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07/25/21

This Trading Floor Research report contains:

- Announcement of new Trading Floor Research website and additional membership features
- Risks industry group weakness has on individual stocks
- A questionable buy signal in Computer Software Enterprise industry group
- Docebo Inc. (DCBO). New buy candidate in Computer Software Enterprise industry group

Additional Features for TFR members

I would like to invite all paying members of the Trading Floor Research Newsletter to sign up at tfrtrader.com website and become an active member.

It is very easy to sign up. When you are on the home page of tfrtrader.com, hit the “sign up” button. It will take you to the sign-up page. At the bottom of the sign-up page hit the button that says, “Set up my membership.” This will take you to a screen that allows you to create your own password. Enter the information requested along with a password and you will be eligible to receive the full benefits of membership on Trading Floor Research.

These benefits include access to videos of new trading ideas, and educational videos on technical analysis concepts I use in TFR. Once I get enough people signed up, I will publish these videos. Please sign up as quickly as possible.

Membership will also include “Stock of the Day.” These are trading ideas I buy in my account. They happen so quickly; I don’t have time to include them in the newsletter. This gives you another opportunity to follow what I am trading in real time. Once I get enough people signed up, I will begin this service.

You will also notice the website gives you an opportunity to request a “Custom Stock Report.” This report looks a lot like what you get in the TFR newsletter, but I will do it for any stock you would like me to research. The research includes Fibonacci target numbers, and analysis showing the probabilities the stock will move higher or lower. Take advantage of this feature whenever you would like a second opinion on a stock you own, or an opinion on a stock you would like to purchase.

Finally, the website gives you an opportunity to sign up for my next class, “Essential Lessons for Stock Market Success,” starting August 12 at the Career Development Center.

I am offering a morning class starting at 8:30am and an afternoon class starting at 4:00 pm.

Take this opportunity to sign up and tell a friend to sign up at tfrtrader.com.

Eastside Distilling Vs. The Industry Group

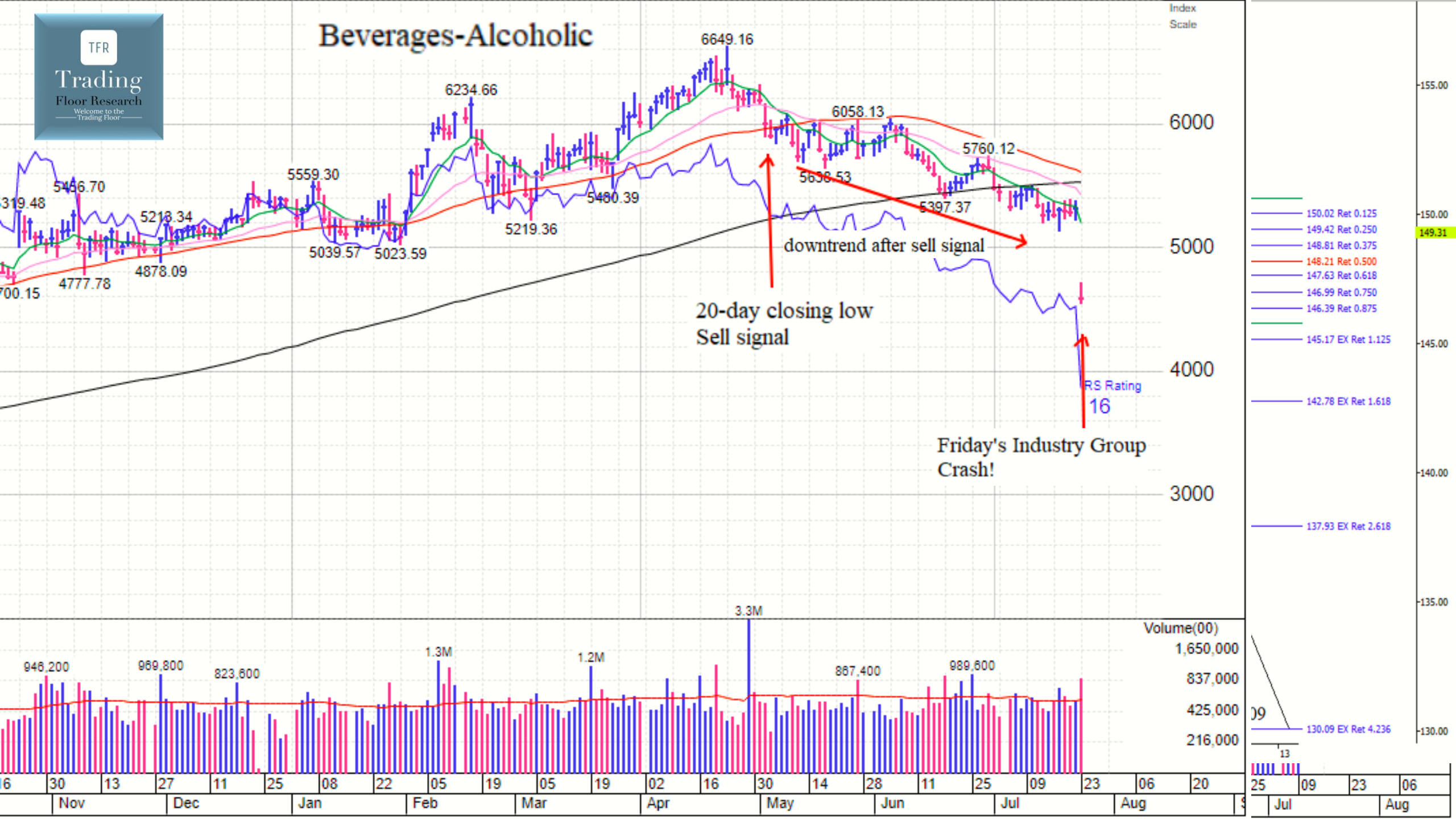
When TFR put the Eastside Distilling Inc. (EAST) trade on, I specified that EAST was a speculative buy because of the weakness in the Beverages-Alcoholic industry group. This was because of an industry group sell signal on 5/4/21.

After a sell signal, the Beverages-Alcoholic industry group's weakness is a headwind of any stock in the group. Industry group strength is 60% of an individual stocks movement. EAST had to work hard to go higher against a crashing industry group this week. (Refer to charts on next slides)

This trade shows the added difficulty of investing in this market. Stocks can go higher against a crashing industry group, but it takes a lot more energy and lowers the probability of success. EAST would be an easy double with an industry group in a buy signal. We need to be aware of these obstacles in this market. This is the reason we need to take smaller position sizes and be very cautious. This example also highlights what is happening under the surface of this market. Individual stocks and industry groups are moving lower. A few stocks are pushing the indexes higher. Be very careful.

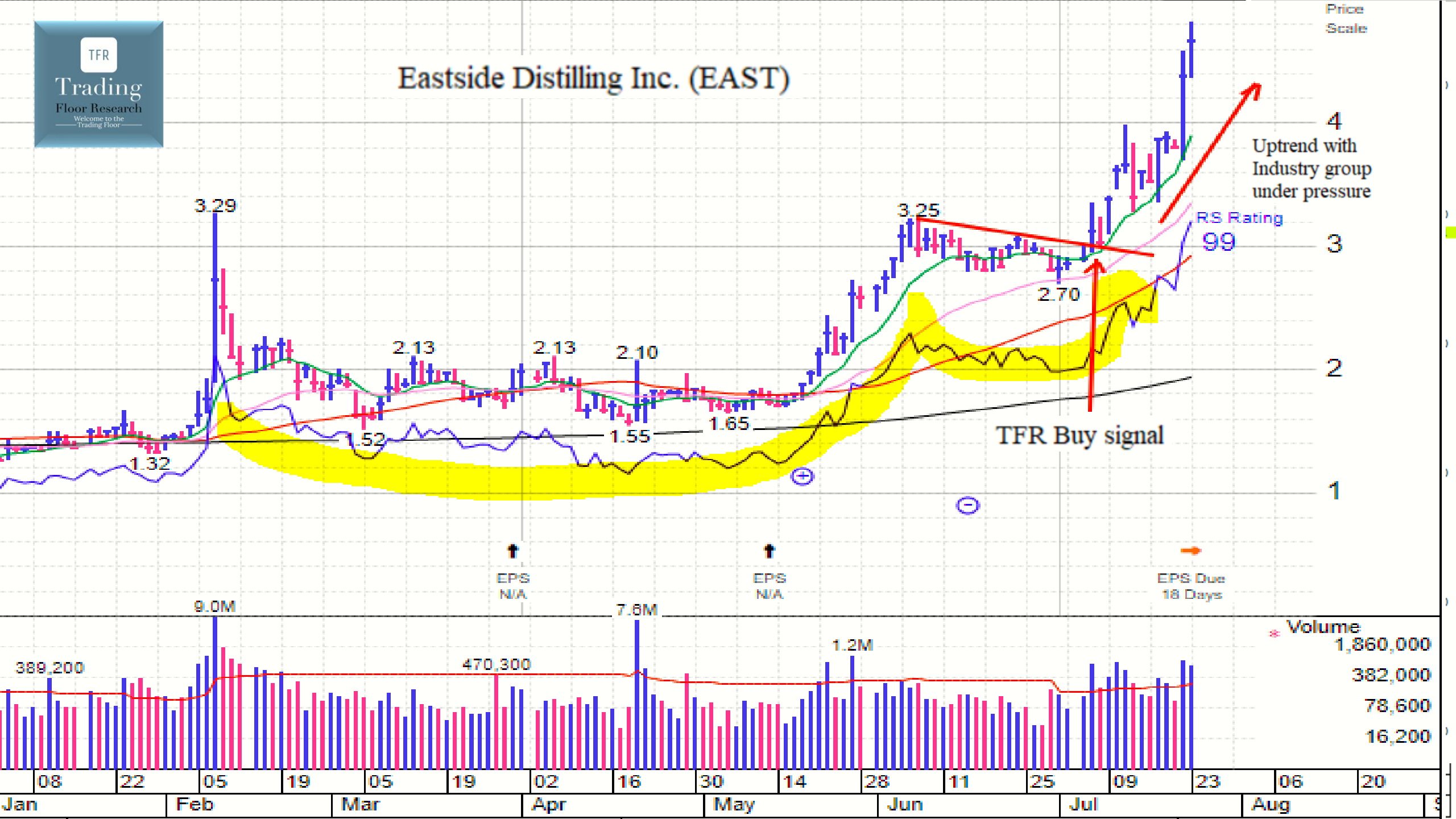


Beverages-Alcoholic





Eastside Distilling Inc. (EAST)



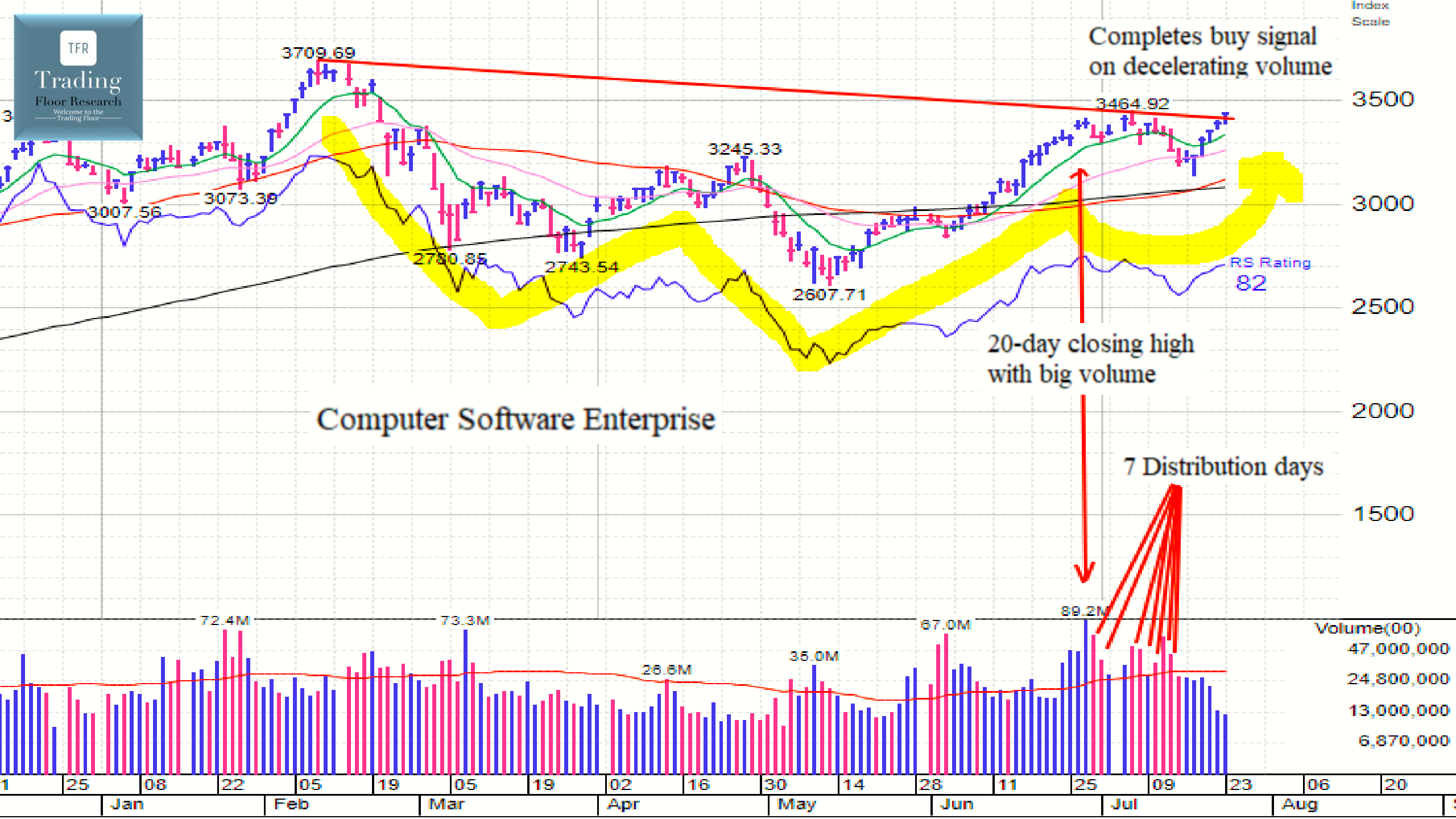
Computer Software Enterprise gives a questionable buy signal.

Computer Software Enterprise industry group gave a 20-day closing high with volume on 6/28/21. After that, the group threw off seven distribution days (down days with above average volume) while it formed the handle of a double bottom base. (Refer to chart on next slide)

The distribution days seemed to negate the 20-day closing high. Distribution happened as the stock was pulling back to form the handle of the base. Ideally, a pullback takes place with low volume.

Friday, the Computer Software Enterprise group closed above the trendline of its six-month base that started 2/10/21. This completed the buy signal that started on June 28. Volume was below average and decelerating the last few days on the move higher in the handle. Volume should be accelerating at this point. This would indicate institutional accumulation. Something I want to see.

I am very happy that the Computer Software Enterprise industry group gave a buy signal. This group has given many big winning stocks in the past. My concern is the way the group gave the buy signal. It included multiple distribution days, and below average decelerating volume last week. Just like all things in this market, we should take caution when buying stocks in this group. Proper risk management dictates smaller position sizes.

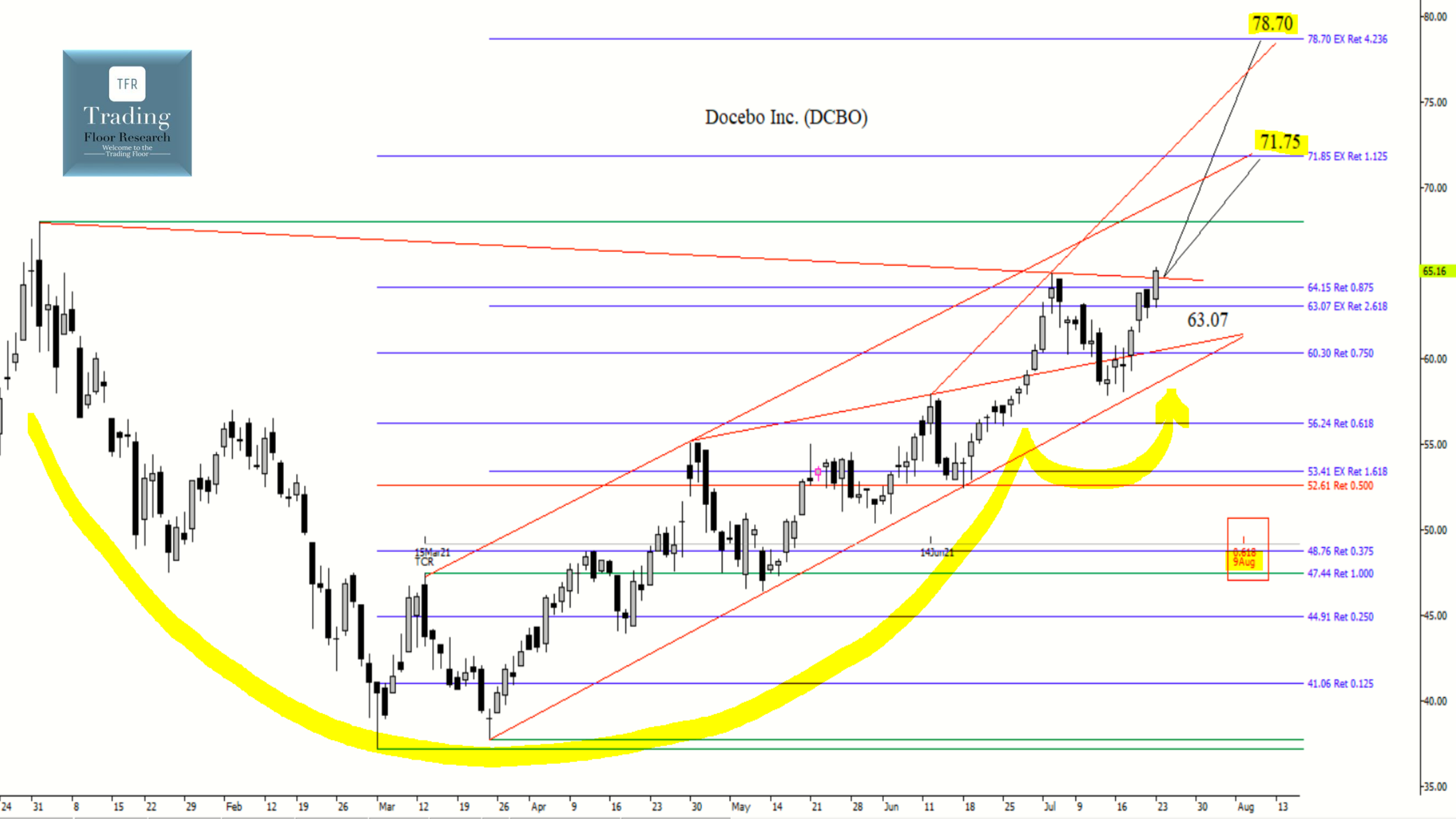


- New buy candidate: **Docebo Inc. (DCBO)**
- Industry Group: **Computer Software Enterprise**. The group currently ranks as the 35th strongest industry group in the market out of 197 and is up +9.19% YTD. The industry group completed a questionable buy signal this week. Therefore, we will keep position sizes small.
- DCBO is a Canadian based company that provides a cloud-based Artificial Intelligence learning platform to deliver training programs for corporations.
- DCBO is breaking out of an IPO cup-with-handle pattern that started 1/04/2021.
- DCBO closed above its trendline and handle of base with above average volume on Friday.
- Possible cycle turn date on August 9. Something to watch as trade progresses.
- **Buy confirmation on DCBO with a 30-minute close above 65.32 on above average volume. Wait for confirmation!**
- Initiate position with at 1-star(*)).
- Under massive institutional accumulation with an Up/Down Volume ratio of 2.4.
- DCBO closed at **65.16 on Friday**.
- DCBO VWAP is at 50.55.
- Sell target prices: **1st target is 71.75; 2nd target is 78.70**
- Stop sell price: End of day **Close** below **63.07**.



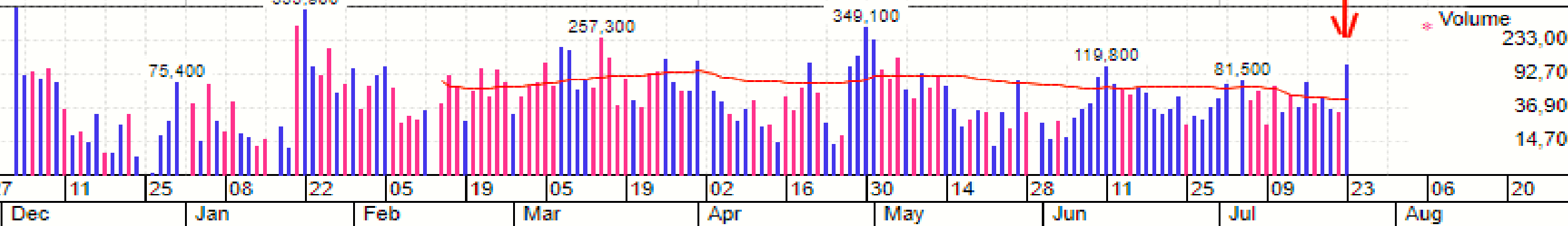
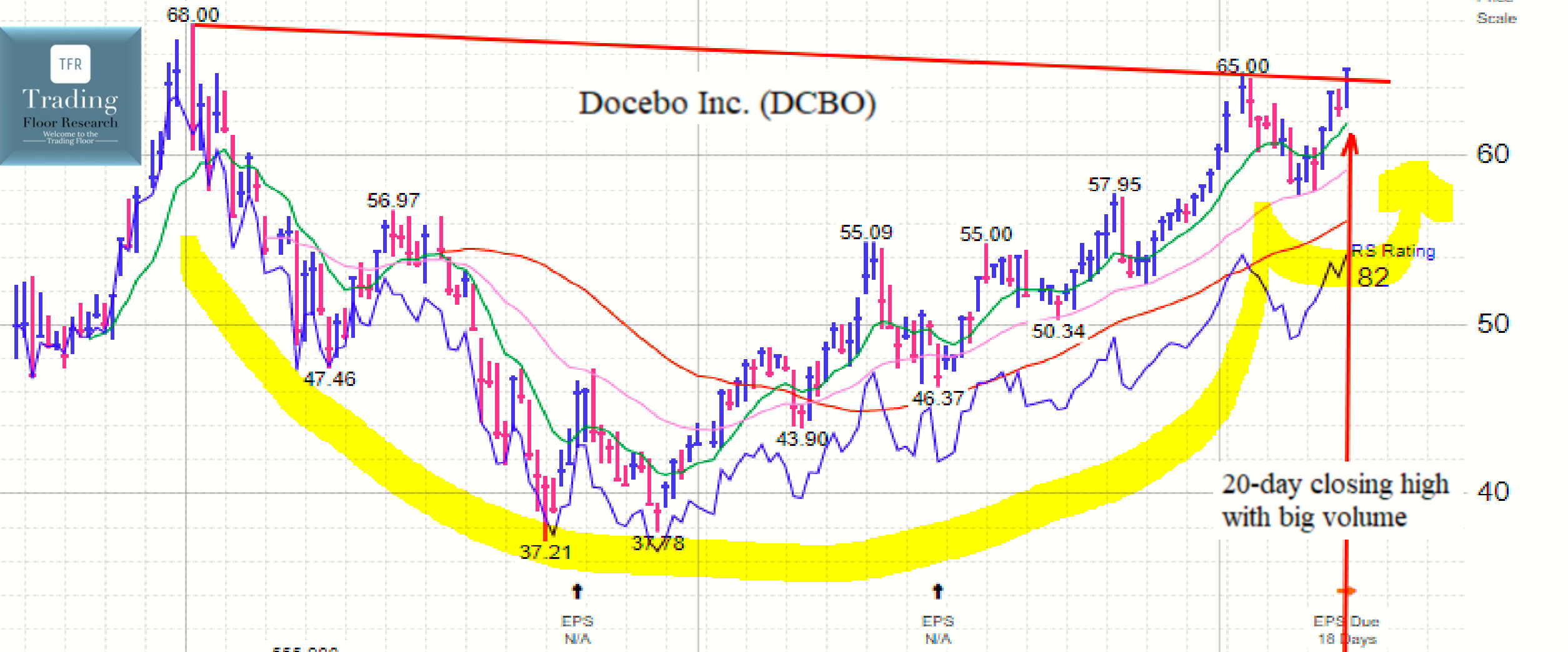


Docebo Inc. (DCBO)





Docebo Inc. (DCBO)



Price Scale

60

50

40

Volume 233,000

92,700

36,900

14,700

27 Dec 11 Jan 25 08 22 Feb 05 19 Mar 05 19 Apr 02 16 May 30 14 Jun 28 11 Jul 25 09 23 Aug 06 20



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