

TACEB



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Warren Buffett: The Man Who Cracked The Investing World

How People Should Invest According to Warren Buffett



The most successful investor's strategies are no secret, but when asked "Everyone knows how you invest and how you make profits, but why don't many people follow you?", he answers "Because nobody wants to be rich over 80 years. People want to get rich as quickly as possible."

The key takeaway from his statement is you have to be patient if you decide to invest. While some get rich very quickly through investing, this is only the minority. Beginner's luck as most people know. "Most people tend to sell their stock when it loses value even slightly.", he says. You have to keep emotion aside when you are in this business. He also recommends allocating much time to researching companies, so that you have knowledge on what you're spending your money on. When the time is right, do not be afraid to buy at larger quantities.

Turkey: The Country Where Economic Crisis Never Stops

On March 21st, 2021, the government announced that the current central bank governor, Naci Agbal, got sacked after he decided to raise interest rates on 3 of 5 monetary policies. Sahap Kavcioglu was appointed to the governor position.

Sahap Kavcioglu stated in his article in the newspaper "Yeni Safak" that interest rates should be kept as low as possible no matter what.

The problem with this move is the currency market. Around November 2020, with USD seeing 8.5 Turkish Liras, the government had to sell Dollars from its reserves to mitigate this situation. The reserves were emptied, and a dollar valued 7.5 Turkish Liras. The central bank, under the control of Naci Agbal, had no other choice to raise interest rates to attract foreign investors and as a result, make the Turkish Lira appreciate.

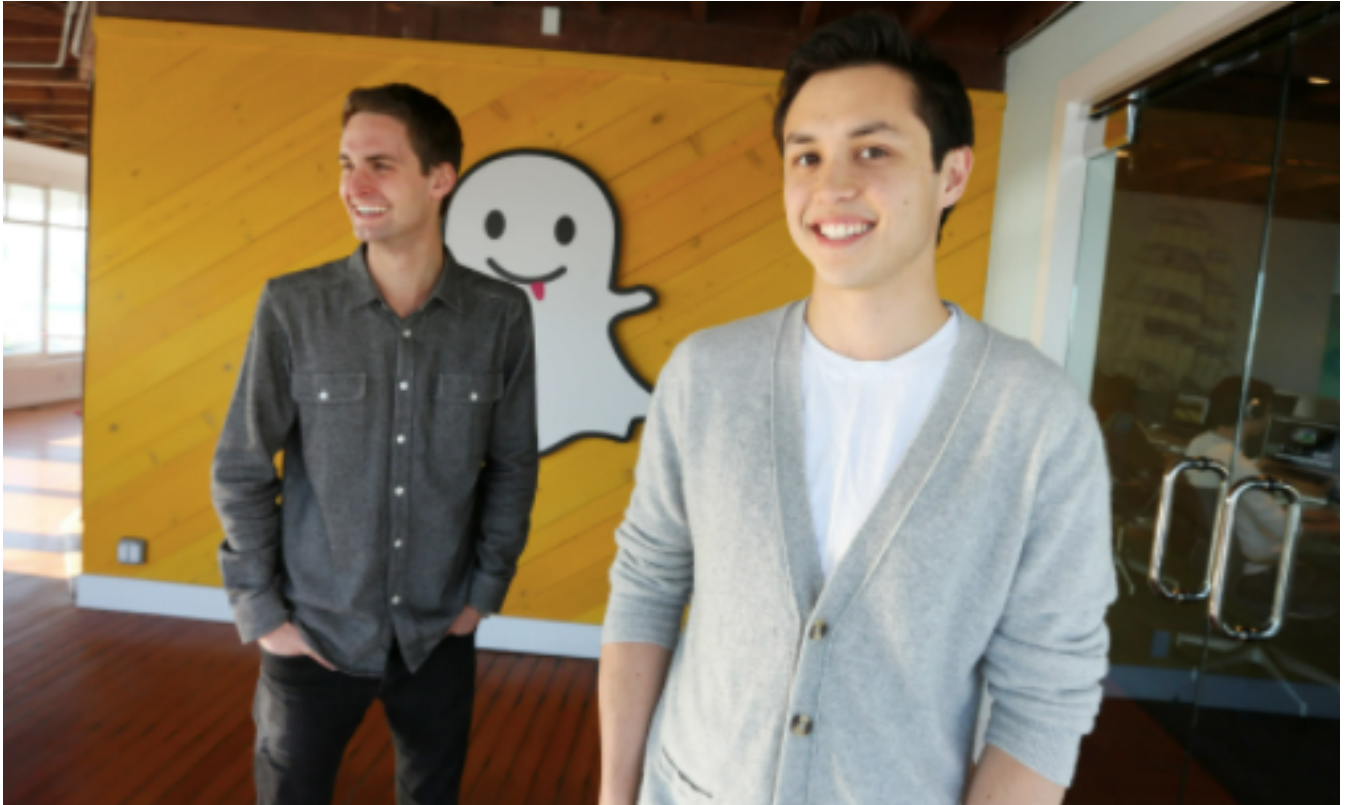
As the news of Sahap Kavcioglu being appointed spread, everyone in Turkey started buying USD, thus raising the demand for it. On Monday, 2 days after the announcement of the appointment, the market opened, and USD raised by 16% in a single day, a situation rarely seen in history.

What Are The Right Moves for Turkey to Correct The Economy Under the Pandemic?



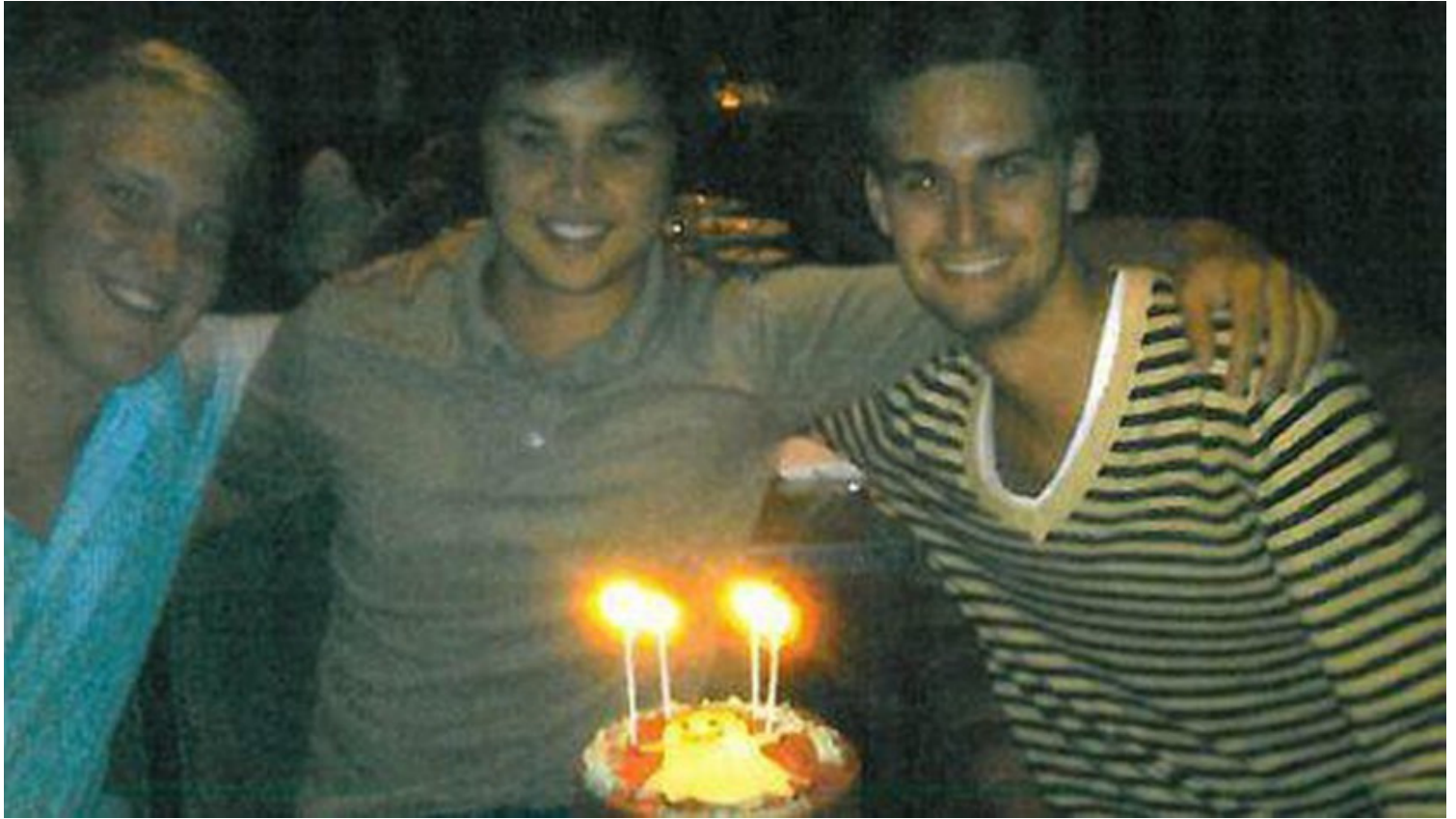
Every economy, from the United States' to China's, got hit by the pandemic, but it's the smaller countries that got affected the most. Turkey is one of them. The production levels are low (even lower with the pandemic), the country is dependent on imports, the currency market is very high, interest rates are also high compared to other developed countries, consumption and investment spending are also low since there are lockdowns. All of these factors are reasons why the economy worse compared to other countries. The question is how could it be solved? Personally, the interest rate should rise so that the currency market is stable, and people who care about currency stops criticizing. Then, the rates should slowly decrease so that more investment spending, and thus more production could be made.

Becoming Billionaires Before 30? Easy for These Guys



People you see in the picture are Bobby Murphy (in the front) and Evan Spiegel (in the back). They both attended Stanford University, and they met with each other thanks to the Kappa Sigma fraternity. Before founding, Snap Inc., Murphy started his entrepreneurship career with an idea named "Future Freshman" that aimed to help prospective college students. This idea was unsuccessful. but maybe it was better for Murphy that way because it opened up him the way to work on the app Picaboo, or what we use and know as Snapchat. The idea behind Snapchat came to Spiegel when they were at a product design class. And the feature that made Snapchat different from other messaging apps was that it allowed sending pictures and texts that disappeared after the receiver opens it. The idea gained popularity after the launch

that Spiegel had to drop-out of Stanford before receiving his degree to keep up with the growth of their app. Nearly a year after the app's release in 2011, it was projected to have significant growth and had more than a million users.



Evan Spiegel, Bobby Murphy, and Reggie Brown celebrating the success of Snapchat

In 2017, Snap Inc became public and Murphy and Spiegel's were around 5.4 billion dollars, making them two of the richest men under the age of 30. However, after the news of becoming public, Snap Inc started growing much more slowly, and the founders lost 1 billion dollars of their net worth. They were able to recover quickly with consistent updates on the app. Currently, Snapchat is one of the most popular social media apps, and it's nowhere near stopping.

Your Online Dietist



Fit Brokoli is new business that provides healthy and proper nutrition consultancy to its customers. Their main customers are big companies, big companies give this service to all of their employees as a side benefit. Right now Fit Brokoli gives this service to more than 130,000 people. They can give service to this much people thanks to the their development in computer learning, they increased their dietician capacity. Some of their references are "OtoKoçOtomotiv" "OTIS" and "Bosch" The biggest difference is that they offer their customers a personal nutrition coach that they can reach whenever they want via Whatsapp. These nutrition coaches are not only there to give diet programs, customers can ask theme questions like "what is gluten-free diet", "Would this suit to my diet program". Fit Brokoli only gives service in Turkey. They are not giving any services in another countryies yet but they are planning to start their first service in Romania.

SASA



SASA Polyester San is owned by Erdemoğlu Holding. SASA is manufacturers of polyester, fiber, filament, polyester-based polymers, intermediate products, and specialty products. Erdemoğlu Holding becomes the main shareholder by acquiring 51% of the shares. SASA's main factory is in Adana and they employe more than 3000 people. This facility lays on 1.250.000 m² field. SASA 's Poy investment increased their capacity to 520 tons per day and their other investment are developing. SASA aims to increase their turnover to 1.45 billion USD in 2021 and 1.6 billion USD in 2022.



Their share values increased nearly 450% in a single year. Their market value is 37,60 billion liras which is equivalent to 4.7 billion USD.

China's 18.3% Economic Growth



China reported 18.3% growth in the first three months of 2021 compared to 2020's first three months but because this data is compared to 2020, the growth rate looks so big. Last year China announced big Covid-19 restrictions, they blocked highways, plane landing, city-wide curfews this caused China's economy to shrink.

Lockdowns helped people that work from home to realize their technological needs. A big percentage of those needs either needs a part that is made in China or completely made in China. China's big infrastructure project created short-time jobs that helped the recovery of China's economy. Now big Chinese infrastructure firms are getting ready for the new jobs that would be available in Turkey with Kanal İstanbul projects. This big infrastructure projects looks

good to the eye but because of the lockdowns small businesses are having a hard time recovering. Experts predict that China's growth will slow down throughout the year. That is caused by the decrease in the purchasing power of middle and lower classes because businesses get shut down or go bankrupt, high unemployment rates. When other countries start to open their businesses with the vaccinations the demand for China will decrease because other countries will start to get a piece from the market. Future worldwide lockdowns pose a threat to China's recovering economy.

Microsoft's second biggest purchase



Microsoft plans to buy Nuance Communications for 19.7 billion USD, this the largest purchase of Microsoft after the purchase of LinkedIn for 26 billion USD. Microsoft plans to expand to the healthcare industry.

Microsoft said that they would support the software and artificial intelligence for the healthcare industry.

What is NUANCE?

Nuance is the company that helped Apple to develop Siri, the virtual assistant. Nuance is a multinational company that is located in Massachusetts. They are expertise in artificial intelligence and voice recognition, they are popular in the healthcare industry too. Repost shows that already 80% of the US hospitals are their customers because Nuance develops software that helps doctors and speeds up the process.

Win, Win

Joining forces will be a win-win situation for both of the companies. Microsoft will enlargen in the healthcare market with the existing customers of Nuance and Nuance will have access to Microsoft's sources.

Experts say that this was a good decision for Microsoft because we are in a time that technological advancements are a big part of the industry.

Microsft will buy Nuance's share at the price of 56 USD per share that is higher than the current price per share.

Centralization in Football: European Super League



It is not a new idea

The idea of creating a league for the best teams in football was alive since the '90s. On the 18th of April, twelve football giants announced the European Super League. This idea of creating an NBA-like football league first started with Real Madrid and its president Florentino Perez. On 4 July 2009, Florentino Perez criticized the current Champions League, saying "we have to agree to a new European Super League which guarantees that the best always play the best - something that does not happen in the Champions League." Arsene Wenger, previous manager of Arsenal, has stated many times before that a new closed football league will come soon. He said that americanization of sport is inevitable because of its huge cultural impact all around globe.

The financial side of European Super League

Even though Perez argues that the creation of this league is caused by a lack of competitiveness, it is much more of a financial decision. In the current biggest tournament of football, UEFA Champions League, 32 teams from many countries compete thus share each team is smaller with a big margin than the proposed European Super League.



It is clear that idea of creating a small close league was taken from United States major sport leagues such as NBA, NFL, MLB, and NHL which all even on the pandemic performed tremendously unlike football leagues across Europe. In the new league shareholders will get also more because of the increased profits.

German and French Opposition



In the proposed league there is not a single Bundesliga (German football league) or Liga A (France football league) team which includes arguably the two strongest football teams with Bayern Munchen and Paris Saint Germain. German Football Association (DFB) has stated that they are against "The German Football Association (DFB) is against the concept of a European Super League. It is the performance that determines promotion and relegation. Economic interests of a few clubs should not end the practiced solidarity in football. In this new league team will get a 400 million participation fee which is a lot higher than the Champions League. Overtime these times will be the economically strongest and most powerful which will cause major problems to small local teams. Two strongest members and leaders of European Union is against this new idea. EU stated that their opposition will be stronger in the future.

Potential Challenges

PSG and Bayern Munchen both condemned the European Super League. The chairman of the board Karl Heinz Rumennige stated that: "On behalf of the board I can expressly state that FC Bayern does not take part in the Super League. FC Bayern stands in solidarity with the Bundesliga. It was and is always a great pleasure for us to be able to play as the German representative in the Champions League We all still fondly remember our Champions League victory in Lisbon in 2020, such a happy moment is never forgotten. For FC Bayern, the Champions League is the best club competition in the world." UEFA and FIFA also said that players who will play in European Super League will be banned from both World Cup and European National Cup.



A European council member described the football situation as a "nuclear war". Maybe the one of the most important arguments of people who oppose this new league is that it is against the legacy and solidarity of football.



Many fans protested the new league. England, which has six members in European Super League, also strongly disagreed with the idea of building a new closed league. Recently Boris Johnson told that: "We should drop a legislative bomb to stop it – and we should do it now." It is still unclear that what actions will be taken against European Super League. Johnson has stated that: "I don't think you would expect me to have full, worked-out detail one day after that. But we've been clear that we are exploring a range of options, including legislative ones."

