

COMPANY PROFILE TEMPLATE:

MBA NAME: **Joe Erickson**

Date: **12.19.2024**

COMPANY: **Google (Alphabet)**

CEO Name: **Sundar Pichai**

CXO Name: **Ruth Porat (CFO)**

Stock Price: **\$144.87 (as of Dec 2024)**

Market Cap: **\$1.86T**

P&L – YoY:

Revenue (\$): \$324B (2023)

Net Income (\$): \$76.3B (2023)

Business Model (Main Product(s):

Value Proposition: Innovative technologies for search, advertising, cloud computing, and digital transformation.

Customers Segments: Consumers, businesses, developers, and advertisers.

Competitive Advantage(s): Dominance in search and advertising, strong AI/ML capabilities, extensive ecosystem, and brand trust.

Revenue Streams: Advertising, cloud services, hardware, subscription services (e.g., YouTube Premium, Google Workspace).

Strategy:

Markets – Where are they active? Search engines, cloud computing, digital advertising, AI research, and consumer electronics globally.

Growth – Where/How are they driving it? Expanding Google Cloud, AI-driven solutions, and diversifying revenue streams beyond advertising.

Differentiators – How do they win? Market-leading technologies, superior user experience, vast data capabilities, and innovation in AI/ML.

Economic Logic – How do they make money? High-margin ad revenues, scalable cloud services, and subscription-based recurring revenues.

Key Competitors (if any): Microsoft, Amazon, Meta, Apple.

Key Risks to Business: Regulatory scrutiny, privacy concerns, reliance on ad revenue, and increasing competition in cloud and AI.

News:

Trends: Growing adoption of AI in everyday applications, expansion of Google Cloud, increasing investment in hardware innovations.

Other: Recently launched "Gemini" AI platform to compete with OpenAI and Microsoft's AI solutions.

Culture/ Values:

Published Values ("The Talk"): Focus on innovation, user-first mindset, transparency, and ethical AI development.

Real Values ("The Walk"): High emphasis on innovation, fast-paced work environment, and data-driven decision-making.

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

David Germann, [linkedin.com/in/davidbgermann](https://www.linkedin.com/in/davidbgermann) ,Sr. People Consultant