Experiment 09

AIM:

To conduct a comprehensive OSINT investigation on a well-known company and gather information about its **history, key executives, financial data, partnerships, news mentions, and other relevant details** using online databases, news articles, corporate websites, and industry reports.

Theory:

An OSINT (Open-Source Intelligence) investigation leverages publicly available sources to collect and analyze information about a target organization. For companies, this involves examining multiple categories of information:

1. **Company History**

   o Official corporate websites usually provide details in "About Us" or "History" sections.

   o Annual reports and press kits often summarize milestones and achievements.

2. **Key Executives**

   o LinkedIn is a prime source for executive profiles.

   o Business directories and company press releases also mention leadership.

3. **Financial Data**

   o **SEC EDGAR database** (for U.S. companies) provides official filings.

   o Financial sites like **Bloomberg, Reuters, Yahoo Finance, Google Finance** report stock data and financial performance.

4. **Partnerships & Collaborations**

   o Official **press releases** announce joint ventures and alliances.

   o News articles provide context for major deals.

5. **News Mentions**

   o **Google News** and media monitoring tools (Google Alerts, Mention, Brandwatch) track coverage.

6. **Industry Reports**

   o Sources like **Gartner, Forrester, Statista** provide market analysis.

- These help position the company in its competitive landscape.

7. **Online Databases**

   - **Crunchbase** → Company funding, acquisitions, partnerships.

   - **Hoovers/D&B** → Industry analysis and competitor profiling.

   - **Bloomberg Terminal** (for professionals) → Deep market data.

8. **Social Media Presence**

   - **Twitter, LinkedIn, Facebook, Instagram** → Provide real-time updates, campaigns, and sentiment.

⚠️ **Ethics & Legality**: Always evaluate credibility, cross-check sources, and ensure compliance with privacy and data protection laws.

Requirements / Tools Used

1. Target company name (well-known enterprise).

2. Internet access.

3. OSINT tools and platforms:

   - LinkedIn, Crunchbase, SEC EDGAR, Bloomberg, Reuters, Statista.

   - Google News, Google Alerts.

   - Company's official website and press releases.

   - Social media platforms (Twitter, LinkedIn).
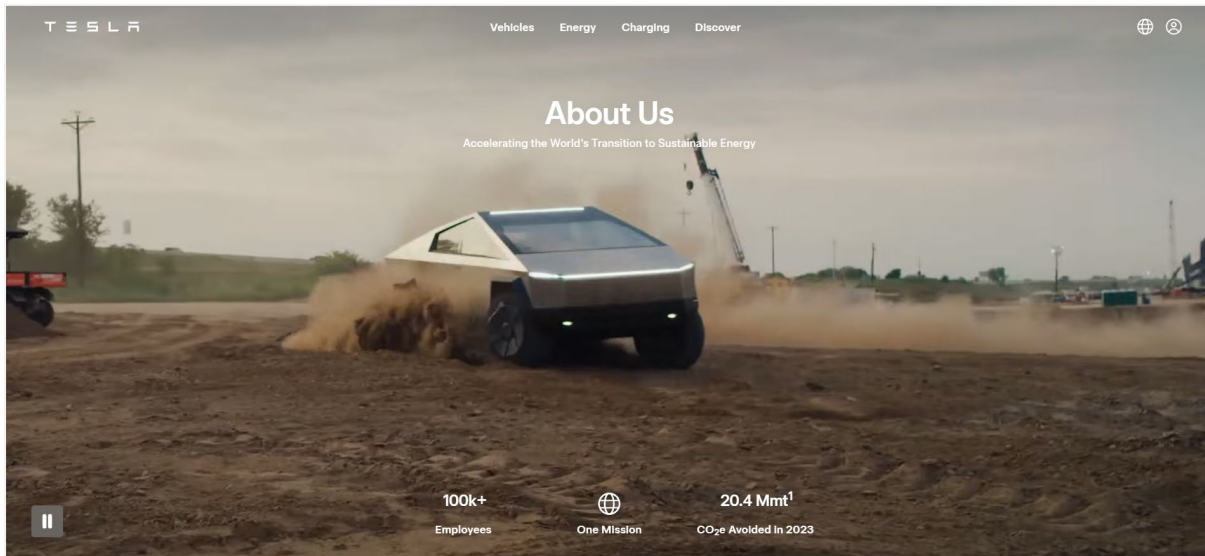

Procedure

1. **Identify the Company**

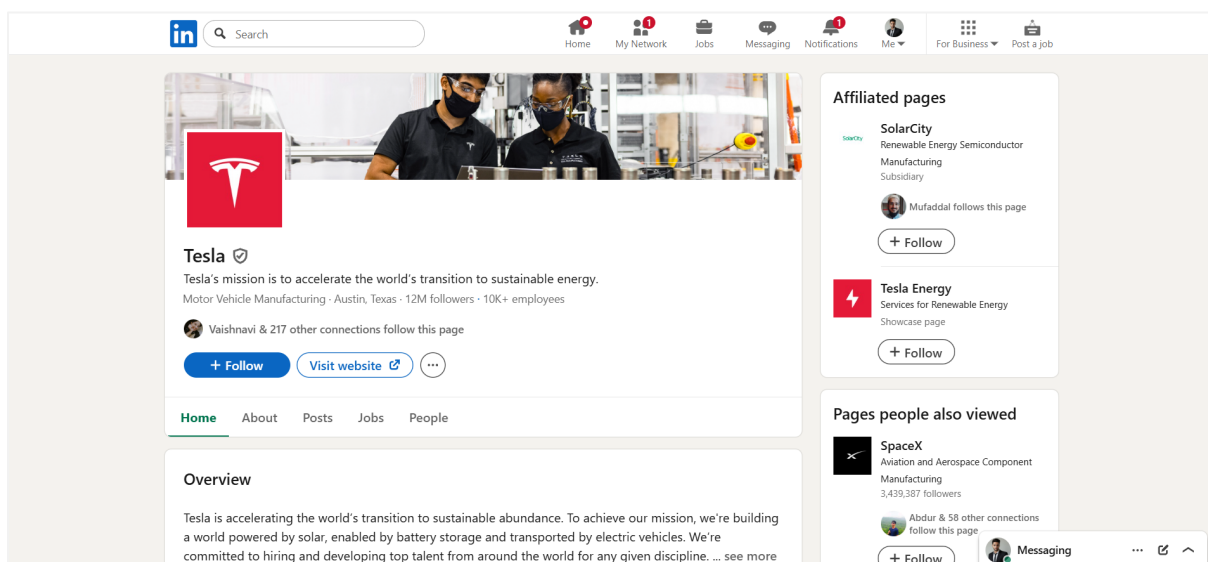   - Choose a well-known company (e.g., Microsoft, Google, **Tesla**).
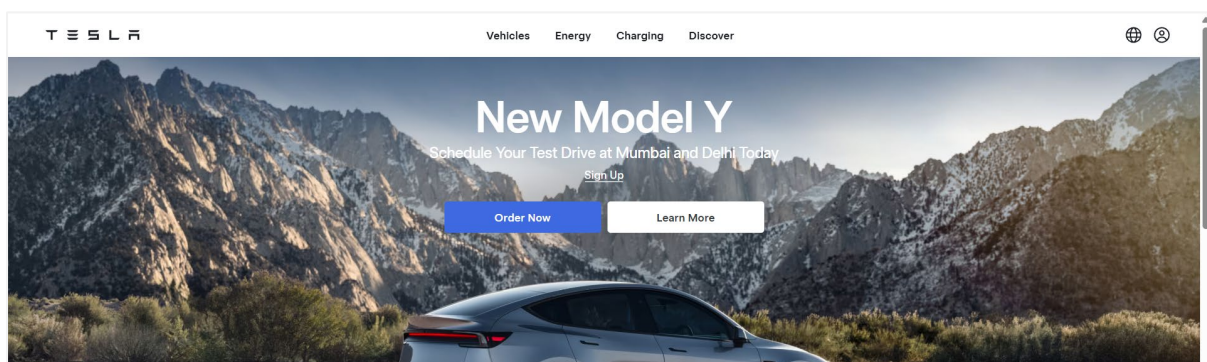
2. Gather Basic Details

- o Visit the official website → About Us / History.

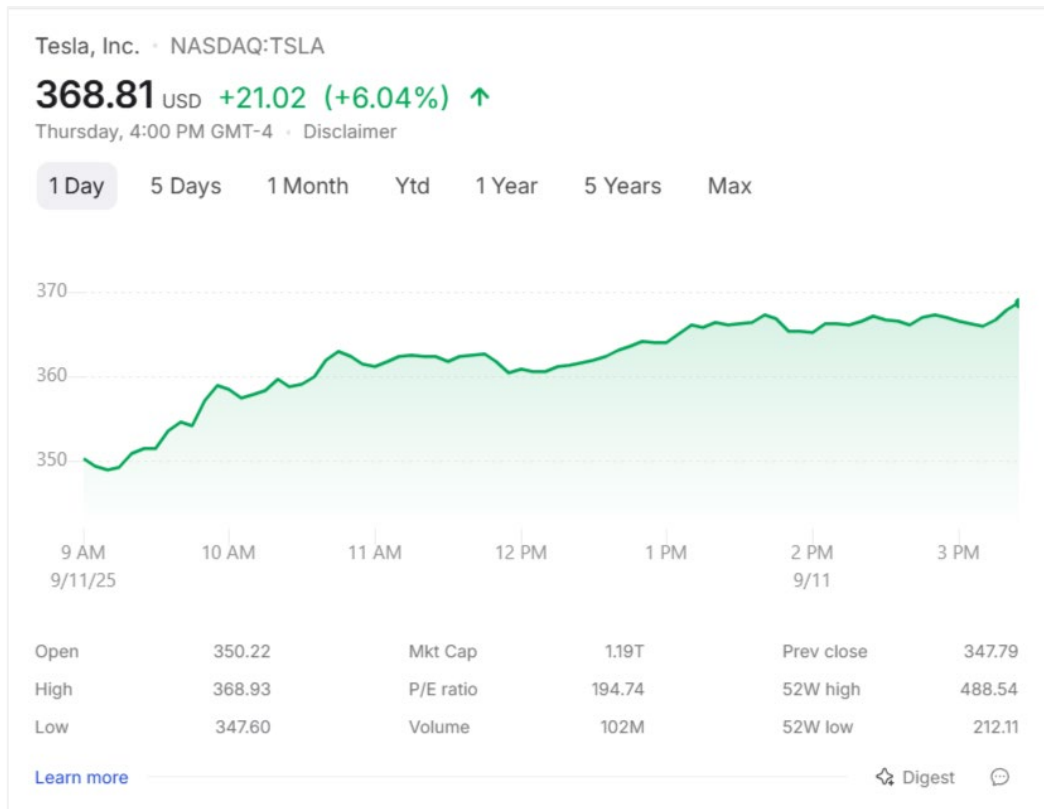- o Record founding year, founders, and major milestones.

3. Collect Executive Information

- o Search company's LinkedIn page.

- o Note CEO, CTO, CFO, and board members.

4. Analyze Financial Data

- o Access Yahoo Finance / Google Finance for stock trends.

- o For U.S. companies, check SEC EDGAR for financial filings.

5. Check Partnerships & Collaborations

- o   Review official press releases.

- o   Use Google News to find announcements of joint ventures.

6. Investigate News Mentions

- o   Search Google News for company-related updates.
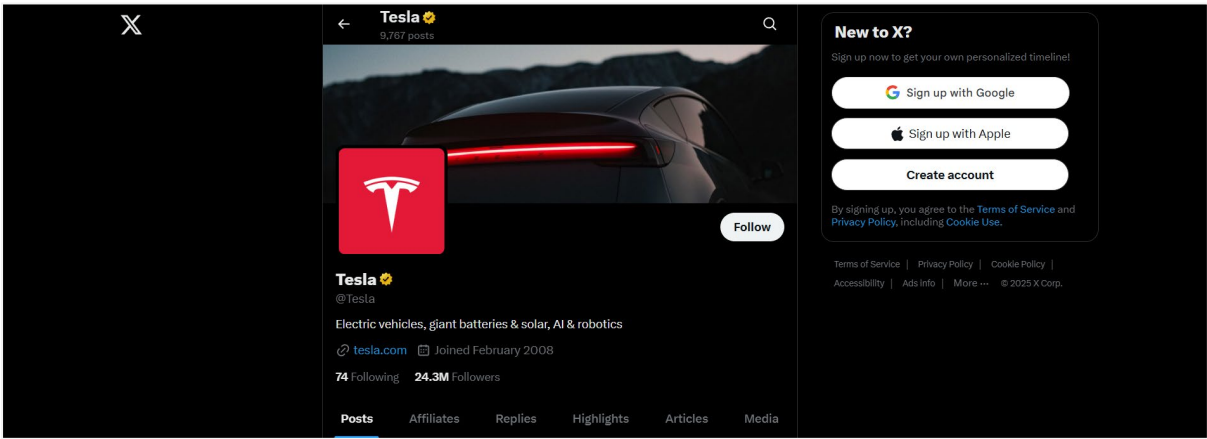
- o   Document key recent events.
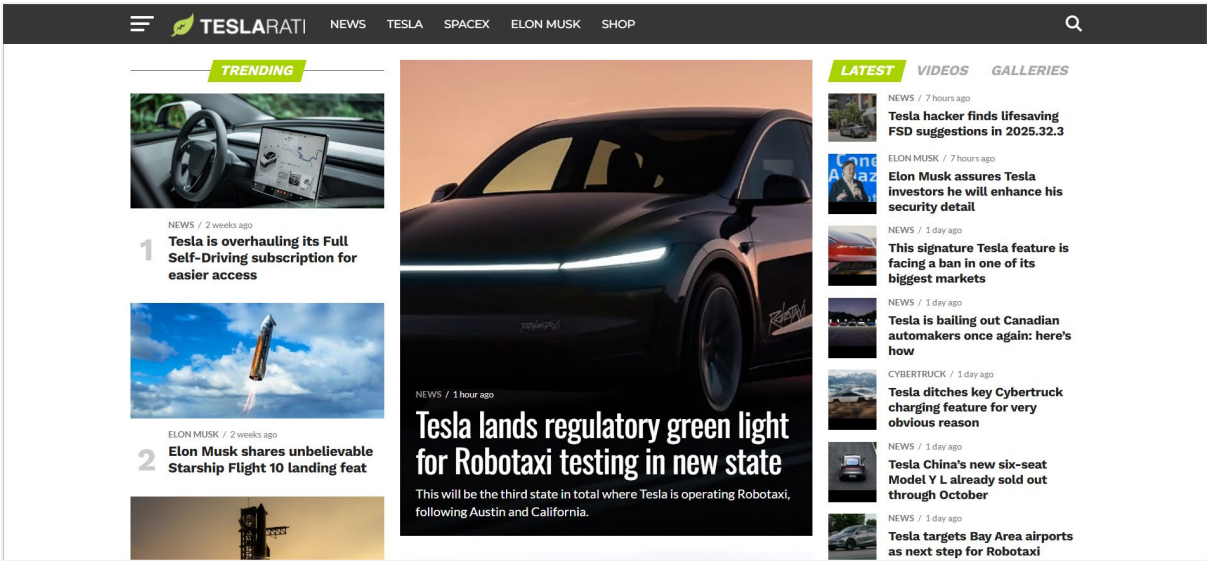
7. Industry Positioning

- o   Access Statista, Gartner, or Forrester for market share analysis.

- o   Compare with competitors.

8. Social Media Insights

- o   Visit official Twitter/LinkedIn handles for latest announcements.

- o   Check public engagement and sentiment.

9. Compile & Cross-Verify Data

- o   Record findings in a structured format (table/notes).

- o   Cross-check details across at least 2-3 sources for accuracy.

Conclusion

We have successfully conducted a comprehensive OSINT investigation about well-known company and gather information about the company's history, key executives, financial data, partnerships, news mentions, and any other relevant details using online databases, news articles, corporate websites, and industry reports