

from gut feeling to data-driven



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The top 2 fail factors of startup ventures are 'not having the right team' and 'having a proposition customers don't want'.

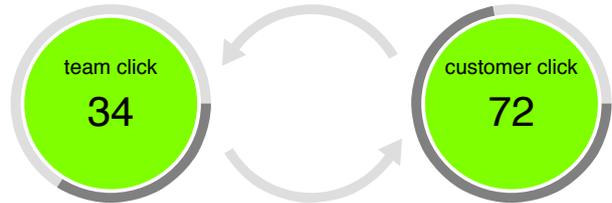
But how do you assess the quality of the team and the proposition in relation to a venture's success? That is easier said than done. So, it is not surprising that investors, stakeholders, accelerators, coaches and mentors often rely on their gut feelings to make those decisions.

Venture MetriX is designed to get you from gut feeling to know how. Venture MetriX combines psychological insights with business sense and provides clear data to make data-driven decisions.

To assess and improve success rate

Venture MetriX provides a standard to assess and benchmark the success rate of ventures. Venture MetriX generates a score for the level of 'chemistry within the team', and the level of 'consistency of the proposition'. The first we call Team Click, the second Customer Click.

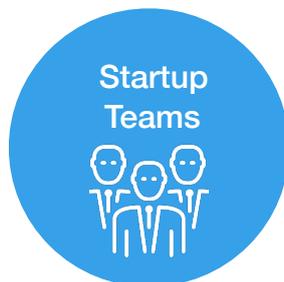
Venture MetriX provides clear starting points on how to increase the success rate of ventures: insights on how to improve the internal group dynamics and insights on how to strengthen the external product-market fit.



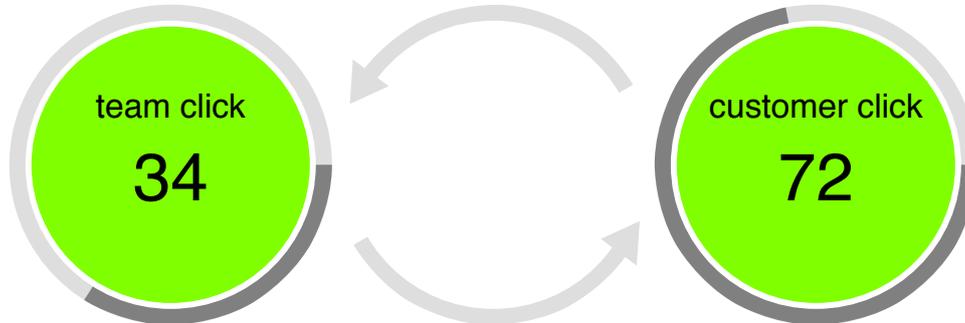
The combination of Team Click and Customer Click creates the true magic of a successful venture. Both processes become mutually reinforcing: team members make an interpersonal click, and the proposition makes a click with the customer.

Venture MetriX unravels Team and Customer Click for multiple factors so you can take appropriate actions to increase the success rate of your venture.

Venture MetriX helps stakeholders & founders to assess and improve the success rate of their ventures

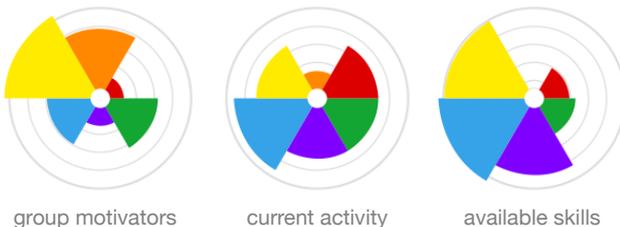


The Venture MetriX Scores provide clear insight into the quality and progress of a venture.



Team Click

The Team Click score is an indication of team development: the chemistry between team members and their ability to cooperate effectively. Six mental clusters are used represented by six colors. The more bold the results, the more energetic the team is.



Customer Click

The Customer Click score is an indication of the quality and consistency of the proposition: the degree of emotional consistency between customer needs and product essentials. It will only be a success factor if the graphs show an outspoken character, with only a few dominant colors.



Venture Talents

Do you want your venture to be innovative, business oriented or strong in getting things done? The Venture Talents Scores provide a clear indication of the strengths and weaknesses of the venture from three different perspectives: being inspiring & innovative, being sales driven & market savvy and being capable & realistic.



Benefits for Stakeholders

- Risk Reduction
- More Objective Decision Making
- More Effective Interventions
- Better Team Performance
- Stronger Value Proposition

Benefits for Ventures

- Better Chemistry between Team Members
- Greater Ability to Cooperate Effectively
- More Clarity on Customer Needs
- More Focus on Product Essentials
- More Consistency of Communication Message