



IPO Candy exploits the weak IPO market by launching the new "Broken Candy" service.

Broken Candy carefully screens for underperforming IPO stocks that have declined massively from their peaks and are below their original IPO price.

BOSTON, MA, USA, March 8, 2016 /EINPresswire.com/ -- [IPO Candy](#) was started in 2009 to focus on the new issue market. It's been a great six years but the start of 2016 has left us with extra time on our hands. We have often been asked for a service that looks at "fallen angels" in the IPO space.

Today we are taking the opportunity and launching "[Broken Candy](#)."

Our process begins with multiple screens we run across our data. Then we make adjustments to come up with about two dozen names that deserve more attention. For those few that pass muster they get their own "Broken Candy" feature report which includes a deeper analysis of their situation, prospects, valuation and potential to reward investors.

Here is the screen we used for March:

- The class of 2015 was a good one so this first screen is limited to deals priced that year.
- We ranked deals by underwriter and selected only "A" deals which we define as either Goldman Sachs or Morgan Stanley as lead underwriter.
- Post-IPO gain of 30% or more.
- Recent price now at or below IPO price.

This gives us a great starting point of 17 companies to pick from for the three or four company profiles we will publish this month. (Blue Buffalo \$BUFF is already up more than 20% since we put the list together!)

We'll be tweaking the screen each month to look at different slices of the IPO universe but given the target rich conditions of late we wanted to start with the cream of the crop and work from there.

The results of our screen will announced each month and posted on the Broken Candy page. Then we will apply some metrics and judgement to select four to five companies each month for an analysis and write-up and publish one each week during that month.

We're giving all subscribers a sneak peak at the product but Broken Candy access will require a "Top Ticket" subscription level.

We hope you sign-up and love this new service. We haven't been this excited since we launched IPO candy in those dark hours in 2009.

Please feel free to contact us with questions or ideas about this service.

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This press release can be viewed online at: <http://www.einpresswire.com>

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