



Tips* for assessing job opportunities at startups

*crowdsourced :)

Working for a startup can be **empowering and rewarding**. It can also go very wrong, very fast.

I reached out to my contacts to discover how to **assess such opportunities**. Here are the best tips...



Try to read **between the lines** of the job description. Watch out for vague or open-ended role responsibilities.

Be warned by any language that **normalises overworking**. 'Startup' does not equal 'unhealthy work/life balance'.



Product Manager

SERIES A STARTUP



Look into the **past experiences of leadership**. In smaller organisations, these individuals can be very influential on your day-to-day.

Take a look at their previous roles to get an idea of whether **decision-making** is likely to be led by revenue, product, tech or elsewhere.



Chief Technology Officer

PRIVATELY FUNDED STARTUP



I always love asking for information about **key performance indicators**.

You can quickly understand the maturity of a startup by checking **whether employees are able to clearly articulate** personal, team and company-wide success metrics.



Head of Customer Success

PRIVATELY ACQUIRED SCALE-UP



Find **social proof**. Check employee review sites (like Glassdoor & Blind) but also look at customer reviews. Ignore outliers but do scan for **consistent red flags** and **employer responses**.

Check your network for mutual connections and reach out to get a **second opinion**.



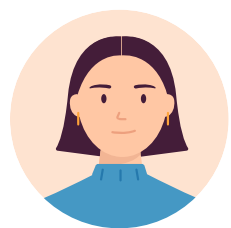
Founder

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Do not assume that recent funding guarantees stability. Push to understand **the reasons** for recent investment. Also, do not make the mistake of ignoring self-funded startups.

It is best to focus on **runway**: how long can the business operate before it runs out of money?



Commercial Director

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Don't sacrifice salary for stocks! Think of stocks as a nice bonus, which **may or may not pay-off**.

If equity is offered, **seek details**. Are they share options or an ESOP? What is the vesting period? What is the current valuation? Etc.



Financial Manager

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You should definitely pay attention to how the recruitment process **makes you feel**.

When you **listen to your gut**, you can pick up on subtle cues that may not be immediately obvious. This will help you to make more **authentic and rewarding decisions**.



VP People

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Key Takeaways

- ✓ Interrogate the job description.
- ✓ Research founders, funding, reputation and runway.
- ✓ Ask questions that allow you to assess the maturity of the startup.
- ✓ Do not sacrifice your salary expectations.
- ✓ Trust your instincts; they are probably right.



Thank you for reading



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