# Tool 1: Things you can look for in your research Templates for what you can look for in your preparation of your meeting with the company.

## The contact person's background

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| The contact person's background |  |
| Do you have any contacts in common on LinkedIn? |  |
| Can you find anything interesting about the contact person by googling them? |  |
| Is there anything you have in common or is there anything you're curious to know more about, such as the person’s career path? |  |

## The company itself

### 2.1 The company’s website and social media

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| What story does the company tell about themselves? |  |
| What does the company value? |  |
| What background do they have and what development have they been through? |  |
| What sparks your curiosity and what can you ask about during the meeting? |  |

### 2.2 The company's current and historical situation

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| Has there been any recent or historical news about the company or its employees? |  |
| For example, has there been anything special to celebrate or anything particularly challenging? |  |
| Has the company been in a difficult situation, where it would be interesting to ask how they handled it? |  |

### 2.3 The company's goals, values, and vision

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| Has the company been in a difficult situation, where it would be interesting to ask how they handled it? |  |
| Does it make sense to ask about this during your meeting? |  |

### 2.4 The company's target audience

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| Who is the company's primary target group? |  |
| What are their current situation and challenges? |  |
| Think about if it is relevant to explore further or ask about the target group during the meeting, depending on what you want to get out of it? |  |

## Different conditions in the industry

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| What characterizes the industry in terms of competition, company size, values, target groups, employees, current challenges, news, etc.? |  |
| Are there any commonalities or differences that would be interesting to explore during the meeting? |  |