Def Method Strategy & Growth Internship Pre-Interview Assignment

Please complete and return this assignment to julia@defmethod.com prior to your scheduled interview time.

1. How would you describe Def Method in one sentence after viewing the website?

2. In your opinion, what is Def Method’s unique value proposition?

3. If you were to host a panel event at the Def Method offices what would it be focused on? Who would you invite to be on the panel? What would you ask them?

4. How would you go about building a cold outreach strategy for Def Method focused on targeting new startup founders in NYC? Bonus points for starting the process of building out a scraper tool that can start the process of pulling these emails from a service like Crunchbase.