

LIVE @ TAG

W O R K B O O K



***Techno - Fundamental Trading**

By Philip Gotthelf

COVERING: COMMODITIES, FINANCIAL AND ENERGY MARKETS

Major commodity trends have always been linked to fundamental market events. Huge profit potential is available to those who correctly predict changes in supply and demand, yet the art of fundamental analysis is being lost as traders concentrate on the intense pursuit of technical methods and computerized trading techniques. The skillful combination of fundamental analysis and technical timing creates a hybrid "TechnoFundamental" approach that Philip believes provides the best opportunity to identify and trade commodity, financial, and energy trends. Philip will present Techno Fundamental analysis for the first time at this year's TAG conference. In this unique presentation you will learn how to apply the best of both forms of market analysis.

Philip Gotthelf is President of Equidex Incorporated (registered CTA) and Equidex Brokerage Group, Inc. (registered Introducing Broker). Philip publishes the Commodex@ System (the oldest daily published futures trading system), and Commodity Futures Forecast@ service. Known for extensive work in the futures industry, Philip has acted as consultant to major financial and consumer publications. His articles have appeared in virtually all the major industry publications. He is a regular guest on CNBC, MS-NBC, and CNN, and has appeared on the NBC Today Show and NBC Nightly News.

Philip's first book, TechnoFundamental Analysis (Probus Press/McGraw Hill) provides a basic education in commodity markets clearly showing the relationship between technical and fundamental analysis. His latest book, The New Precious Metals Market, recently released by McGraw Hill, contains his predictions for price trends in the metals markets which have proven astoundingly accurate.

Philip's Creative Computer Applications are used by firms for developing proprietary trading models and hedging programs. Energy companies, banks, money managers, farmers and institutional traders use his Inventory Income Enhancement Programs to increase revenues through scientific commodity options strategies. Philip also developed Yield Enhancement Programs for financial institutions.

Mr. Gotthelf's Personal Workshop was presented and
recorded at a recent LIVE @ TAG conference.

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TechnoFundamental Trading

**Presented at TAG21
by
Philip Gotthelf**



TechnoFundamentals

- | | |
|-------------------------------|--------------------------------|
| ♦ Product Analysis | ♦ Price Analysis |
| ♦ Historical Behavior | ♦ Volume |
| ♦ Associated Markets | ♦ Open Interest |
| ♦ Economic Conditions | ♦ Historical |
| ♦ Political Influences | ♦ Pattern Recognition |
| ♦ Technology | ♦ Inter Market Analysis |
| ♦ Market Structure | ♦ Waves, Cycles |
| ♦ Environment | ♦ Mystical/Astrology |

Product Analysis

- ♦ What is the commodity?
- ♦ What influences supply?
- ♦ What influences demand?
- ♦ If physical, how is it produced?
- ♦ If financial, how is it created?
- ♦ If a futures contract, what are the features?
- ♦ If an option, what are the features?

Historical Behavior

- ♦ Seasonal and Cyclical
- ♦ Price Extremes
- ♦ Price Averages
- ♦ Supply and Demand Patterns
- ♦ Reference Prices
- ♦ Hypotheticals

Associated Markets

- ♦ **Product Substitutes**
- ♦ **Raw Materials (feedstocks, costs)**
- ♦ **Uses**

Economic Conditions

- ♦ **Boom**
- ♦ **Recession**
- ♦ **Inflation**
- ♦ **Deflation**
- ♦ **Stagflation**
- ♦ **Major and Minor Cycle**
- ♦ **Global Perspective**

Political Influences

- ♦ Is it political... public concern?
- ♦ Election year?
- ♦ Political program? Farm supports.
- ♦ Political Control? Fiscal policy.
- ♦ Republican or Democrat Cause?
- ♦ Liberal or conservative?
- ♦ Potential impact?

Technology

- ♦ Production Improvements
- ♦ Demand Factors (digital imaging)
- ♦ New Products
- ♦ Information Distribution (satellite imaging)

Market Structure

- ♦ **Market Forum**
- ♦ **Contract Specifications**
- ♦ **Structural Use**
- ♦ **Structural Demand**
- ♦ **Market Competition or Alternatives**

Environment

- ♦ **Weather**
- ♦ **Conservation**
- ♦ **Natural Disaster**
- ♦ **Environmental Impact**
- ♦ **Demographics**
- ♦ **Global Wealth and Expansion**



Price Analysis

- ♦ **Chart Patterns**
- ♦ **Moving Averages**
- ♦ **Relative Strength**
- ♦ **Stochastic**
- ♦ **Trendlines**
- ♦ **Support**
- ♦ **Resistance**
- ♦ **Cycles, seasonal**



Volume

- ♦ **Market breadth**
- ♦ **Velocity**
- ♦ **Consistency**
- ♦ **Averages**
- ♦ **Extremes**

Open Interest

- ♦ **Market Participation**
- ♦ **Market Interest**
- ♦ **Market Value**
- ♦ **Accumulation**
- ♦ **Distribution**
- ♦ **Averages**
- ♦ **Extremes**

Historical

- ♦ **Price History**
- ♦ **Performance**
- ♦ **Averages**
- ♦ **Extremes**
- ♦ **Reference Points**
- ♦ **Cycles**
- ♦ **Seasonal**

Pattern Recognition

- ♦ **Chart Formations**
- ♦ **Chart Patterns**
- ♦ **Probability**
- ♦ **Chaos**
- ♦ **Statistical Analysis**
- ♦ **Neural Networks**

Inter market

- ♦ **Inter market Price Correlation**
- ♦ **Inter market Patterns**
- ♦ **Inter market Cycles**
- ♦ **Inter market Seasonal**
- ♦ **Inter market Neural Networks**



Waves and Cycles

- ♦ **Elliot Wave Theory**
- ♦ **Behavioral Wave Theory**
- ♦ **Interim Cycles**
- ♦ **Grand Cycles**
- ♦ **Amplitude, Phase, Frequency**



Mystical/Astrology

- ♦ **Planet Orientation**
- ♦ **Biblical References**
- ♦ **Numerology**
- ♦ **Astrology**
- ♦ **Astronomy**
- ♦ **Superstition**

Thank you for taking
this **Live@TAG** workshop

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