

Industry Exploration Guide

How to research a field properly before you commit two years to it.

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Layer 1 · Shape of the industry

Who pays, who gets paid, and where the money enters.

- Name the five biggest players and the three most interesting small ones.
- Where does revenue come from? Who is the actual customer?
- Is the field growing, consolidating, or being automated?

Layer 2 · Shape of the work

What a Tuesday actually looks like at entry level.

- Read 10 real job postings. Highlight every skill that appears three or more times.
- Find two “day in the life” accounts written by someone junior, not by the company.
- What is the first promotion, and what does it require?

Layer 3 · Shape of the path

How people get in — the real route, not the brochure route.

- Find 8 people on LinkedIn currently 2–5 years in. What did they do immediately before?
- How many came through a graduate scheme vs a side door?
- What's the most common first employer?

Layer 4 · Reality check

Two conversations. Non-negotiable.

- One person 1–2 years in: what surprised you?
- One person 8+ years in: what would you do differently?
- Ask both: what makes people leave this field?

Verdict sheet

Industry	Pull (1-5)	Fit (1-5)	Access (1-5)	Pursue? Y/N
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