

Improving the output of the Company Intelligence Platform, specifically the Job Interview Prep mode

- Here is the live app URL: <https://somar-company-analyst.streamlit.app/>
- Remember, this is for the Job Interview Prep mode of my app (not the Sales & Marketing Outreach mode)

Brief

Here is the output i shared with Claude AI:

Platform Mode

Choose your intelligence focus:

- Sales & Marketing
- Finance
- Job Interview Prep

v2.2 Intelligence Platform

Company Intelligence Platform

CAREER STRATEGY ADVISOR

1. Target Company

<https://www.wearefintel.com/>

2. Job Description

Fintel Services is a group of market-leading companies within Fintel PLC, with annual revenues exceeding £50m.

We are seeking an experienced and forward-looking Chief Marketing Officer to re-imagine our approach to marketing across the group, bringing fresh energy and rigour to everything from brand to demand gen to digital automation and data driven personalisation.

The group provides



3. Your CV

Manage app

Drag and drop file here
Limit 200MB per file • PDF

Browse files

CV_Steve Porter_B2B SaaS Marketing Leader.pdf (100 KB)

✓ CV processed successfully

Generate Interview Strategy

✓ ✓ Complete!

Research Sources: DuckDuckGo • Google News | Website: Yes | Articles Analyzed: 0

Interview Strategy Guide: wearefintel

1. Company Overview

Fintel is a company that operates within the financial services industry, providing technology, insights, and support to product providers, intermediaries, and consumers. Their offerings include compliance and business support services, distribution for investment, protection and mortgage providers, and networking events within financial services.

2. Recent Developments

- No recent news articles were found in our search.

3. Role Hypothesis

The hiring of a Chief Marketing Officer at Fintel is likely driven by the need to modernize and unify their marketing strategy across diverse business units. The role is essential to leverage data-driven marketing and automation to enhance brand positioning and drive business growth. This aligns with their strategic focus on expanding market position and launching new products, as indicated in their recent boardroom update.

4. Candidate Fit & Alignment

Your Strongest Assets for This Role

1. **Revenue Generation in New Markets:** Steve's launch of SD Worx Spain generated €3M ACV in Year 1 with a team of 8.
 - **Why it matters:** The JD emphasizes "proven ability to scale in emerging markets" - this demonstrates exactly that capability with quantified results.
2. **AI Driven Marketing Transformation:** Pioneered AI driven transformation in marketing at SD Worx, including agent based automation and predictive insights.
 - **Why it matters:** The JD requires the use of AI and advanced analytics to shift marketing strategies, aligning perfectly with Steve's experience.
3. **Team Leadership & Scaling:** Built and led a 20-person global team focused on performance marketing across 25+ markets.
 - **Why it matters:** The JD highlights the need for strong leadership and team building skills to support capability and growth, which Steve has demonstrated.

Claude AI critique:

This is really thoughtful, Steve. Let me give you a senior-level critique of what I see in that screenshot, then map out what an ideal interview prep workflow should actually look like.

Critique of Current Output

What's Working: The tool is doing something genuinely valuable - it's trying to connect your experience to the company's likely needs. The "Role Hypothesis" section is clever; inferring *why* they're hiring is exactly the kind of strategic thinking most candidates skip. The "Killer Strategic Questions" at the end show real sophistication.

What's Not Working:

1. Structure doesn't match the interview prep mental model The current flow feels like it was adapted from sales mode rather than built for interview prep. "Company Overview" → "Recent Developments" → "Role Hypothesis" is logical, but it buries the most critical thing: *what does this company actually do and why should I care about working there?*

When I prep for an interview, my first question isn't "what's their overview" - it's "what problem does this company solve, and do I find that compelling?" That's missing entirely.

2. The "Candidate Fit" section is too generic Listing my experience points with "why it matters" is helpful, but it reads like a CV-matching exercise. What's missing:

- **Prioritisation:** Which 2-3 things should I actually *lead with* given what this specific company cares about right now?
- **Gap analysis:** What might they be looking for that I *don't* have evidence for? How do I address that?
- **Story prompts:** Which specific examples from my experience should I prepare to discuss in depth?

3. "Strategic Priorities to Explore" is backward This section tells me what questions to ask about data integration, AI tools, team structure - but it doesn't tell me *why* these matter for my candidacy. The framing should be "Here's what they're likely worried about → Here's how you demonstrate you can solve it."

4. Missing the "why now?" angle that Persis found valuable Your friend's insight was that companies exist within ecosystems with constraints and pressures. The current output doesn't surface: What's happening in their market right now? What competitive pressures exist? What does their timing suggest about urgency?

5. No news found is a red flag "No recent news articles were found" for Fintel is almost certainly wrong - there's probably news, the search just didn't find it. This undermines confidence in the whole output.

What a Senior Interview Prep Workflow Actually Looks Like

Here's how we should structure the tool/prompts, based on how a user typically prepares:

Phase 1: Understand the Company

- What do they actually do? (not corporate-speak - the real explanation)
- What problem do they solve and for whom?
- What makes them different from competitors? (their claimed USPs)
- What's their business model? (how do they make money)

Phase 2: Context & Momentum

- Recent news, announcements, leadership changes
- Market position and competitive pressures
- Why are they hiring for this role *now*? (your Role Hypothesis)
- What signals suggest their current priorities?

Phase 3: My Fit

- My 3 strongest proof points for this specific role
- Potential gaps/concerns they might have about me
- How I'd address those gaps if asked
- Which of my stories/examples are most relevant to prepare

Phase 4: Interview Ammunition

- 3-5 intelligent questions that show I've done my homework
 - Topics to weave into conversation naturally
 - Red flags to watch for about the role/company
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Concrete Recommendations for the new upgrade:

1. **Restructure around candidate need, not data type:** Lead with "What You Need to Know" (company essence), then "Why They're Hiring" (strategic context), then "Your Strongest Case" (fit with prioritisation), then "Prepare For" (gaps + questions)

2. **Add a "Quick Brief" at the top:** 5-6 sentences that give me the essential context I'd want before walking into the interview. Company does X, they're hiring because Y, your strongest angle is Z.
 3. **Make the gap analysis explicit:** "Based on the JD, they may be looking for [X] which isn't evident in your CV. Consider preparing examples of..."
 4. **Prioritise ruthlessly:** Instead of listing everything, bold or highlight the 2-3 things that matter most for *this specific interview*
 5. **Improve news retrieval:** The "no news found" result needs work - either better search, or acknowledge limitations more gracefully
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Further Claude critique and input:

Then I asked for further prompt support from Claude AI, and this is what it drafted:

I've read your briefing doc and the screenshot of the current output. Let me give you a comprehensive response.

Critique of Current Briefing Doc

What's Working Well:

- Clear project context and objectives
- Good articulation of the "why now?" insight from Persis
- Solid four-phase structure framework
- Recognition of the key shift needed (sales-adapted → purpose-built)

Critical Gaps:

1. **No concrete prompt specifications** - You have the structure but not the actual instructions for what the AI should generate in each phase
2. **Missing input handling logic** - No guidance on how to process the CV, JD, and company URL differently

3. **No output format specifications** - The structure says "Quick Brief" but doesn't specify length, tone, or exactly what goes in it
4. **Lack of prioritization rules** - The doc mentions "ruthless prioritization" but doesn't tell the AI *how* to prioritize
5. **No validation criteria** - Nothing about how to assess if company research is sufficient or if gaps analysis is complete
6. **Missing the "ecosystem thinking" implementation** - You mention Persis's insight but don't translate it into actionable AI instructions

Critical Amends Needed

1. **Add Research Quality Standards** Your current doc doesn't specify what constitutes "good enough" research. You need minimum criteria - e.g., "Must find at least 3 recent news items OR explain why none exist" rather than "No news found."
2. **Define Prioritization Logic** Add explicit rules like: "When listing candidate strengths, identify the top 2-3 that directly address pain points visible in the JD or recent company developments."
3. **Specify Tone and Length Parameters** Each section needs constraints - "Quick Brief: 5-6 sentences maximum" or "Gap Analysis: List no more than 3 potential concerns."

Missing Content to Add

Here's what else needs to go in your briefing doc:

SECTION: INPUT PROCESSING LOGIC

How to Process Inputs

Company URL

1. Extract company website content
2. Search for "[company name] news" (last 6 months)
3. Search for "[company name] competitors"
4. If publicly traded: search recent earnings/investor updates
5. Validate findings: If <3 substantive sources found, acknowledge limitation

Job Description

1. Extract explicit requirements (must-haves)

2. Infer implicit priorities from:
 - Language emphasis (words used repeatedly)
 - Seniority indicators
 - Team structure clues
3. Identify 2-3 likely pain points this hire addresses

Candidate CV

1. Map experience to JD requirements
 2. Identify 3 strongest proof points for THIS specific role
 3. Note potential gaps or concerns interviewer might have
 4. Extract relevant stories/examples for preparation
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SECTION: PHASE-SPECIFIC PROMPT SPECIFICATIONS

Phase 1: Quick Brief (Top of Output)

****Purpose:**** Give candidate essential context in 60 seconds of reading

****Format:****

- 5-6 sentences maximum
- Plain language, no jargon
- Answer these questions in order:
 1. What does this company actually do? (one sentence, no corporate speak)
 2. Why are they hiring this role now? (strategic context)
 3. What's your strongest angle as a candidate? (one key theme)

****Example:****

"Fintel provides financial intelligence software to institutional investors. They're hiring a CMO because they're scaling from product-market fit into growth phase, evidenced by their recent Series B and expansion into European markets. Your strongest angle is your track record building data-driven marketing engines at similar B2B SaaS companies during hypergrowth phases."

Phase 2: Company Context

****Purpose:**** Understand the company deeply enough to speak intelligently about their business

****Structure:****

1. ****Core Business**** (2-3 sentences)
 - What they do in plain English
 - Who they serve

- How they make money

2. **Market Position & Momentum** (3-4 bullet points)

- Recent developments (funding, launches, leadership changes)
- Competitive landscape signals
- Growth trajectory indicators
- "Why now?" factors (market timing, company inflection point)

3. **Strategic Priorities** (inferred from signals)

- What the evidence suggests they're focused on
- What constraints/pressures they're likely facing
- Where this role fits in their current strategy

Research Quality Standard:

- Minimum 3 substantive external sources
- If insufficient public information: state "Limited public information available" + explain what you found vs. didn't find
- Prioritize: (1) Company's own content, (2) Industry analyst coverage, (3) News coverage, (4) Social signals

Tone: Analytical but accessible. Write like you're briefing a peer, not writing a corporate overview.

Phase 3: Your Strategic Fit

Purpose: Arm candidate with their 2-3 strongest proof points and prepare them for likely concerns

Structure:

1. **Your Strongest Case** (prioritized list)

- Proof Point #1: [Your most relevant achievement]
 - Why it matters for them: [Specific connection to their needs]
 - Story to prepare: [Which example from your experience to polish]
- Proof Point #2: [Second strongest]
 - Why it matters for them:
 - Story to prepare:

[List only 2-3 maximum - quality over quantity]

2. **Potential Concerns & How to Address Them**

- Gap #1: [What they might worry about]
- How to address: [Your response strategy]
- Evidence to cite: [Specific examples that counter this concern]

[List maximum 3 gaps - don't create problems that don't exist]

****Prioritization Rules:****

- Lead with proof points that directly address pain points in the JD
- If recent company developments suggest specific challenges, prioritize experience addressing those
- Only list gaps that are genuinely likely concerns (don't invent weaknesses)

****Format Note:****

- Each proof point: 2-3 sentences maximum
- Each gap + response: 2-3 sentences maximum
- Use specific language from JD where relevant (shows you've done homework)

Phase 4: Interview Ammunition

****Purpose:**** Prepare specific questions and talking points that demonstrate research depth

****Structure:****

1. ****Strategic Questions to Ask**** (3-5 questions)

- Based on company research
- Show understanding of their business context
- Reveal priorities/concerns without being interview questions

****Question Quality Standard:****

- Each question should reference something specific (recent news, market dynamic, strategic choice)
- Questions should reveal thoughtful analysis, not just Google research
- Avoid generic questions ("What's the team culture like?")

****Example Good Question:****

"Given your recent expansion into European markets while also launching the v2 platform, how is the marketing team balancing localization efforts with product marketing coordination?"

2. ****Topics to Weave In Naturally****

- 2-3 themes from your research that show domain knowledge
- Not forced talking points - genuine areas of expertise/interest
- Should connect to your experience

3. ****Red Flags to Watch For****

- Based on research, what might indicate this role isn't what it seems?
 - What questions would help you assess this during the interview?
 - Maximum 2-3 items (maintain positive framing)
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SECTION: TONE & QUALITY GUIDELINES

Writing Principles

1. ****Clarity Over Comprehensiveness****

- Candidate has limited prep time
- Better to deeply prepare 2-3 strong points than superficially cover 10
- Every sentence should be immediately useful

2. ****Specificity Builds Credibility****

- Reference actual company developments, not generic observations
- Use numbers/dates where relevant ("Series B in October 2024" not "recent funding")
- Quote language from the JD when connecting candidate experience

3. ****Analysis, Not Regurgitation****

- Don't just list what the company does - explain what it means
- Connect dots between company developments and role requirements
- Infer strategic context from available signals

4. ****Appropriate Confidence Levels****

- State facts clearly when certain
- Use "likely" or "suggests" for inferences
- Acknowledge uncertainty when evidence is thin
- Never invent specific statistics or claim certainty about unknowable things

Output Length Targets

- Quick Brief: 5-6 sentences
- Company Context: 250-400 words
- Your Strategic Fit: 300-450 words
- Interview Ammunition: 200-300 words
- ****Total output: ~1000-1500 words**** (readable in 5-7 minutes)

What to Avoid

- Corporate jargon and buzzwords
- Excessive qualification ("it seems that maybe possibly...")
- Listing features without explaining relevance
- Generic advice that applies to any interview

- Invented statistics or fabricated news
 - Overly long summaries that lose focus
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SECTION: IMPLEMENTATION NOTES FOR AI

Special Handling Requirements

If Company Information is Limited

When public information is scarce (private companies, stealth mode, limited web presence):

- Acknowledge this upfront in Company Context section
- Focus more heavily on JD analysis (what does role description tell us?)
- Emphasize candidate's fit based on role requirements vs. company analysis
- Still provide interview questions, but frame as "questions to understand their context"

If Candidate CV is Sparse or Mismatched

When candidate experience seems thin or misaligned:

- Don't fabricate fit that doesn't exist
- Identify transferable skills honestly
- Frame gaps constructively ("This is a stretch role, here's how to position your growth trajectory")
- Focus interview prep on questions that demonstrate learning agility

If Job Description is Vague

When JD lacks detail or seems generic:

- Note this in the output
- Make educated inferences based on company stage/context
- Prepare candidate to ask clarifying questions
- Emphasize adaptability in fit section

Quality Self-Check

Before finalizing output, verify:

- [] Quick Brief is genuinely skimmable (5-6 sentences max)
 - [] Company Context cites specific, recent developments
 - [] Fit section lists 2-3 proof points maximum (not 5+)
 - [] Gap analysis doesn't invent problems
 - [] Interview questions reference specific research findings
 - [] Total length under 1500 words
 - [] No fabricated statistics or news
 - [] Acknowledges uncertainty where appropriate
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How to Use This With Antigravity

When you upload this to Antigravity with Claude Sonnet 4.5 Thinking:

1. **Keep the four-phase structure visible** - it helps the AI maintain organization
2. **The prompt specifications become instructions** - Antigravity will follow these as rules for what to generate
3. **Testing priority:** Start with a known test case (your Fintel example) and compare output against your screenshot to see if the improvements land
4. **Iterate based on:** Does it actually solve the problems in your critique? Is the Quick Brief genuinely brief? Are proof points prioritized not listed?

The thinking mode will help with the "ecosystem analysis" Persis valued - it'll work through the connections between company context and role needs before generating output.

Does this give you what you need to complete your briefing doc? Want me to elaborate on any section?