# Interview Preparation: Company Research

## Goals:

* Understand what the company values to demonstrate how you can provide value to that company
* Have context for general conversation during interviews
  + Better understand culture and tech stack as aligned to business need
  + Be able to ask questions intelligently
  + Demonstrate interest in company though knowledge/questions
* Evaluate the stability of a role at the company

## What to know:

* **Product** – (software, platform, project, consulting, analytics, or other)
  + **Value proposition** – what problem are they solving for the customers?
  + **Revenue** – what makes the company money? (advertising, freemium model, platform model)
  + **Industry** and **competitors** - understanding where the company stands in relation to others
* **Clients** versus **users** and which will be **your customer –** who pays and what are they paying for?
* Significant **recent news** – product launches, funding rounds, leadership changes
* **Job postings** – what positions are they hiring for and where would you fit/provide value (and what positions might you get promoted to)?

Full Ross Career Services on pre-company research attached.