

## **SL: [Insider Intelligence Alert] Take a bite out of this task management company**

Hey it's Alex with the latest Insider Intelligence Trade Idea

**\*\*Trade Idea: Asana Inc (NYSE: ASAN)\*\***

**Price At Alert: \$24.06**

**Buy Limit: \$27.30**

**Stop Limit: \$21.90**

**Options Contract: ASAN 18 AUG 23 24 CALL**

If you have an office job, you might know Asana. It's a task management app designed to help keep all the various tasks of a team organized.

Especially for remote or hybrid-work teams, Asana can help fill the organizational gap created by a lack of real-world interaction.

But let's get to the good stuff.

Dustin Moskovtiz — the Founder, CEO, President, and 10% Owner — has made a number of purchases over the last month and a half or so, purchasing a grand total of 1.5 million shares.

That's a huge volume. And the majority of the transaction were the type of direct purchases we look for here at Insider Intelligence.

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
or Section 30(h) of the Investment Company Act of 1940

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5  
obligations may continue. See instruction 1(b).

☒ Check this box to indicate that a transaction was made pursuant to  
a contract, instruction or written plan for the purchase or sale of  
equity securities of the issuer that is intended to satisfy the  
affirmative defense conditions of Rule 10b5-1(c). See instruction  
10.

1. Name and Address of Reporting Person* <u>Moskovitz Dustin A.</u>  (Last) (First) (Middle) <u>C/O ASANA, INC.</u> <u>633 FOLSOM STREET, SUITE 100</u>  (Street) <u>SAN FRANCISCO</u> <u>CA</u> <u>94107</u>  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Asana, Inc. [ ASAN ]</u>  3. Date of Earliest Transaction (Month/Day/Year) <u>07/26/2023</u>  4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below)  <u>President, CEO, &amp; Chair</u>  6. Individual or Joint/Group Filing (Check Applicable Line)  <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person
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**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	07/26/2023		p <sup>(1)</sup>		80,000	A	\$22.03 <sup>(2)</sup>	40,792,803	D	
Class A Common Stock	07/27/2023		p <sup>(1)</sup>		75,891	A	\$22.89 <sup>(3)</sup>	40,868,694	D	
Class A Common Stock	07/27/2023		p <sup>(1)</sup>		4,109	A	\$23.52 <sup>(4)</sup>	40,872,803	D	
Class A Common Stock								4,147,046	I	See footnote <sup>(5)</sup>

(Sidenote: Moskovitz is also one of the co-founders of Facebook)

So, the fact that such a big name is buying so many shares lights up our alert system.

But let's see what the technical analysis shows us.



We have a triangle breakout on the daily chart.

This shows me that the price action has a good chance of pushing upwards. Remember that you always want to look for confirming periods following a breakout.

In this case, we have one and half days above the breakout line. So, the chart confirms what the insider buying alerted us too.

And we're going to add Asana to the model portfolio.

Any questions?

Let us know.

To your wealth,

Alex Reid