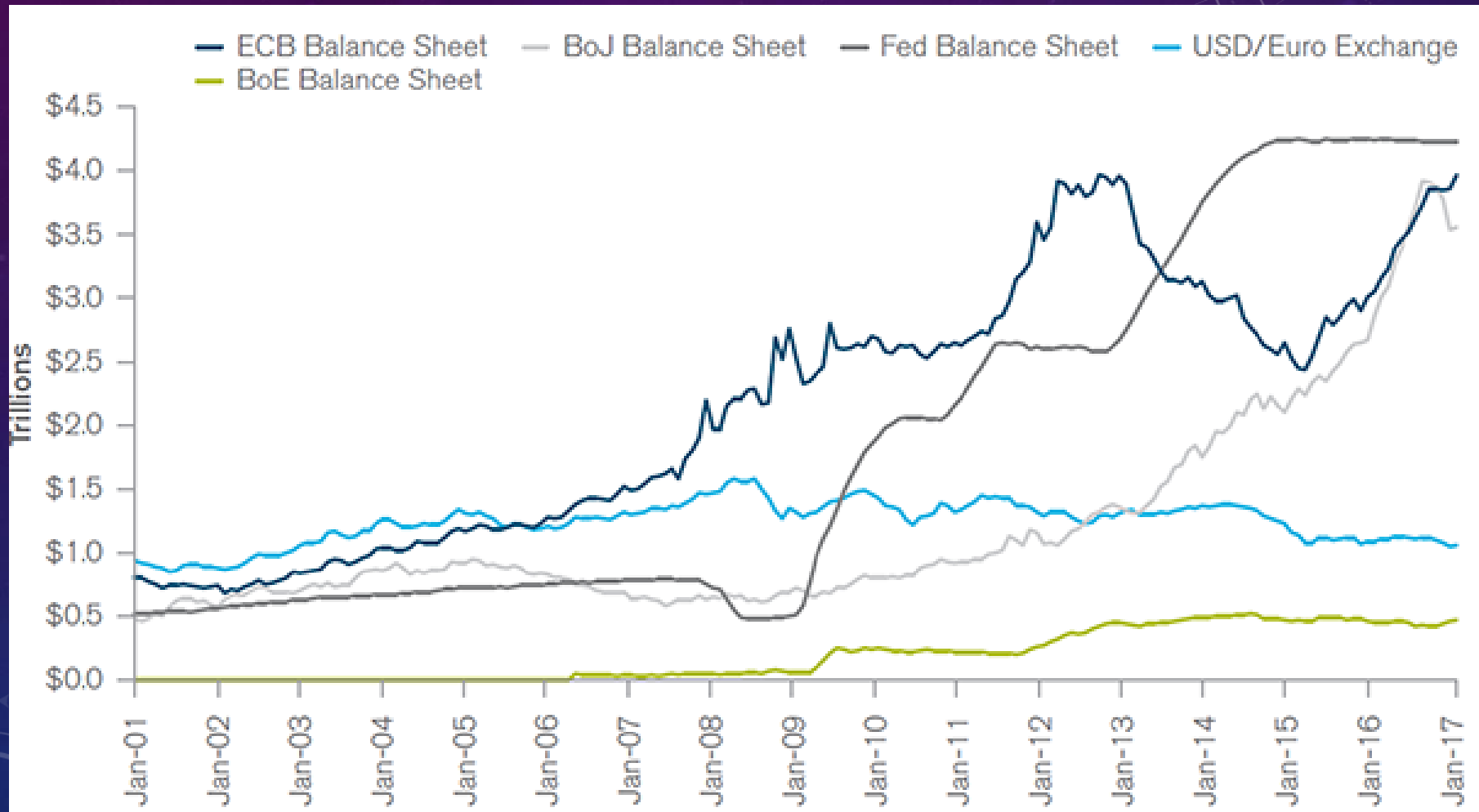
© Cliguit, 2011

O'Neil Volume()

O'Neil Volume() Volume MA(50) Hi Jump Daily (High/Low) Coppock Curve(11,14,10,close,false)

Jul Sep Nov 2010 Jan Mar May Jul Sep Nov 2011 Jan Mar May Jul Sep Nov 2012 Jan Mar May Jul Aug Oct Dec 2013 Jan Mar May Jul Aug Oct Dec 2014 Jan Mar May Jul Aug Oct Dec 2015 Jan Mar May Jul Aug Oct Dec 2016 Jan Mar May Jul Aug Oct Dec 2017

# CENTRAL BANK BALANCE SHEET (US\$)



# MDM'S IMPROVING PERFORMANCE

Mar 2016 – Mar 2017 (as of this writing 3-3-17)

Using the following instruments:

- ✓ 1x NASDAQ Composite +8.8%
- ✓ 3x TECL +29.5%
- ✓ 3x TNA +30.2%

I was able to reinstate some of MDM's former rules since the level of manipulation diminished in 2016, and continues to drop with QE on the wane.

# VIX VOLATILITY MODEL (VVM)

The background is a deep blue gradient with a subtle pattern of white dots, resembling a starry sky. Overlaid on this are several faint, white, circular geometric patterns. In the top right, there is a large circular scale with tick marks and numbers ranging from 0 to 210. Below it, there are smaller concentric circles with arrows indicating a clockwise direction. In the bottom left, there is another partial circular pattern with an arrow.



(\$SPX - S&P 500 INDEX; D) Dynamic; 0:00-24:00

OK  
Symbol: \$SPX.D  
D: 07/16/15  
T: 00:00  
P: 1795.83981  
O 2110.55  
H 2124.42  
L 2110.55  
C 2124.29  
1215 <None>  
MA 2100.6004  
MA 2058.94895  
MA 2084.173  
VMA <None>  
MA 2091.528  
MA 2101.32875  
MA 2091.528  
Volume 0  
VolMA 0  
Hi Jump 200 3.17  
Hi Jump 50 1.13  
Hi Jump 10 1.93  
Coppock -0.75

# S&P 500 Daily Chart

## 2016

Worst start  
in market  
history

Heavy manipulation  
starting Sept 9

Shallowest 4  
months in the  
history of the  
S&P 500 (not  
counting  
sideways Feb-  
Aug 2015)

Post  
election  
rally

Brexit  
Surprise

© Signal, 2011

O'Neil Volume()

O'Neil Volume(), Volume MA(50), Hi Jump Daily (High), Coppock Curve(11,14,10,close,,false)

20 27 03 10 17 24 31 08 14 21 28 05 12 19 26 02 09 16 23 30 07 14 21 28 04 11 19 25 01 08 16 22 29 07 14 21 28 04 11 18 25 02 09 16 23 31 06 13 20 27 05 11 18 25 01 08 15 22 29 06 12 19 26 03 10 17 24 31 07 14 21 28 05 12 19 27 03 09 17 23 30 06 13  
Aug Sep Oct Nov Dec 2016 Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2017 Feb

2350.00  
2326.47  
2296.744  
2287.9065  
2267.402  
2250.00  
2200.00  
2167.4868  
2150.00  
2100.00  
2050.00  
2000.00  
1950.00  
1900.00  
1850.00  
1800.00



# Market Manipulation Spikes

Lawrence G. McMillan wrote the following in a Sept. 15, 2016 MarketWatch article:

*"The VIX spiked higher last Friday [Sept 9] and continued to spike even higher on Sunday night, when stock prices were down in Europe overnight. Based on that Sunday high for the VIX, a "spike peak" buy signal occurred at Monday's close. This is a first time occurrence, for the VIX has only been pricing at night for a few months. Prior to that, for all the years that the VIX has existed, it was priced only during NYSE trading hours. Hence, it is unclear whether this is a valid signal or not. So far it has not worked out very well."*

Fortunately, the VIX Volatility Model (VVM) does not depend on when the VIX prices. But it goes to show that markets do change such as the introduction of QE in late 2008. The key is to see how such changes can be of benefit to a trading strategy while accounting for any changes in risk.

# Evolutions

- ✓ The model has gone through a series of evolutions or "growing pains" similar to software that updates, making improvements and removing old bugs.
- ✓ Challenging markets are a gift as they uncover any weaknesses.
- ✓ Profits increased while reducing risk.

# Results Table

- ✓ Prior to the 11-8-16 buy signal, results shown do not reflect debugging which improved the algorithm's profit/loss.
- ✓ Drawdowns would thus be contained to -27.9% (worst drawdown in entire 7 year back-test) in 2016 and net profits for 2016 would still be +61.8%.
- ✓ Risk/reward was improved throughout the entire run starting Feb 2, 2009, the first day VXX started trading.

# Improvements

- ✓ **No signal override**
- ✓ **Profit-taking strategies on buy signals (implemented 2016)**
- ✓ **Fail-safes (implemented late 2015)**
- ✓ **VIX volatility spike buy signals (implemented 2016)**
- ✓ **Rebuy rule after going to cash on a sell signal-Avoids being left behind should market continue to trend higher (implemented late 2016)**



# Caveats

**CAUTION:** Expect sharp moves in your position at times. This can be enough to cause an investor to prematurely sell their position. Smaller positions may be warranted depending on your risk tolerance level (pain point).

**CAUTION:** Expect a string of false (losing) signals at times. This can be enough to discourage an investor from taking the next change in signal.

**IMPORTANT:** Keep in mind the current signal's profits of +11.16% using ETF XIV could easily be reversed. The market could have a couple of sharp down days in a row where volatile ETFs such as XIV could easily reverse their gains. A fail-safe would kick in to minimize any loss so at worst, the trade would be closed roughly near breakeven.

**Q:** Why cant VVM just switch to cash ahead of such an event?

**A:** Both real-time and backtests have shown the model maximizes its profits by NOT trying to pick tops or bottoms. VVM can at times switch to cash before such a drop as it has done at times, but that form of insurance comes at a cost. VVM walks the tightrope well as it often avoids getting pushed prematurely into cash while protecting the downside by switching out of its signal if necessary.



# On track for a triple digit year?

## As of 3-3-17, VVM is up +39.3% in real-time.

Dr. Kacher's backtested (and partial real-time) performance using the VIX Volatility Model:

2009	+178.7%
2010	+518.1%
2011	+274.5%
2012	+289.4%
2013	+103.1%
2014	+161.9%
2015	+589.7%
2016	+61.8% (Time-stamped, real-time trading started uninterrupted on 11-8-16)
2017	+39.3% (as of 3-3-17)

# V. SHORT-SELLING

## USE SHORT-SELLING TO OPTIMIZE THE PERFORMANCE OF YOUR PORTFOLIO

Short-selling is often vilified as the "dark side" of the market; however, bestselling authors Gil Morales and Dr. Chris Kacher reveal the positive side and tremendous profit potential of selling stocks short. *Short-Selling with the O'Neil Disciples* is filled with compelling case studies that illustrate the precise mechanics of shorting, and offers a proven methodology for tapping into the power of the life-cycle paradigm of stocks as it relates to short-selling.

Stocks can have more than one life cycle, providing opportunities on both the long and short sides depending on where they are within the virtuous cycle of creation and destruction. *Short-Selling with the O'Neil Disciples* lays out the rules, tactics and market signals necessary to profit on the often rapid downside movement of stocks and other related securities. At the same time, this vital resource shows how to develop the skills for understanding when to sell long positions in leading stocks that have finally reached the end of their upside life-cycle.

**GIL MORALES** and **CHRIS KACHER** are managing directors of MoKa Investors, LLC, coauthors and publishers of [www.VirtueofSelfishInvesting.com](http://www.VirtueofSelfishInvesting.com), as well as the authors of the top-selling books *Trade Like an O'Neil Disciple* and *In the Cockpit with the O'Neil Disciples*. Morales is also the author and publisher of [www.Gilmoreport.com](http://www.Gilmoreport.com).

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KACHER

SHORT-SELLING with the  
**O'NEIL DISCIPLES**

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# SHORT- SELLING *with the* **O'NEIL DISCIPLES**

*Turn to the Dark Side of Trading*

**GIL MORALES  
CHRIS KACHER**

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# THE “620” FIVE-MINUTE INTRADAY CHART

6-period (6 x 5 minutes = 30 minute) exponential moving average (orange)

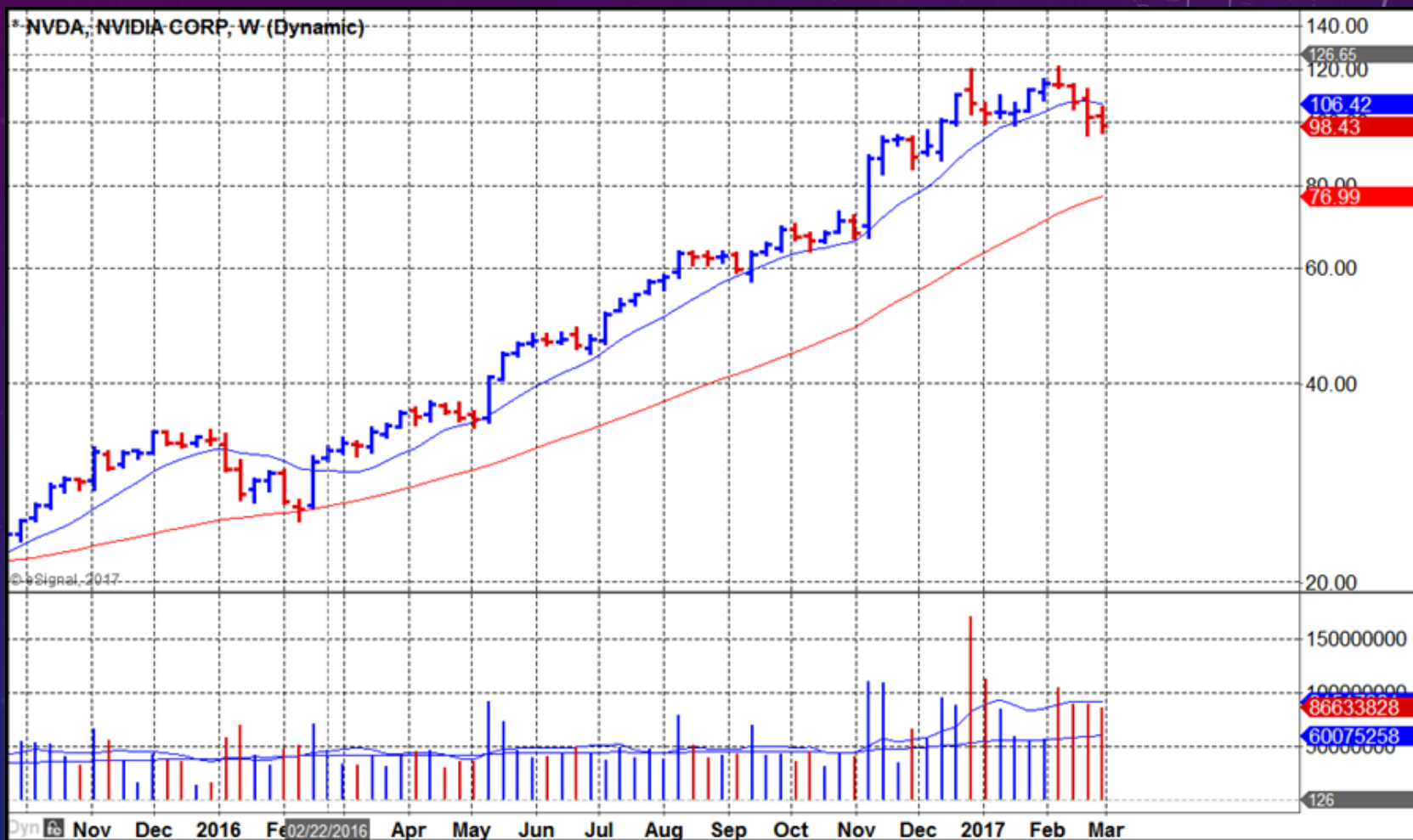
20-period (20 x 5 minutes = 100 minute) exponential moving average.

MACD lines and MACD histogram set to (6, 20, C, 9) where 6 = Fast Length, 20 = Slow Length, C = Close, and 9 = Signal Smoothing. You can also test your own settings – extra points for originality!

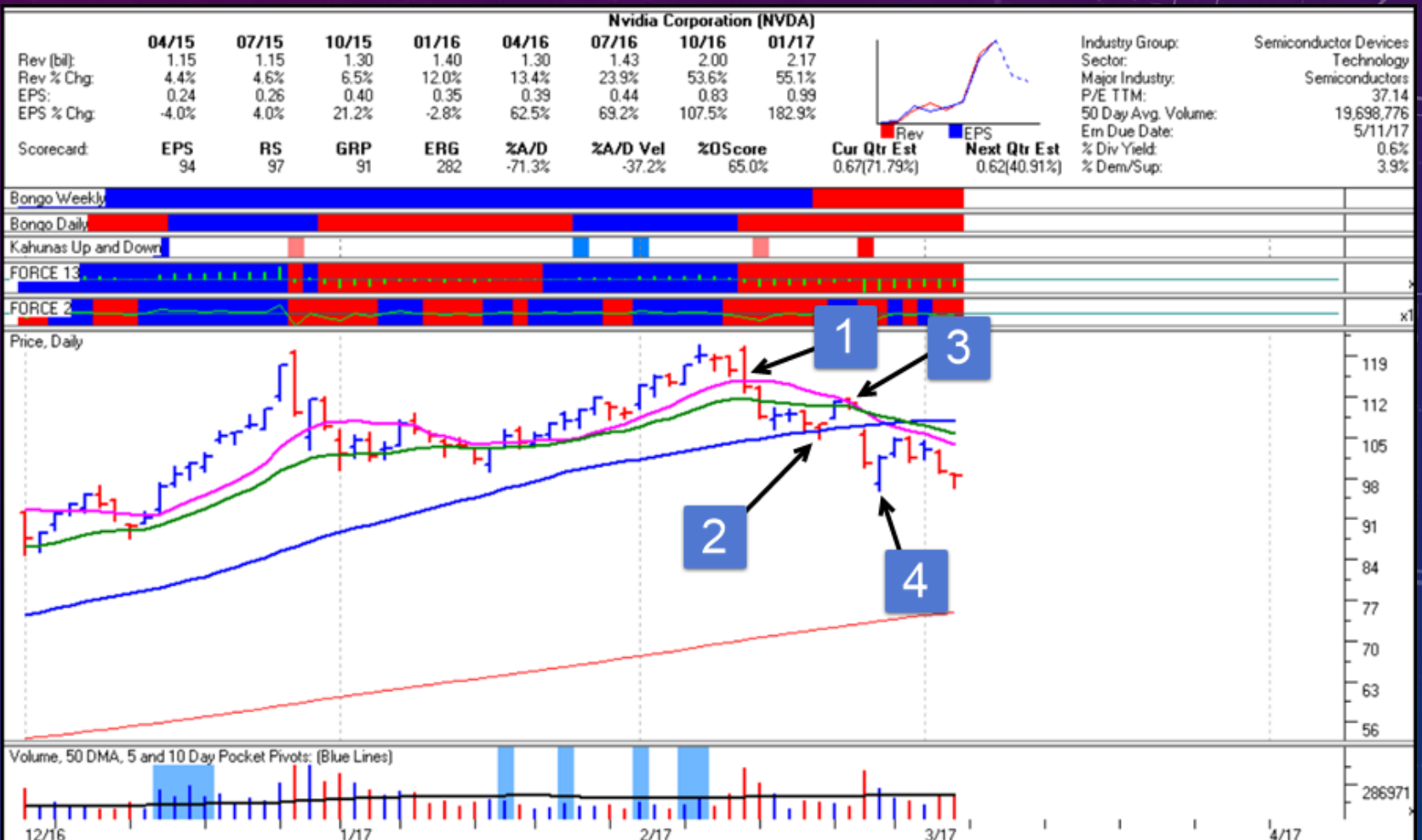
Buy signals occur when the 6-period e.m.a crosses above the 20-period e.m.a and the MACD Fast Length (6) crossed above the MACD Slow

Also watch for a “MACD Stretch” or “MACD Stretch & Cross” within the context of what is simultaneously occurring on the real-time daily chart as potential indications of an impending inflection point.

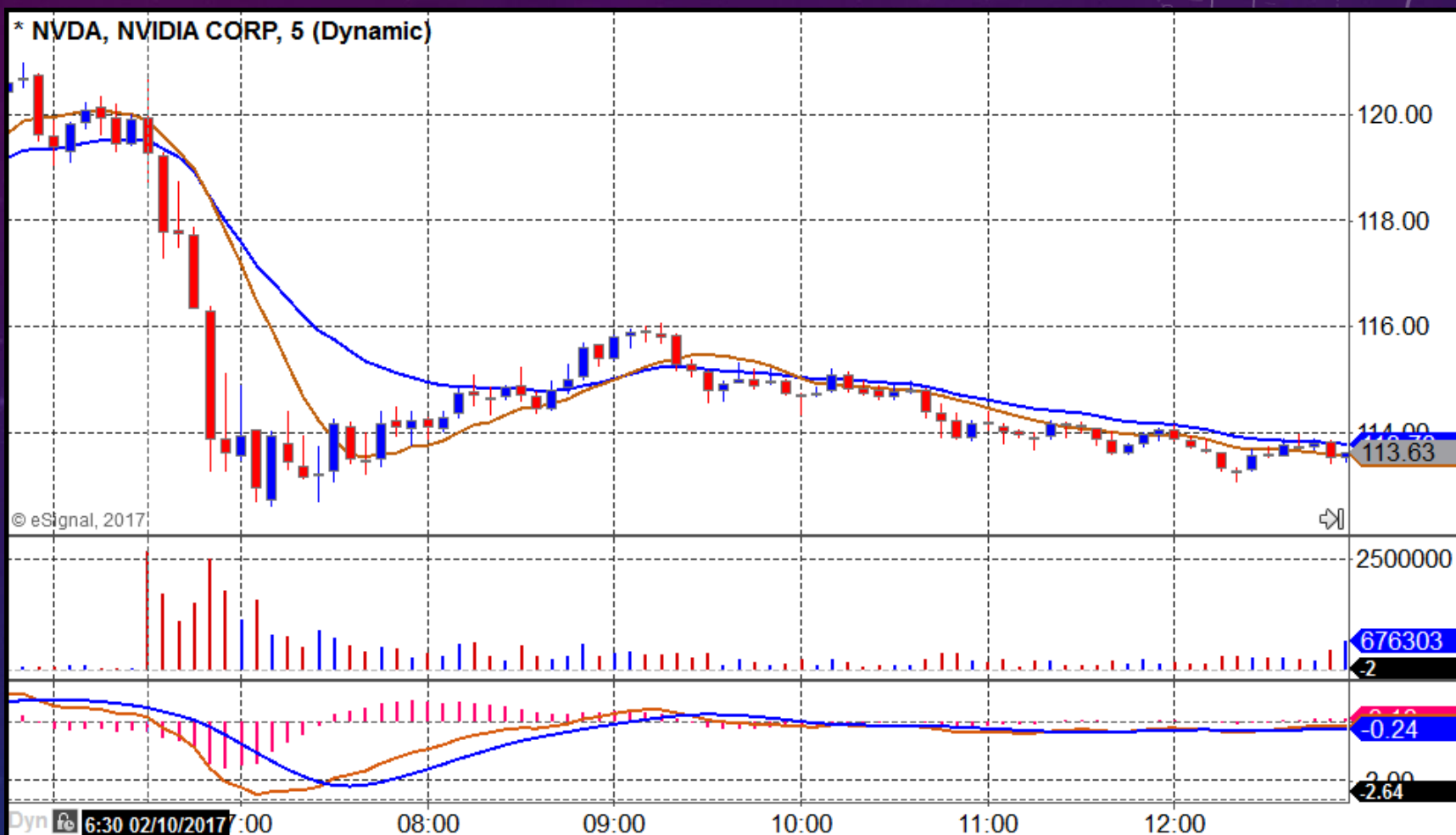
3 NVDA, NVIDIA-CORP, W (Dynamic)



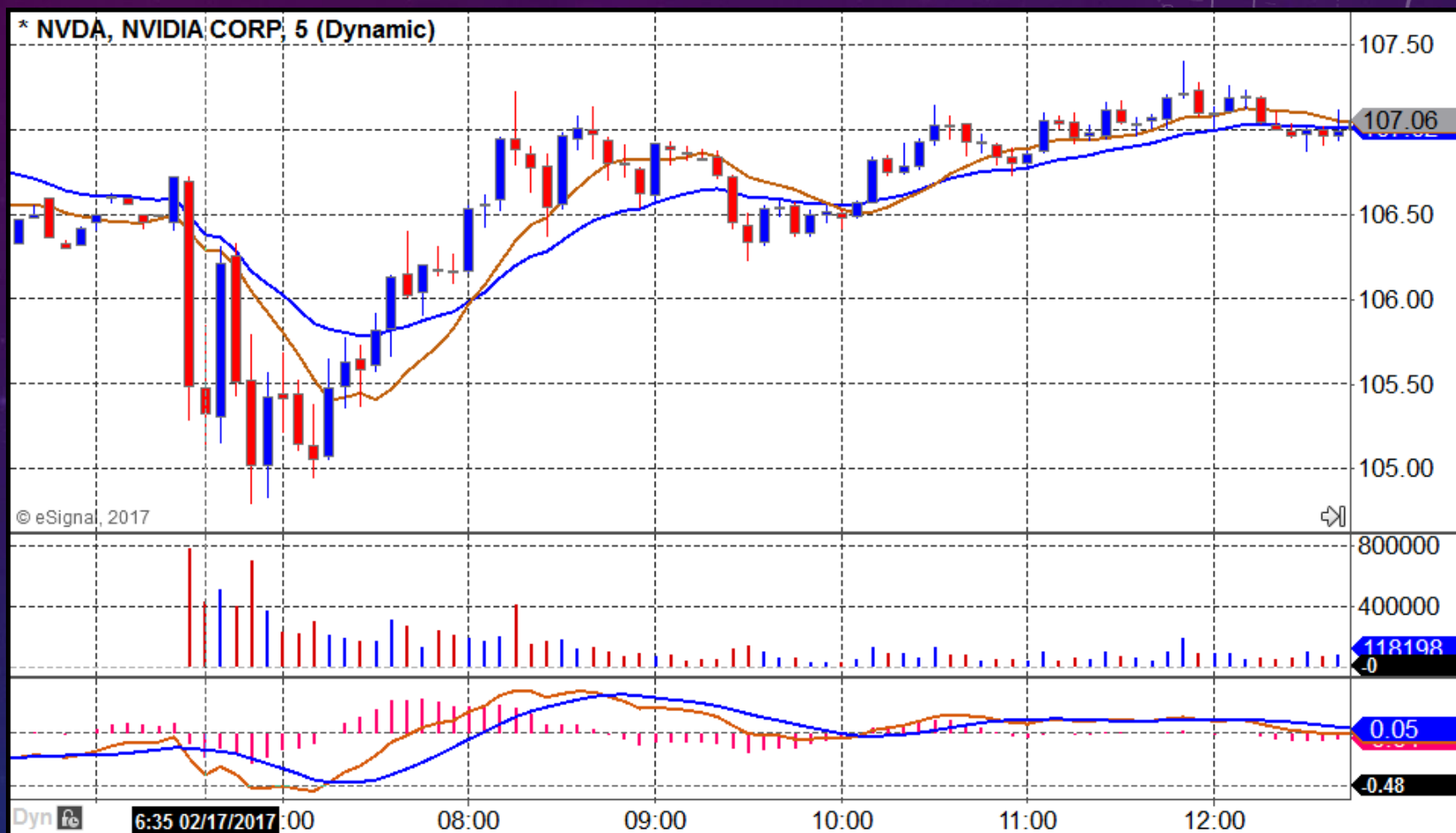


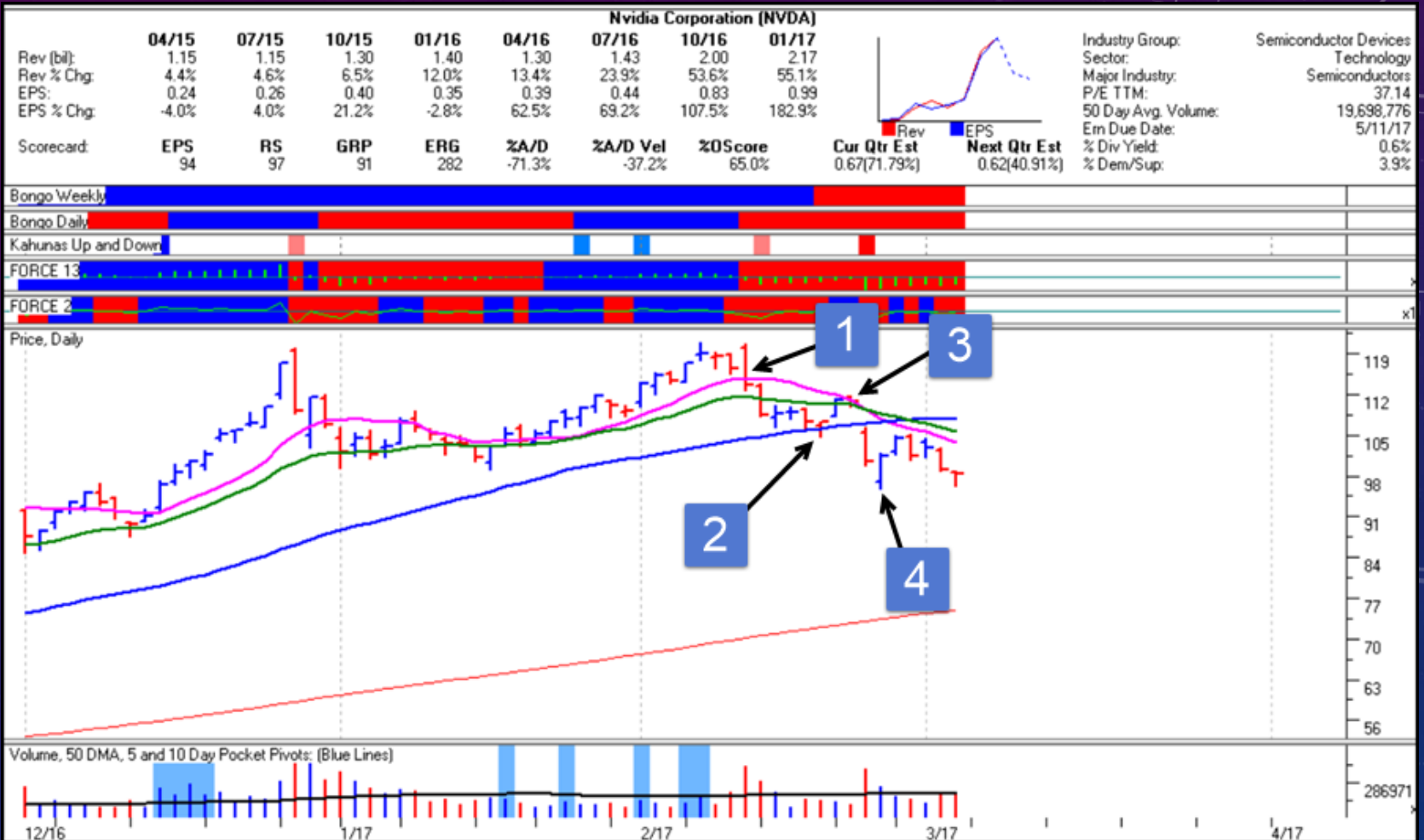


\* NVDA, NVIDIA CORP, 5 (Dynamic)



\* NVDA, NVIDIA CORP, 5 (Dynamic)





\* NVDA, NVIDIA CORP, 5 (Dynamic)



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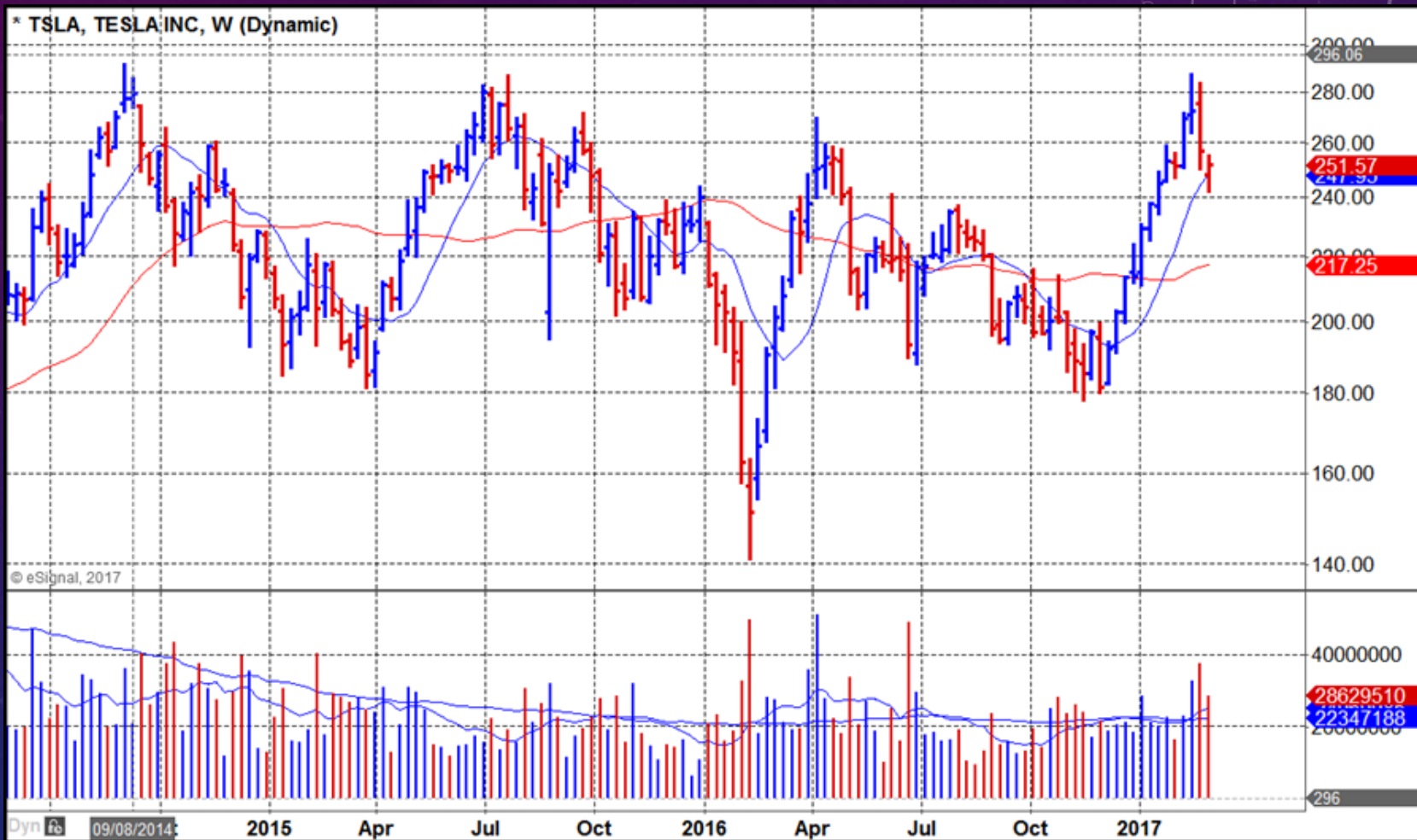
Dyn 6:30 02/22/2017 7:00 08:00 09:00 10:00 11:00 12:00



\* NVDA, NVIDIA CORP, 5 (Dynamic)



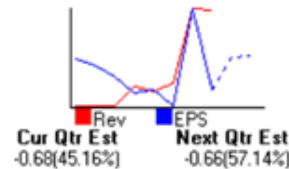
\* TSLA, TESLA INC, W (Dynamic)



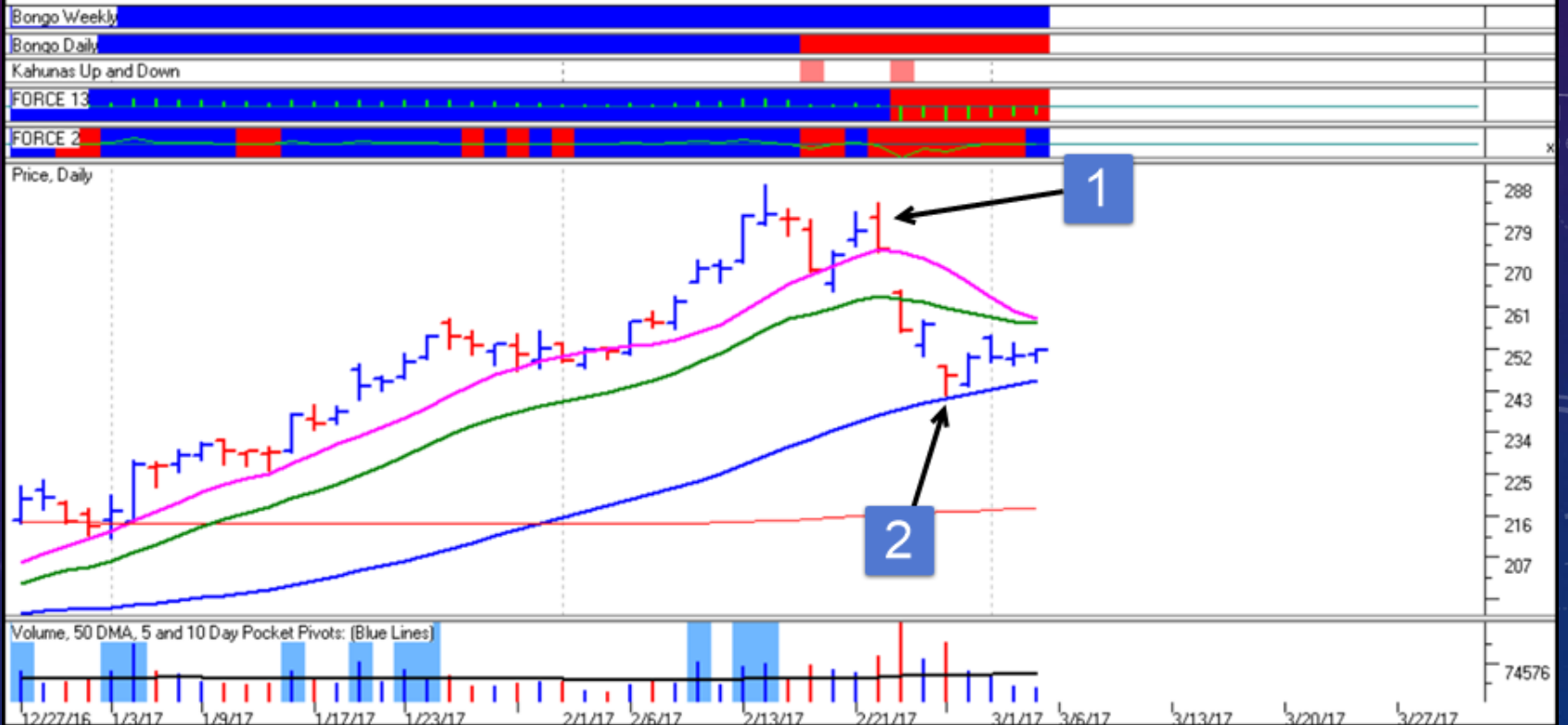
# Tesla Inc (TSLA)

	03/15	06/15	09/15	12/15	03/16	06/16	09/16	12/16
Rev (bil):	0.94	0.95	0.94	1.21	1.15	1.27	2.30	2.28
Rev % Chg:	51.5%	24.1%	10.0%	26.9%	22.0%	33.0%	145.4%	88.1%
EPS:	-0.70	-0.82	-1.01	-1.29	-1.24	-1.54	0.14	-1.25
EPS % Chg:	-337.5%	-412.5%	-248.3%	-168.7%	-77.1%	-87.8%	113.9%	3.1%

Scorecard:	EPS	RS	GRP	ERG	%A/D	%A/D Vel	%OScore
	28	80	62	170	-9.4%	-32.8%	0.0%



Industry Group:	Automobiles
Sector:	Consumer Discretionary
Major Industry:	Automotive
P/E TTM:	5,347.518
50 Day Avg. Volume:	5/3/17
Em Due Date:	0.0%
% Div Yield:	4.6%
% Dem/Sup:	

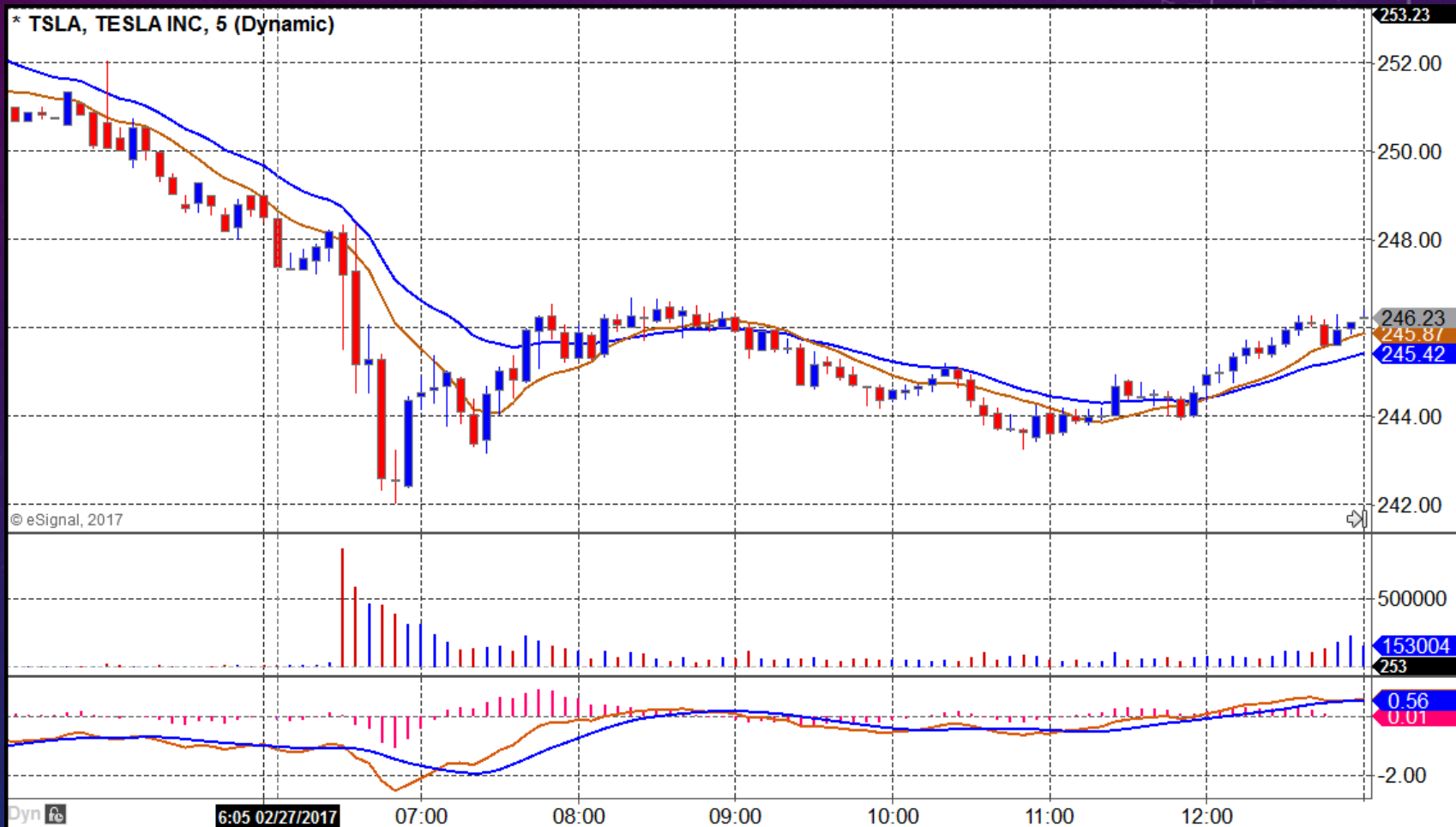


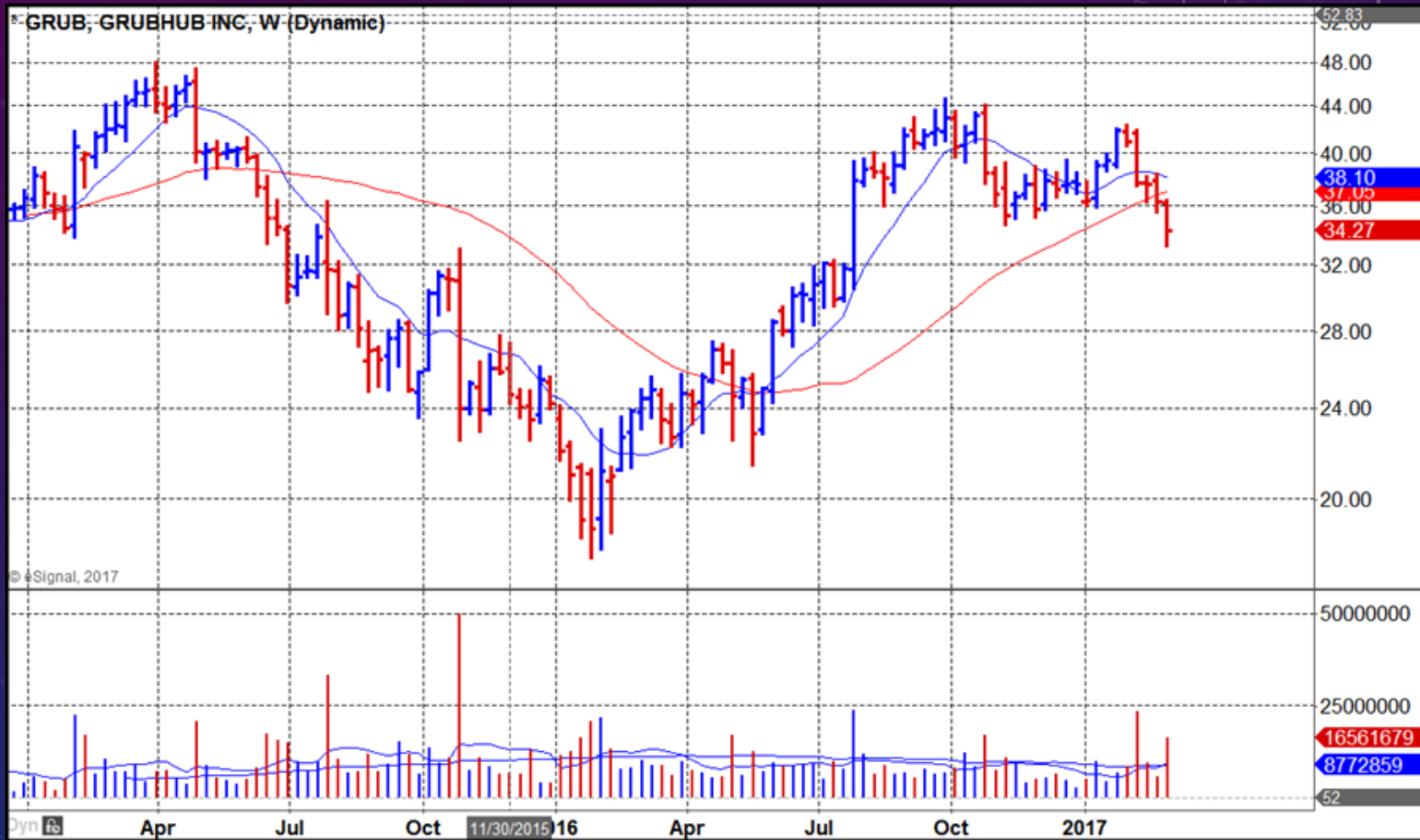
\* TSLA, TESLA INC, 5 (Dynamic)

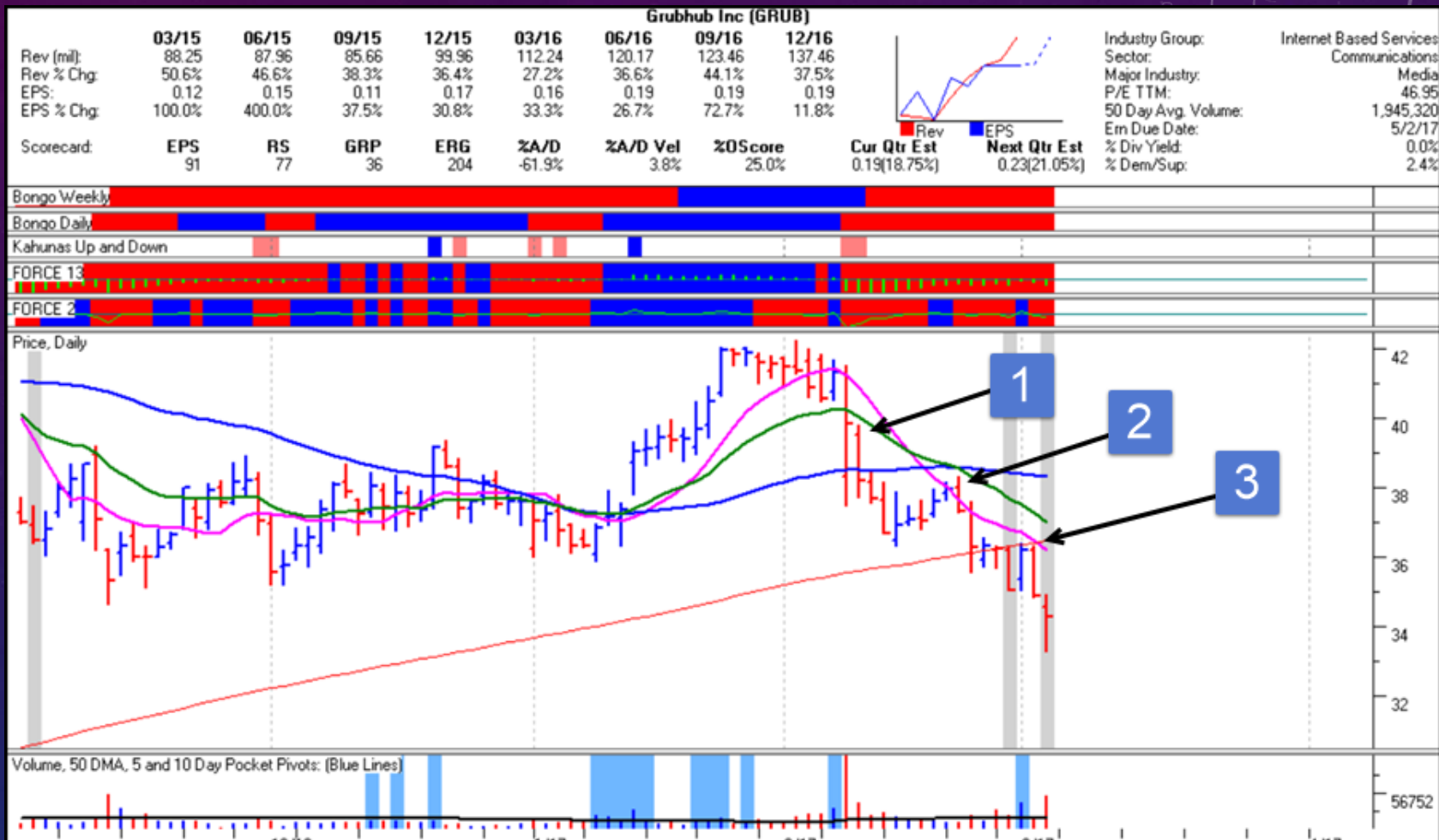


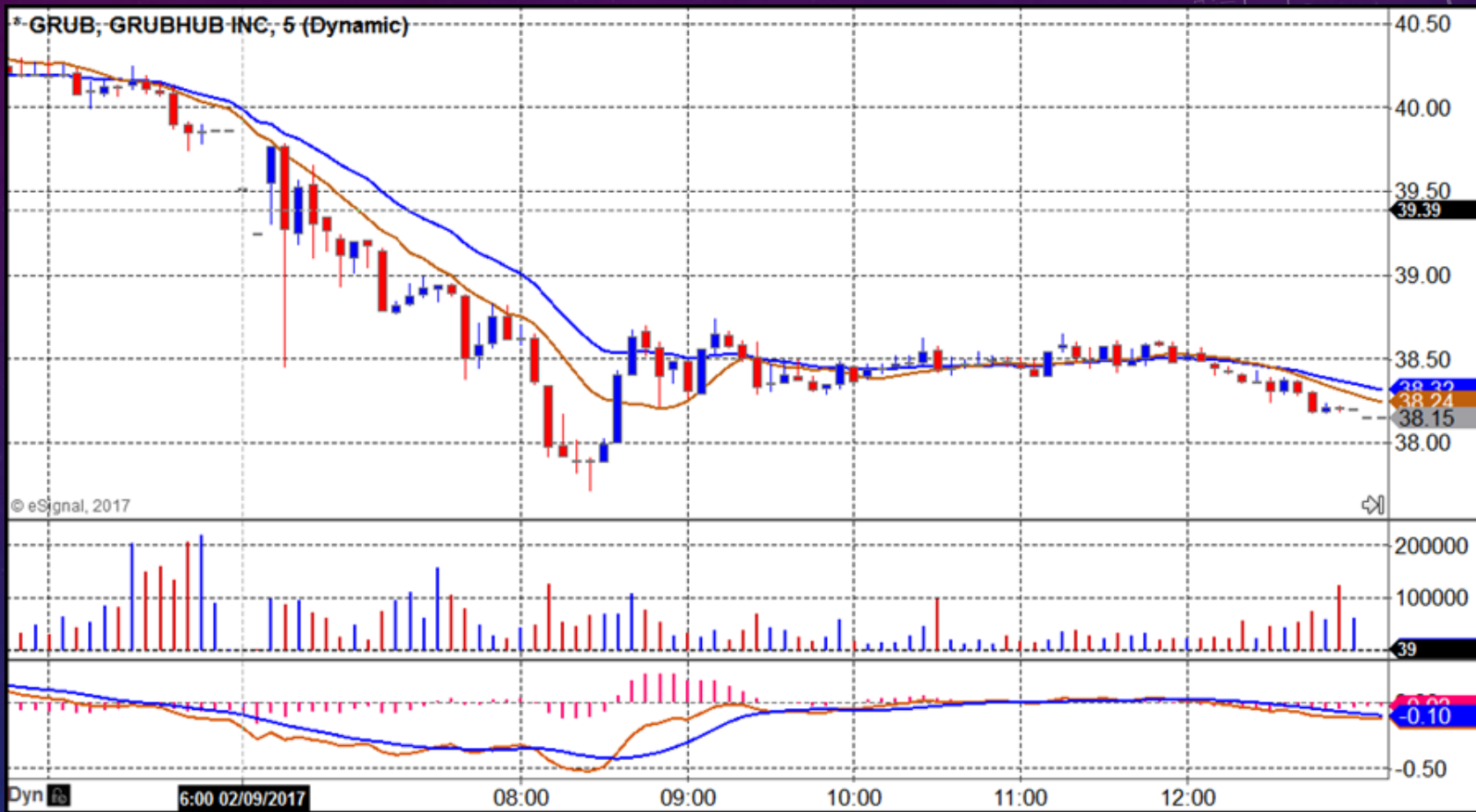


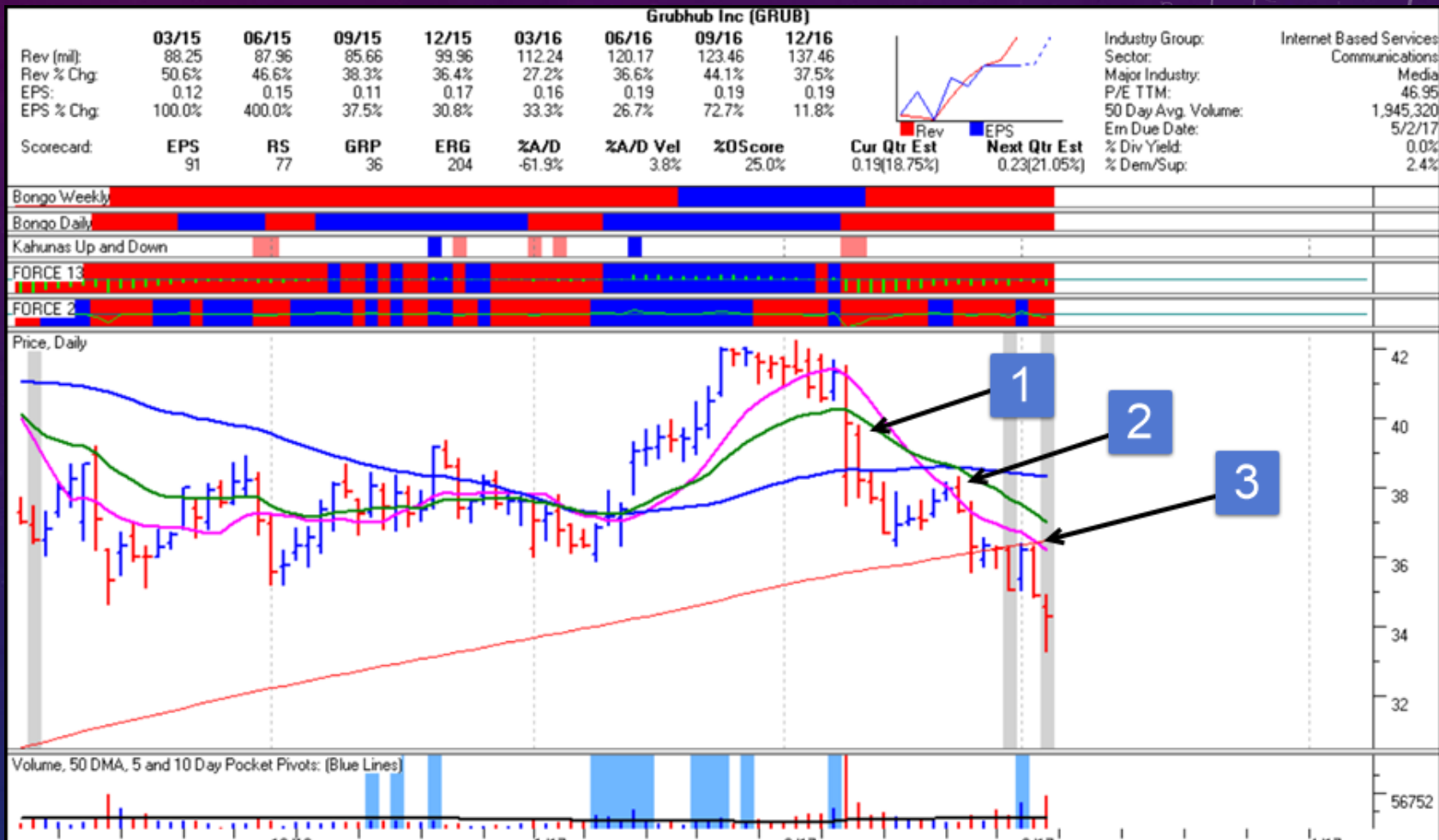




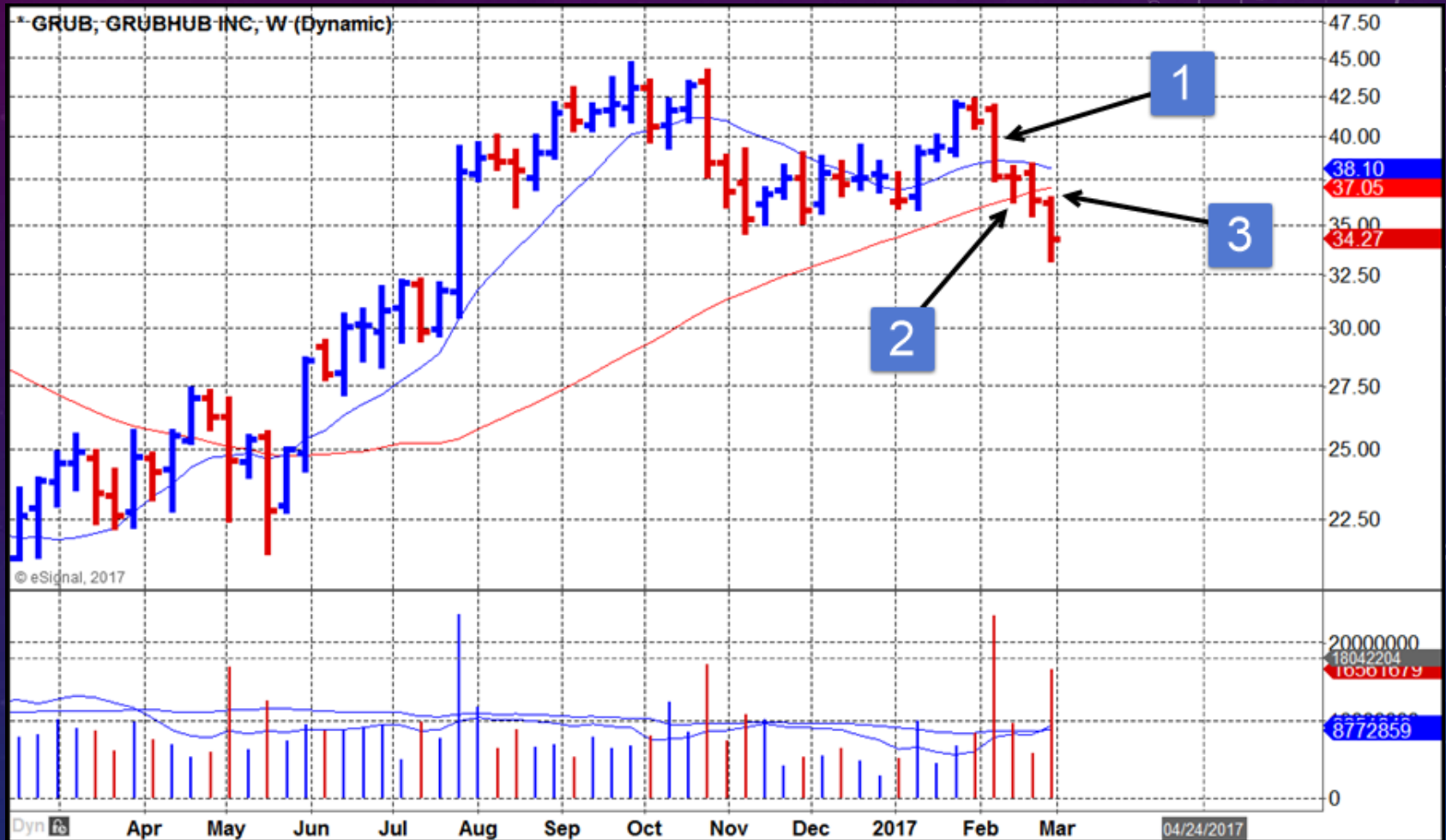




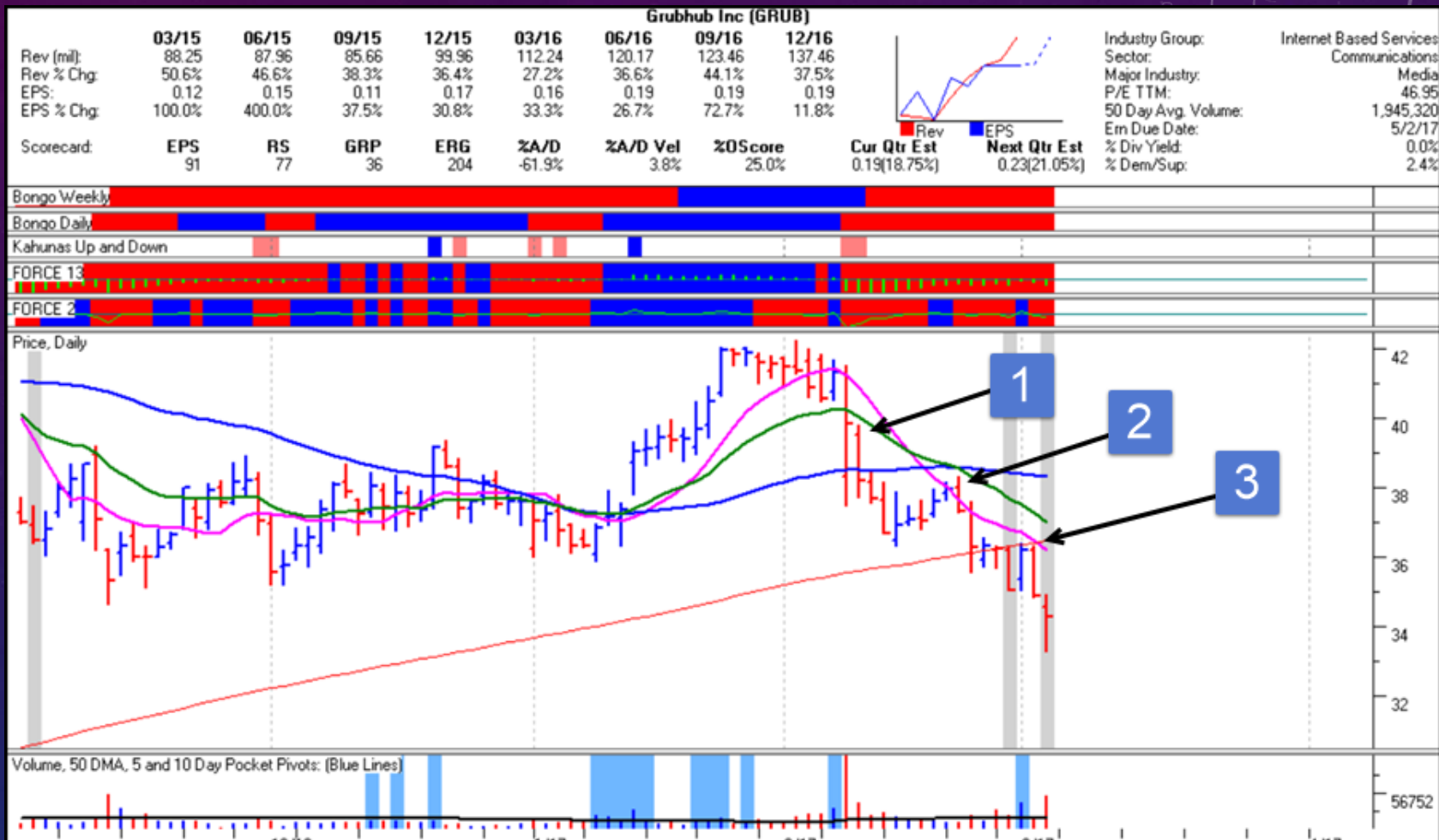














And they all lived happily ever after.

The End