



The Claude Playbook

Research Any Stock in 5 Steps

Build a permanent research home for any company — then keep compounding it as the business evolves. Every prompt included, copy-and-paste ready.

5 STEPS

6 PROMPTS

~90 MINUTES

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AI WORKFLOWS FOR INVESTORS

FREE GUIDE · EDITION 01

The idea

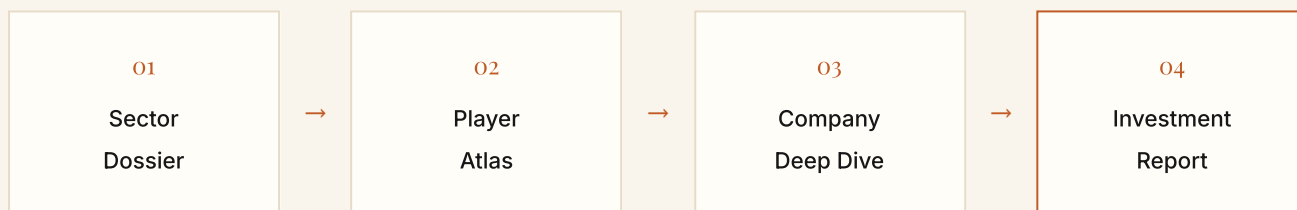
Stop starting from zero

Most people research a stock by opening a fresh chat, pasting a filing, and asking questions. The answers disappear the moment the window closes. Next quarter, you start again from nothing.

This playbook does the opposite. You build **one permanent Project per company**, fill it with primary sources, and set the rules once. Every new filing makes the same Project sharper instead of spawning another throwaway conversation.

WHAT YOU'LL PRODUCE

Three research documents that stack into a fourth — a synthesis your AI is forced to write from your own evidence, not from the open internet.



YOU NEED

A Claude account, and the company's latest annual report, quarterly filings, investor presentations and earnings call transcripts.

TIME

Roughly 90 minutes for a first full pass. Maybe 15 minutes per quarter after that.

BEST FOR

Long-term investors who want to understand a business, not time a trade.

NOT FOR

Valuation or price targets. Those come later, deliberately — see page 09.

Step 1

Give it a permanent home

One Project per stock. This is the single decision that separates a research system from a pile of forgotten chats.

- 1 Open Claude and create a **new Project**. Name it after the company and ticker — nothing clever, you'll be searching for it in six months.
- 2 Upload your source documents into the Project's knowledge: the latest annual report, recent quarterly filings, investor presentations, and earnings call transcripts.
- 3 Paste the custom instructions on the next page into the Project's instructions field. You do this **once**. Every chat inside the Project inherits them.
- 4 Start every new piece of work as a fresh chat *inside* that Project — never outside it.

WHY THE INSTRUCTIONS MATTER MORE THAN THE PROMPTS

A model working from a filing will happily fill gaps with plausible-sounding numbers. The instruction block below forces it to cite, to flag stale data, and to say "not found" instead of inventing. That one constraint is what makes the rest of this playbook trustworthy.

Do

- Use primary sources — filings, transcripts, regulator data
- Re-upload the new filing each quarter
- Keep one company per Project

Don't

- Mix three companies into one Project
- Upload news articles as evidence
- Skip the instructions and hope for the best

Project custom instructions

Paste this into the Project's instructions field. Replace the bracketed fields.

PROMPT 01 — COPY & PASTE

SET ONCE

ROLE

You are a long-term equity analyst covering [COMPANY NAME] ([TICKER]).

SOURCE RULES

Treat the documents uploaded to this Project as your primary evidence base.

For every material claim, financial metric, or KPI:

- Cite the document name and the page or section.
- Quote directly only when the exact wording matters.
- If the information is not there, write:
"Not found in the uploaded documents."

Never invent a missing figure.

Never present an assumption as a fact.

DATA REGENCY

- Use the latest available period when describing the company today.
- Use consistent periods when comparing performance over time.
- Flag older data, restatements, and any change in definitions or reporting standards.

TRANSPARENCY

Keep these four things visibly separate:

1. Reported facts
2. Management commentary
3. Your interpretation
4. Unverified assumptions

If a question cannot be answered from the uploaded documents, say so plainly rather than reaching outside them.

OUTPUT STYLE

- Clear section headings.
- Short paragraphs.
- Tables wherever they make a comparison easier.
- Plain English for technical terms.
- Focus on what matters to a long-term owner of the business.

CHECK IT WORKED

Ask the Project something you know the filing doesn't answer. A correctly configured Project replies *"Not found in the uploaded documents."* If it invents a number instead, your instructions didn't save.

Step 2

Learn the industry first

A company's numbers only mean something inside its sector. A 12% margin is outstanding in distribution and alarming in software. Before you open a single filing, understand the economics of the game being played.

PROMPT 02 — COPY & PASTE[NEW CHAT](#)**INPUT**

Sector: {SECTOR}
Region focus: {REGION}

OBJECTIVE

Take me from zero to competent on {SECTOR}. Cover the revenue model, growth drivers, cost structure and margins, capital intensity, constraints, regulation, peer benchmarks, and the risks that actually matter.

SOURCE PRIORITY

1. Company filings and investor relations material
2. Regulators and national statistical bodies
3. Trade associations
4. Tier-one research where the underlying data is disclosed

Do not use SEO content farms or market-size estimates with no disclosed methodology.

OUTPUT

Start with a one-page executive summary.
Then a full industry dossier with compact comparison tables.
End with the five questions I should be able to answer about this sector before I look at any single company.

What it should cover

- How the industry actually makes money
- Growth and margin drivers
- Regulation and structural constraints
- True peer benchmarks
- Main risks and tailwinds

Then

Read **only the executive summary** for now. Save the full dossier back into the Project's knowledge.

[SAVE AS 1-SECTOR-DOSSIER](#)

Step 3

Map who really competes

Screener peer lists are close to useless. They group companies by sector code, not by the customer they're fighting for. Companies compete in *lanes* — and until you know the lanes, every comparison you make is noise.

PROMPT 03 — COPY & PASTE[NEW CHAT](#)**INPUT**

Sector: {SECTOR}
Region focus: {REGION}

OBJECTIVE

Identify the public and private players in {SECTOR}.

Define the real competition lanes first — the specific jobs customers are hiring these companies for — then map the true peers inside each lane. Explicitly flag companies that look comparable in a screener but do not compete for the same customer.

OUTPUT

- A. A 300-word executive overview.
- B. A Player Atlas entry for each major player:
 - Scope and footprint
 - Products and services
 - Customer types
 - Why customers choose them
 - Pricing model
 - Moats and switching costs
 - Vulnerabilities
- C. A peer sheet per lane with normalized KPIs.
- D. The customer-choice narrative for each lane.
- E. Catalysts and regulatory changes worth watching.

What it should map

- The real competition lanes
- True peer groups inside each lane
- What drives customer choice
- Moats and switching costs
- Vulnerabilities and disruptors

Then

Pick the one company you want to own from this map. Save the atlas back into the Project.

[SAVE AS 2-PLAYER-ATLAS](#)

Step 4

Go deep on one company

Now move from the sector to the business. The frame that changes everything: analyse it as if you were *buying the whole company*, not renting a few shares.

PROMPT 04 — COPY & PASTE

[NEW CHAT](#)

INPUT

Company: {COMPANY}

ROLE

Prepare a full business-model analysis as if I were acquiring 100% of {COMPANY} and holding it for ten years.

SOURCES

Official filings, annual reports, investor presentations, peer filings, regulator data, and high-signal industry research only.

COVER

1. Business understanding – what it sells, to whom, and how revenue is actually recognised
2. Market and competitive position – share, lane, why it wins
3. Financial engine – growth, margins, cash conversion, returns on capital, balance sheet
4. Management and strategy – capital allocation record, incentives, stated priorities vs. actual spending
5. Peer comparison – normalized, against true peers only
6. Acquisition lens – what I would change, and what would make me walk away

OUTPUT

A structured investor memo of roughly 1,000 words supported by compact tables.

For every important point, show the causal chain:

Driver → Business impact → P&L or cash-flow effect

Give both the bull and the bear reading of the same facts.

No valuation. No price target. Not yet.

Why no valuation yet

Introduce price too early and the analysis bends toward justifying a number. Understand the business first; value it once you actually understand what you're valuing.

Then

Save the memo back into the Project's knowledge.

SAVE AS 3-COMPANY-DEEP-DIVE

Step 5

Force the synthesis

The research is done. Turn web search **off** and force the model to work only from the three documents you built — the step almost everybody skips, and the one where the thinking actually happens.

PROMPT 05 — COPY & PASTE**RESEARCH OFF****ROLE**

You are a senior equity analyst writing for long-term investors.

SOURCES — STRICT

Use only the three documents in this Project's knowledge:

- 1-sector-dossier
- 2-player-atlas
- 3-company-deep-dive

Do not search the web. Do not add outside knowledge.

If a fact is not in these documents, write "Unclear."

Synthesize across the documents rather than copying from them.

OBJECTIVE

Write one qualitative investment report that connects the three documents, cross-checks their conclusions, and explicitly flags every contradiction between them.

OUTPUT STRUCTURE

1. Executive summary
2. Sector deep dive
3. Company deep dive
4. Bull case
5. Bear case
6. Contradiction check
7. Long-term investment logic
8. Conclusion

STYLE

Direct causal chains:

Driver → Mechanism → Financial consequence

Skimmable and evidence-based. Zero filler.

No DCF. No price target.

LENGTH

2,500–3,000 words.

THE SECTION THAT EARNS THE WHOLE EXERCISE

Read the **contradiction check** first. Where your sector view and your company view disagree is exactly where your thesis is weakest.

One page

The whole system

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- | | |
|---------------|---|
| STEP 1 | Give it a permanent home. One Project per stock. Upload the filings. Paste the custom instructions once. → Prompt 01 |
| STEP 2 | Learn the industry first. Understand the economics of the game before judging any player. → Prompt 02 · saves 1-sector-dossier |
| STEP 3 | Map who really competes. Define the lanes, then the true peers inside them. → Prompt 03 · saves 2-player-atlas |
| STEP 4 | Go deep on one company. Analyse it as if acquiring 100%. Bull and bear, no valuation. → Prompt 04 · saves 3-company-deep-dive |
| STEP 5 | Force the synthesis. Research off. Three documents only. Flag every contradiction. → Prompt 05 |
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QUARTERLY MAINTENANCE — ABOUT 15 MINUTES

- Drop the new filing and transcript into the same Project
 - Re-run Prompt 04 and diff it against your last deep dive
 - Re-run Prompt 05 and read only the contradiction check
 - Ask: which assumption in my thesis just got weaker?
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Three mistakes that break the system

- **Skipping Step 2.** Without sector context you cannot tell a good margin from a bad one.
 - **Leaving research on in Step 5.** The model will quietly import outside claims and your synthesis stops being yours.
 - **Letting it value the company early.** Once a price target exists, everything after it becomes justification.
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What comes next

Understanding first. Valuation second.

You'll notice this playbook never once asks for a price target. That's deliberate. A DCF built on a business you don't understand is just arithmetic wearing a suit.

Once the Project holds a sector dossier, a player atlas, a company deep dive and a synthesis that survives its own contradiction check — *then* valuation becomes a short, honest conversation. And because it all lives in one Project, you never rebuild that context again.

YOUR FIRST MOVE

Pick one company you already think you understand. Run all five steps on it. The gap between what you assumed and what the contradiction check surfaces is the most useful thing you'll read this month.

Found this useful?

I publish AI workflows for investors and operators — systems like this one, tested before they're shared.



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