flipdish

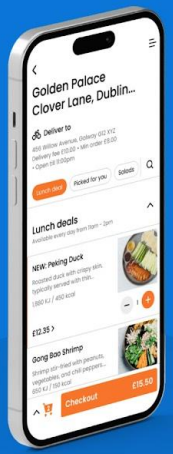
Interviewing with Flipdish

Welcome to your Flipdish interview guide.

This document is here to help you feel prepared, informed and excited about interviewing with us. We've created it to give you a clear picture of what to expect, who we are, and how we work.

What's in this guide

1. About Flipdish
2. Our Interview Process
3. Our Culture
4. Frequently Asked Questions



About Flipdish

Who we are

Flipdish is an Irish unicorn (valued at over $1bn) serving independent restaurants in a world transformed by tech. We've grown to around 250 employees across offices in **Dublin, London and Karachi.**

No matter how fast we've grown, we've evolved around our customers and their needs. We're not just an end-to-end ecosystem of technology, but a team committed to supporting people in the food industry.

Our Mission

We exist to level the playing field for independent restaurants and takeaways. In a world transformed by technology — and often disrupted by it.

We're firmly on the side of the independent strivers who work late nights on small margins, dealing with staff shortages, rising costs, and an increasingly demanding customer base.

Why We Exist

Our customers often don't open restaurants because they love technology. In fact, technology often gets in their way. They're driven, resolute people who'll do whatever it takes for their customers, staff and families. Their time is at a premium. They work incredibly hard.

We give them powerful but straightforward tech, along with real human support, so they can thrive on their own terms. We don't try to sell them things they don't need. We help them earn more money, live easier lives, and compete with the big chains.

Our ICP

Our ideal customers are Quick Service Restaurants (QSRs) with 1-20 locations — decision-makers involved in daily operations working under increasing pressure. We focus on takeaways, delivery-first restaurants and franchises in the UK, Ireland and beyond.

Our Advantage

Unlike marketplace platforms that take high commissions, we give restaurants ownership of their customer data and direct relationships. Unlike generic POS providers, we're food industry natives who've worked in busy kitchens and run restaurant franchises. We understand the real-life problems because we've lived them.

Our Product

We provide an **all-in-one restaurant management system** including:

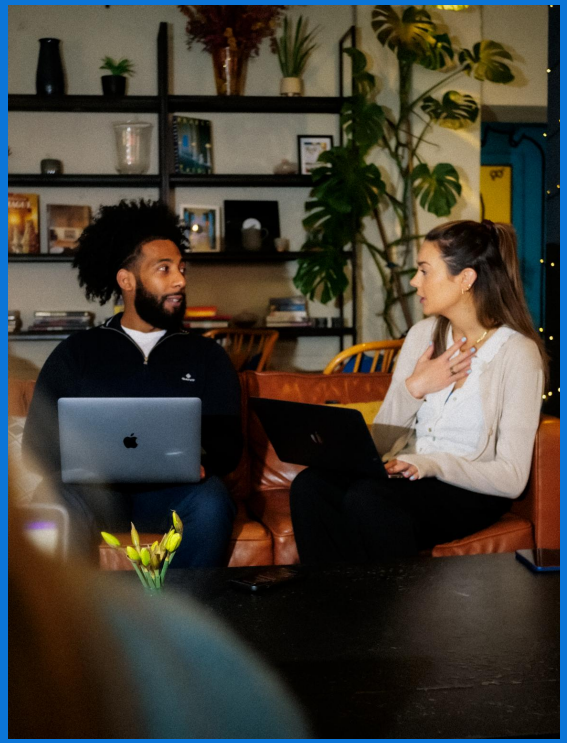
- **Web and app ordering** – Branded digital presence for direct orders
- **Point of sale (POS)** – Built by QSR owners for QSR owners
- **Self-service kiosks** – Reduce queues and increase order values
- **Handheld POS** – Flexibility for table service or events
- **Kitchen display systems** – Streamline operations
- **AI phone agent** – Automated order taking
- **Marketing and loyalty tools** – Help customers build their brands

James McCarthy (CRO) and Conor McCarthy (CEO); Co-Founders of Flipdish

Our Vision

To be Europe's number one restaurant management solution for delivery-first restaurants.

We're helping tens of thousands of independent business owners, not shareholders of faceless corporations, but real people trying to build something meaningful. Achieving this is incredibly rare and requires huge effort from everyone involved, but it's also incredibly rewarding and something to be proud of.



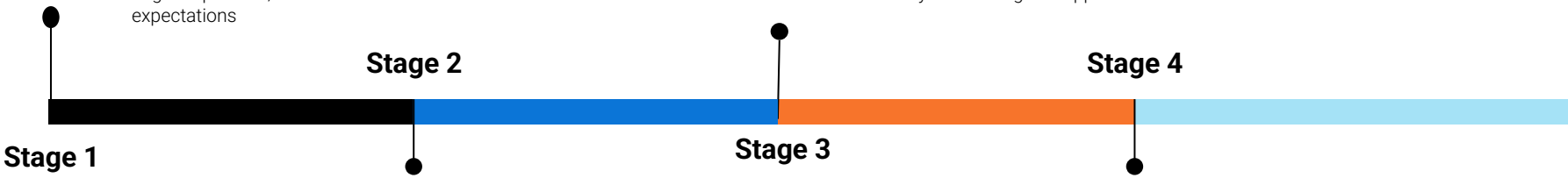
Our Interview Process

flipdish

Timeline

1. Recruiter screening call (15-30 minutes)

- Get to know you and your background
- Understand your motivations and career goals
- Explain the role and answer initial questions
- Align on process, timeline and expectations



2. Hiring manager interview (45-60 minutes)

- Deep dive into your experience and skills
- Understand how you approach problems
- Discuss the role, team and expectations in detail
- Answer questions about day-to-day work

3. Competency/technical stage (varies by role)

- Hands-on skills assessment tailored to your role (technical, commercial, or operational)
- Real-world scenario testing to demonstrate how you work in practice
- Interactive problem-solving that shows your thinking and approach

4. Reference checks

- We'll request 2 professional references
- Quick, structured conversations about your work

Preparing for your interviews

Before your interviews:

1. **Review this guide thoroughly** – Make sure you understand our mission, values and process
2. **Research our product** – Download a Flipdish-powered app, browse websites, understand what we build
3. **Understand our customers** – Think about the challenges independent restaurants face
4. **Review the job description** – Make sure you can speak to your relevant experience

During interviews:

1. **Be yourself** – We want to know the real you
2. **Think out loud** – We're interested in your process, not just your answers
3. **Ask for clarification** – If you don't understand a question, ask
4. **Share specific examples** – Use the STAR method (Situation, Task, Action, Result) when relevant
5. **Be honest about gaps** – We'd rather know what you don't know than have you guess

Important notes

- **We aim to move quickly** – feedback typically within 1-2 business days after each stage.
- **We'll always communicate** – you'll hear from us either way after each stage.
- **We record most interviews** (with your permission) for note-taking and to ensure fair assessment.
- **The team may add a stage** if they need more information.

Timeline expectations

From first recruiter call to offer typically takes **3-4 weeks** for most roles, though this can vary based on scheduling and role complexity.

Using AI in your interviews

Situation	Appropriate?	Why
Asking AI to improve how you describe your accomplishments	✅ Yes	You're presenting your real work more effectively
Having AI write a cover letter with fabricated achievements	❌ No	We need to know what you've actually done
Using AI to understand Flipdish's competitive landscape	✅ Yes	Good preparation benefits everyone
Getting AI's help during a video interview	❌ No	We're assessing how you think and communicate
Using Copilot/Cursor during a coding test (when allowed and mentioned in advance)	✅ Yes	This reflects how you'd actually work here

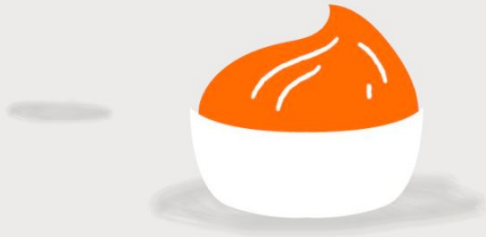
Our Culture

Why make the leap with Flipdish?

We have the backing of Tencent and Tiger Global; two funds that have backed hundreds of multi billion dollars scale ups.

We're a hybrid company. We hire around our hubs, and then ask our teams to work from their closest hub office twice per week.

Feel great about the work you do. Independent restaurants are the life blood of the food industry and we help them thrive on a regular basis.



We encourage teams to meet quarterly to socialise and bond. We've done everything from painting to axe-throwing.

Trust and autonomy

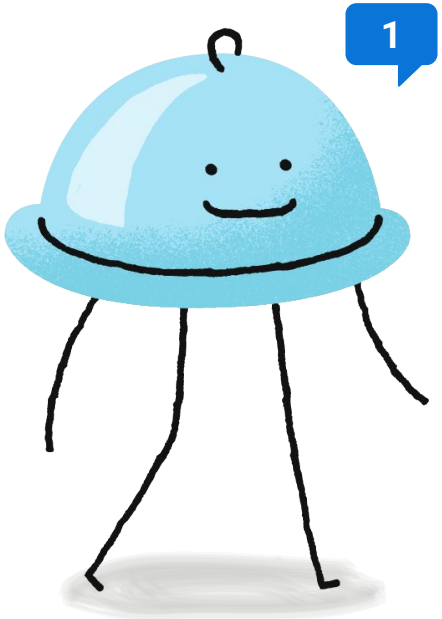
We trust our employees to define what sort of employer Flipdish is. We give people genuine agency to identify problems and address them directly, without excessive bureaucracy. Many of our employees are entrepreneurs with past startup experiences, and we embrace that mindset.

Customer centricity

Every employee at Flipdish — including our C-suite — does work placements in customer restaurants. This isn't a token gesture. We believe in experiencing what our customers experience, understanding their challenges first-hand, and building empathy that shows up in everything we do.

Our Values

We are proud of our values and we have illustrated these values and behaviours to help people understand what is important and how to behave in order to increase our chances of success.



Integrity

Integrity is so important.

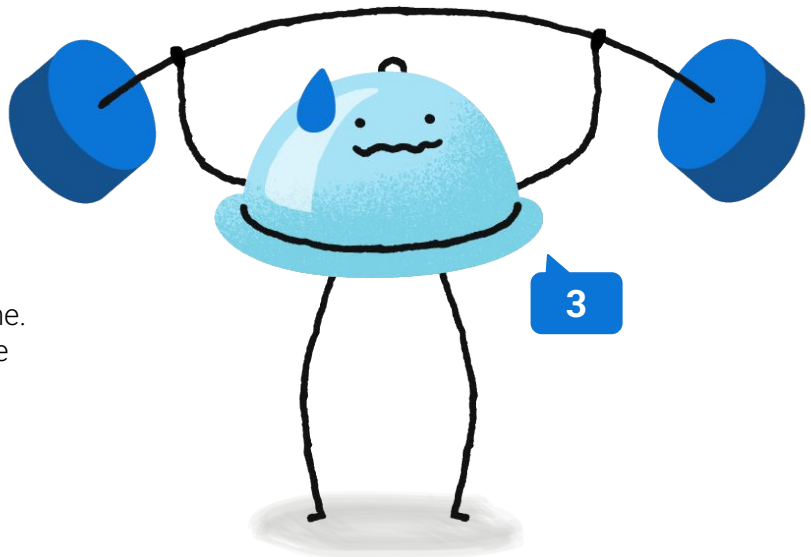
We strive to be open, honest and respectful with one other and with our customers. We believe in transparent communication and actions. We're true to our word, authentic in our intentions. If we say we will do something we do it and if we realise we can't we quickly let the person relying on us know. This integrity forms the bedrock of our reputation.

Customers

Our customers are the heart of everything we do.

Every decision, every product, every interaction should consider the needs of our customers first*. Our customers are not 9-5, and neither are we. They are often owner operators and only have time to work in the business rather than on the business, but we are there to help them thrive. They are our guiding star, and their satisfaction is an important metric of our success. We level the playing field for them and we strive to make them evangelists.

Action



Be the one who does.

We value action and urgency. We are a lean, mean, hustle machine. We are resourceful, innovative and we work with a relentless drive to ensure our vision becomes a reality. Despite roadblocks, set backs, or unforeseen challenges, we persist.

Team

One team, one dream.

Together, we are an indomitable force. Every member of our team, no matter the role, is important in our journey and their ideas are valued (best idea wins). We support, uplift, and rely on one another, understanding that our combined strength is greater than the sum of our parts.

We always assume positive intent with our co-workers.

Win

We always play to win, win big.

We have a champion mindset. Winning is more fun than losing. It’s going to be a battle because we are in an incredibly competitive industry, but we play to win.

We have high internal locus of control and believe we can do anything we set our minds to. No ambition is too vast if it's backed by urgency and determination. We push ourselves and feel safe to make mistakes.

Frequently Asked Questions

Can I apply for multiple roles?
Yes, but we encourage you to focus on the role that best matches your skills and interests. If you're unsure, discuss with your recruiter – they can guide you.

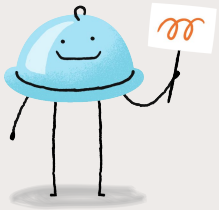
What if I'm not successful? Can I reapply?
Yes. If your application isn't progressed, we encourage you to apply again when you've gained more relevant experience or when a better-fit role opens up. However, we typically suggest gaining 6 months of additional experience before re-applying.

How quickly will I hear back?
- After application: 1-2 weeks (sometimes faster)
- After each interview stage: 1-2 business days
- We aim to keep you updated throughout

Will I receive feedback if I'm not successful?
We provide feedback where we can, particularly after interview stages. The level of detail may vary depending on the stage and number of candidates.

What if I need to reschedule an interview?
Just let us know as soon as possible. We understand that things come up and we'll do our best to accommodate you.

Can I bring notes or references into interviews?
Yes, for most interviews. For live coding or case studies, clarify expectations with your interviewer, but generally we're fine with you having notes.

Are interviews recorded?
Some interviews are recorded using Avoma (with your explicit permission) for note-taking and fair assessment. You can decline recording if you prefer.

Thank you