

COMPANY PROFILE TEMPLATE:

MBA NAME: Lewis Larsen **Date:** 12/20

COMPANY: Google

CEO Name: Sundar Pichai **COO Name:** Ana Corrales (per MBA Track)

Stock Price: \$190.56

Market Cap: \$2.31T

P&L – YoY:

Revenue (\$): \$305.63B Net Income (\$): \$73.795B

Business Model (Main Product(s):

- 1) Value Proposition: Google provides a wide range of internet-based products and services, including search, advertising, cloud computing, and hardware, with a focus on organizing the world's information and making it universally accessible and useful.
- 2) Customers Segments: Consumers, businesses, advertisers, developers, and organizations using Google's cloud services.
- 3) Competitive Advantage(s): Dominance in search engine market share, vast data infrastructure, strong advertising platform (Google Ads), and continuous innovation in AI and cloud services.
- 4) Revenue Streams: Advertising, cloud services, and app sales

Strategy:

- 1) Markets – Where are they active? Google operates globally
- 2) Growth – Where/How are they driving it? Growth through expansion in cloud computing, AI technologies, hardware
- 3) Differentiators – How do they win? Market leadership in search, data infrastructure, and AI-driven innovations in products like Google Assistant, Google Cloud, and YouTube.
- 4) Economic Logic – How do they make money? Primarily through advertising revenue and ad services

Key Competitors (if any):

- 1) Microsoft 2) Apple 3) Amazon

Key Risks to Business: Government regulations, increased competition, and growing concern over data privacy

News:

- 1) Trends: Expansion of AI-driven products, including Google Bard and advancements in machine learning. Increased focus on sustainability and carbon-neutral data centers.
- 2) Other: Google's increased push into the hardware market (Pixel, smart home devices) and competition with Microsoft in cloud services.

Culture/ Values:

- 1) Published Values ("The Talk") Focus on innovation, user-centricity, inclusivity, and sustainability.
- 2) Real Values ("The Walk") Strong commitment to employee well-being, diversity, and inclusion. However, there are challenges around privacy and data management practices.

Alum at the Firm (Name, Email, and Role):

- 1) Skyler Draper, Finance at Google Cloud 2) Tiago Triumpho, Data Analytics 3) Hayley Dunlop-Diederich, Program Manager