

*Note: Example Primers are intended as a helpful preview of the types of prompts you may encounter during your interview. While based on real topics we've used previously, they are not exhaustive regarding the amount of research required or the range of questions asked—they are simply a starting point for your preparation.*

## **CVC Final Round Primer Example: D2C Beauty**

**The topic for our final round will be centered around the D2C Beauty industry. We will focus on three main verticals: Skin Care, Cosmetics, and Hair Care/Grooming**

**The first vertical will be Skin Care. The notable companies in this vertical are Barbara Sturm and Topicals. The other verticals will be Cosmetics and Hair Care/Grooming. The notable companies in these verticals are Necessaire, Glossier, and Hawthorne. However, please research other startups as you will be expected to know startups outside of these bigger players.**

**We have enclosed a list of starting questions for you to begin thinking about the topic.**

1. What are the biggest opportunities and barriers to product adoption and commercialization for this industry?
2. How have companies differentiated themselves in this space?
3. How has science and technology affected the space in recent years?
4. Where is this industry headed?
5. How would you differentiate the go-to-market strategies and business models explored by companies in this space?