



- American Marketing Association (Pittsburgh Chapter) Technology

- Women In Technology International: <http://www.witi.com>
- MIT Enterprise Forum: <http://www.mitforumpg.com>

#### Academic Innovation Commercialization

- CMU Innovation Transfer: <http://www.cmu.edu/innovationtransfer>
- CMU SEI Technology Adoption: <http://www.sei.cmu.edu/adopting>
- University of Pittsburgh Technology Commercialization Alliance: <http://www.pitt.edu/tca/partners.html>

#### News Websites With Relevant Business News

##### Local

- Pittsburgh Business Times: <http://pittsburgh.bizjournals.com/pittsburgh>
- Pittsburgh Post-Gazette: <http://www.post-gazette.com>
- Pittsburgh Tribune Review Online: <http://triplive.com>
- KDKA: <http://www.kdka.com>
- RealPittsburgh.com: <http://www.realpittsburgh.com>

##### National

- Wall Street Journal: <http://www.wsj.com>
- CNN: <http://www.cnn.com>

##### Technology

- C/Net: <http://www.cnet.com>

#### Financial/Business Websites with Company Stock Prices, Research, Analyst Reports

- Morningstar: <http://www.morningstar.com>
- CNN Money: <http://money.cnn.com>
- Yahoo! Finance: <http://finance.yahoo.com>

#### Business and Personal Directory Websites

- Switchboard.com: <http://www.switchboard.com>
  - *Free* white and yellow pages, reverse and e-mail lookups
- Anywho.com: <http://www.anywho.com>
  - *Free* white and yellow pages, by business category, reverse lookups
- Yahoo! People Search: <http://people.yahoo.com>
  - *Free* white pages and e-mail lookups
- SuperPages.com: <http://www.bigbook.com>
  - *Free* white and yellow pages, reverse, and map-based lookups
- WhitePages.com: <http://www.whitepages.com>
  - *Free* white and yellow pages, reverse and address lookups
- Ultimate White Pages: <http://www.theultimates.com>
  - *Free* white and yellow pages and e-mail lookups
- WhoWhere: <http://www.whowhere.lycos.com>
  - *Free* white and yellow pages, reverse and e-mail lookups
- YellowPages.com: <http://www.yellowpages.com>
  - *Free* white and yellow pages, reverse, e-mail, zip/area code lookups
- AT&T Directories: <http://www.att.com/directory>
  - *Free* white and yellow pages, by business category, and reverse lookups
- US Search: <http://www.ussearch.com>
  - **Paid** people search, background investigations, private records—most extensive

#### Company Research Questions

##### Companies

- How do you identify companies that you are interested in targeting?
  - Search the web for relevant keywords in Google, Lycos, Yahoo, or another search engine

- Look through listings in regional development organizations
- Search news stories at news organization websites
- Search by category and by zip code/area code in an online phone directory

#### **People**

- Who are the key officers of the company?
  - Look at the company's web site to see the list of company officers (if posted)
  - Look through press releases—they announce the addition of new officers
  - Search news stories mentioning that company at news organization websites
- Who are the managers responsible for hiring people like you?
  - Call the company switchboard and ask who is the manager of whatever it is you need
  - Get a PAPEN alumni directory, find someone who works/worked there, and call them

#### **Market**

- Who are their competitors?
  - Use a search engine on their product category, and see who else sells something similar
  - Search an industry news site to find a product review that may mention key competitors
  - Find an industry consortium site, and see who the members are for that type of product
- What is the company's market position/share vs. its competitors?
  - Search an industry news site to find an analyst's comment in a news story about whether the company gained or lost market share.
  - Pay for the actual analyst's report, but this can be quite expensive
- What are the vertical markets the company serves?
  - Look at the company's "Corporate Overview" on their web site to see the list of markets served (if posted)

#### **Organization and Funding**

- How old is the company? Is the company privately or publicly held?
  - Look at the company's "Corporate Overview" on their web site to see if they state this
  - Look in the member directory of a regional business development organization like the Pittsburgh Technology Council
- If private, how many rounds of financing have there been?
  - Search an industry news site like the Pittsburgh Business Times to find a story on the company announcing that they have obtained an initial or additional round of venture capital funding
- If public, what were their revenues the past few years? How many employees does the company have?
  - Look at the company's "Corporate Overview" on their web site to see if this information is listed
  - Look in the member directory of a regional business development organization like the Pittsburgh Technology Council
- What is the record of the company's stock price?
  - Look up the company's symbol at a free financial stock quote site