Evaluating a Product Management Role at a Company

Here are some questions you should ask companies that you are considering with. Where possible you should be prepared to answer them as well.

- **Vision**
  - What is the vision? Do I believe in it?

- **Space**
  - Who is the competition? How could they win?
  - Is this market mature or developing?
  - How is the company different?
  - What is the Total Addressable Market?
  - Who has the most market share?

- **Team**
  - Who is on the management team?
  - How do decisions get made?
  - How are priorities set?
  - What is the track record on execution?
  - If the company is small enough, ask to talk to the CEO or VCs.

- **Product**
  - What don’t I like about the product?
  - Why were things built/executed in a certain way? Do I agree with the thinking?

- **Role**
  - What career path can I expect?
  - How involved will I be with strategy?
  - Am I setup for success?
  - Will this role help me get to where I want to be?

- **Company Performance**
  - What is the revenue or current market value of the company? How is that measured?
  - What does winning look like?
  - What contributes to revenue / growth?
  - What are the key performance indicators for the business?
  - Is the company profitable or when will it be?

- **Compensation** (after you get the offer)
  - How many shares outstanding
  - What multiple is usually used to value companies in this space? 10x?
  - What % of the company are you offering me in terms of equity? Is that competitive?
  - How much dilution is expected?
  - How much will my shares be worth if the company has a $100M, $500M, $1B exit?