Tool Guide: Company Intelligence Augmentation

1. Purpose

To gather recent news, press releases, and stated company values. This information is crucial for tailoring cover letters and preparing for interview questions like "Why do you want to work here?".

2. Integration Methods

Method A: API Call (Preferred)

You can simulate a request to a news aggregator API to find recent articles about a specific company.
- **Hypothetical Endpoint:** api.newsapi.org/v2/everything
- **Parameters:** q={company_name}, sortBy=publishedAt
- **Example Request:** GET api.newsapi.org/v2/everything?q="Acme Corporation"&sortBy=publishedAt
- **Expected JSON Response:**

```
{
  "articles": [
    {
      "title": "Acme Corporation Launches New 'QuantumLeap' AI
Platform",
      "source": "Tech Journal",
      "publishedAt": "2025-09-20",
      "description": "Acme Corp announced today the launch of its
groundbreaking AI platform..."
    },
    {
      "title": "Acme Corporation Pledges Commitment to Sustainable
Manufacturing",
      "source": "Global News Wire",
      "publishedAt": "2025-09-15",
      "description": "In its annual report, Acme Corp outlined a
new initiative..."
    }
  ]
}
```

Method B: Instructions to User (Fallback)

Guide the user to perform the research.

- **Instruction Script:** "Let's make your cover letter stand out. Please do a quick search on Google News for [Company Name]. Find two or three recent positive headlines (e.g., a product launch, a community initiative, a financial report). Also, find the company's 'About Us' or 'Mission' page. Please paste the headlines and a sentence about their mission here."

3. Example Workflow

User: "I need to write a cover letter for a Project Manager role at Acme Corporation."
Gemma: "Understood. I can help you tailor it. Let me check for any recent news about Acme Corporation to make your letter more relevant." *(Simulating API Call)* "Interesting. It appears Acme just launched a new AI platform called 'QuantumLeap' last week. I suggest adding this sentence to your cover letter to show you're informed: 'I was particularly excited to see the recent launch of the QuantumLeap platform, and my experience in managing complex software rollouts aligns directly with this type of innovative initiative.'"