

Individual Partner Catalog

The Science of Founder Success



Between 2019 and 2024, the global venture capital market deployed over **\$1.7 trillion**. Approximately **\$1.2 trillion** of that was wasted—failing to return principal. The cause? Not market size. Not technology failure. But founder error.



Supsindex is the first platform to quantify founder soft power through scientifically validated indices, AI-driven simulation, and **decentralized** expert validation.



This catalog is designed for startup mentors, angel investors, professors, researchers, and tech journalists seeking to replace guesswork with data-driven measurement.

“
Stop guessing.
Start measuring.



The Hidden Variable

Problem Statement

Every founder-facing professional faces the same bottleneck. Endless pitch decks, compelling narratives, and limited time. And yet, despite all that effort, only a fraction of the founders you back, mentor, or refer will reach the growth stage.

The data is sobering:



90% of early-stage ventures fail globally



60–70% of startup failures trace directly to founder error—not market conditions, not bad technology



Between 2019 and 2024, an estimated **\$1.2 trillion** in venture capital was wasted



Traditional screening—résumé reviews, long application forms, and charisma-driven interviews—was never designed to reveal what actually predicts startup survival: **founder soft power**.



The result? High-potential founders with rough edges get filtered out. Founders who present beautifully but crumble under pressure sail through. Your screening effort takes **weeks** when it could be compressed into **days**.



This is the problem
Supsindex solves.

Meet the People Who Taught Us

Storytelling Bridge

Independent partners across the ecosystem meet founders like these every day. Their stories reveal why objective assessment matters.



Wang

Recent IT graduate, passionate about machine vision. He has watched TED videos, followed Twitter success stories, and listened to podcasts. He feels ready to launch his startup. But does he understand what he doesn't know?



What Wang didn't know: The gap between inspiration and execution readiness.



Kevin

Successful data analyst, three years of experience, \$100,000 saved. He has watched less intelligent clients succeed. He is confident his corporate skills will transfer directly to entrepreneurship.



What Kevin didn't know: Corporate analytical skills do not equal entrepreneurial decision-making under pressure.



Maria, Bill & Darren

Met at a hackathon. Maria leads based on family connections. Bill handles tech and sales. Darren is a PhD candidate who can only work part-time. They are about to sign a partnership agreement. They have never worked together before.



What they didn't know: Team composition is chemistry—and chemistry can explode.

“

These are not exceptions. They are the majority.
And they are why you need a better way to assess.

The Supsindex Answer

Solution Architecture

Supsindex provides a three-phase framework for entrepreneurial assessment:



Phase 1: Individual Tests — Available Now

Evaluates the founder at the individual level—cognitive awareness of the entrepreneurial journey and the behavioral patterns that underpin effective venture creation.

- **FPA** — Founder Public Awareness (knowledge readiness)
- **GEB** — General Entrepreneurial Behavior (mindset & resilience)
- **EEA** — Ecosystem Environmental Awareness (market fit)



Phase 2: Team & Simulations — Upcoming

Extends analysis to collective dynamics and external orientation under simulated high-pressure scenarios.

- **FEE** — Founders Engagement Efficiency (team synergy)
- **FDE** — Founder Decision Effectiveness (Leadership Flight Simulator)



Phase 3: Continuous Monitoring — Future Phase

Tracks the evolution of founders and teams over extended periods, providing continuous insights into developmental trajectories.

- **FCG** — Founder Continuous Growth



55+
industries



15+
ecosystems



**Scientifically
validated**

The Three Core Indices

What You Get — Part I



FPA | Founder Public Awareness

The Reality Check

Assesses the founder's threshold of readiness to lead a startup—to what extent their accumulated knowledge is practically applicable to their specific industry and stage.

- ✓ 50 general questions + 25 industry-specific questions
- ✓ Measures knowledge across 10 core entrepreneurial competencies
- ✓ Includes behavioral coding and signal detection

“ Do they know what they need to know—or just sound like they do?



GEB | General Entrepreneurial Behavior

The Engine Room

Evaluates the effectiveness of a founder's behaviors, beliefs, and thought patterns in shaping entrepreneurial performance. Uses forced-choice situational judgment tests and Thurstonian Item Response Theory.

- ✓ 75 scenarios drawn from 10,000+ startup post-mortems
- ✓ Measures 15 positive behavioral constructs
- ✓ Detects susceptibility to 20 cognitive biases
- ✓ Includes a safety score for impression management resistance

“ How will they behave when the runway shrinks to six weeks?

The Three Core Indices

What You Get — Part II



EEA | Ecosystem Environmental Awareness

The Map

Measures a founder's familiarity with a destination ecosystem when entering or relocating to new markets. Five fixed general categories + five dynamic industry-specific categories.



Funding & Capital Landscape



Talent & Human Capital



Regulatory & Legal Framework



Market Access & Commercialization Culture



Infrastructure & Support Networks



Plus industry-specific regulations, value chains, and competitive dynamics



“ Do they truly understand your market—or are they guessing?



DI | Dedicated Requested Indexes

Your Custom Solution

Partners in need of a custom assessment can request a DI—built specifically for a sector, thesis, research objective, or program.



The Individual Dashboard

Summary View

This page reflects what individual partners see in their live dashboard.



Affiliation Codes — Create codes tied to specific assessments, industries, and ecosystems. Set usage limits and expiration dates.



Affiliated Candidates — Real-time status: Not Started, In Progress, Completed, Paid.



Individual Reports — Full FPA/GEB/EEA results for each candidate (when shared).



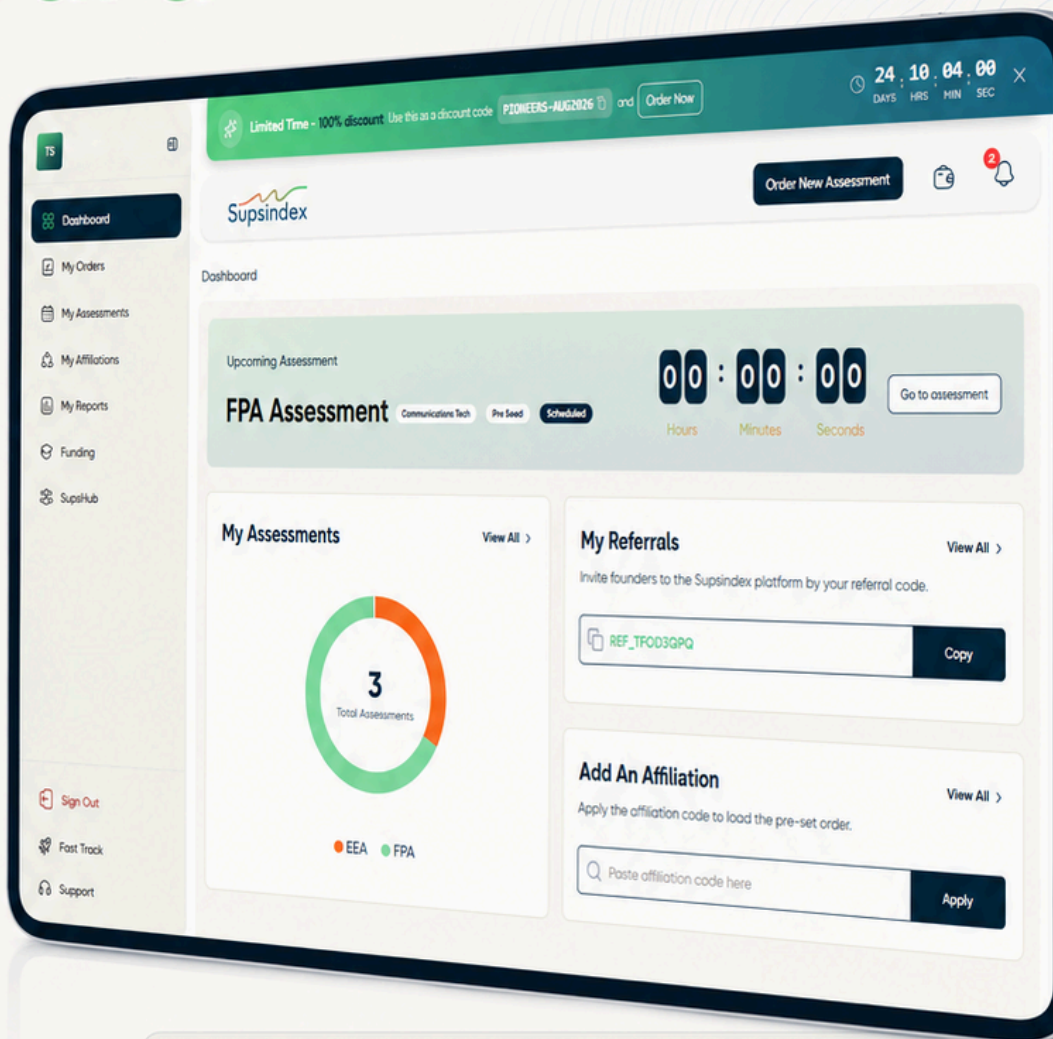
Partner Cashback — Earn 10–15% cashback on assessment purchases.



Pay on Behalf — Sponsor promising founders directly.



Remind Candidates — Trigger payment reminders for completed but unpaid assessments.



Key Metrics Visible in Dashboard:



Candidate name and status



Joining date and last activity



Number of assessments taken



Reports accessed

Generate a code in under 60 seconds.
See results as they arrive.

The Dashboard Advantage

What You Gain

Beyond basic tracking, your Individual Partner Dashboard provides strategic intelligence that transforms how you select, support, and refer founders.

01



Individual Candidate Reports

When a founder completes an assessment using your affiliation code and shares their report, you receive:

- Overall score and quartile placement (Q1 = top 25%)
- Category-by-category breakdown of strengths and gaps
- Behavioral radar chart (15 constructs for GEB)
- Risk signature (cognitive bias susceptibility)
- Confidence intervals (scientific honesty about measurement precision)



02



Partner Cashback Program

Earn affiliate cashback when users redeem your unique code.

- **User Discount:** Your audience receives a 10% discount using your unique affiliate code.
- **Tiered Cashback:** Accumulate 10% to 15% of the fee in your partner wallet for every assessment purchase.
- **Withdrawal Threshold:** Cash out your earnings once your wallet reaches a minimum of 1,000 euros.
- **Launch Date:** This affiliate cashback service will be fully available by the end of September.

**10–15%
cashback**

03



The Pay on Behalf Feature

For scholarship programs or sponsored applicants, you can pay for a founder's assessment directly through your dashboard. The founder takes the test at no cost; you receive their full report upon completion.



“ Real-time. Actionable. Zero cost for the dashboard itself.

Beyond Assessment — The Feedback Loop

Partner as Co-Creator

Supsindex does not assume its indices are perfect. They are designed to improve—and you are essential to that improvement.



How Partners Contribute

When you refer founders to Supsindex and provide structured feedback on their actual outcomes, you help calibrate the assessment against reality.



Did predicted high-performers actually deliver?



Which low-scoring applicants nevertheless succeeded?



What capability gaps did the assessment miss?



Core Individual Award Categories



- 1. Individual Award for Best Developer of Startup Knowledge**
Recognizes individuals who create structured, validated, and transferable knowledge that improves founder capability.



- 2. Individual Award for Best Provider of Startup Financial Productivity Enhancement Model**
Recognizes contributions that improve capital efficiency and operational productivity.



- 3. Individual Award for Best Developer of Startup Continuous Development Models**
Recognizes systems that promote adaptability and skill accumulation across multiple startup phases.



Additional Recognition for Individuals



- 1. Individual Award for Best Decision-Making Systems and Execution Frameworks**



- 2. Individual Award for Best Ecosystem Design and Collaboration Infrastructure**



- 3. Outstanding Content Creator for Founder Development**



Token Incentives — Following the launch of the Supex token ecosystem, partners will receive token rewards for high-quality feedback contributions—aligning incentives across the entire ecosystem.

Infrastructure & Ecosystem



01 Our Recognized Invention

International Patent Application & IP Status

- PCT/IB2025/056957
- Proprietary system for Capability Assessment Using a Personalized Digital Clone.



02 Global Award

- SVIIF Gold Medal: Recognized with a gold medal at the Silicon Valley International Invention Festival for its capability assessment patent.
- International Patronage: Endorsed by the International Federation of Inventors' Associations (IFIA), a public utility organization in Geneva dedicated to supporting global innovation.



Our Franchises — Building a Decentralized Ecosystem



Supex

Utility token incentivizing community contribution



Supsindex Ambassador

Global network of ecosystem leaders championing data-driven assessment



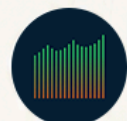
SupsHub

Community forum for knowledge transfer and peer-to-peer growth



Supsindex Awards

Annual recognition for excellence in startup development



Index Studio

Hub for researchers to co-create new entrepreneurial indices



We have secured the intellectual property and partner network that defines the **next generation** of human capital assessment.

Scientific Infrastructure

Our Validation Foundation

Supsindex indices are built on a foundation of psychometric science, decentralized validation, and continuous improvement.



01 Validation Statistics



02 Why This Matters



“

Built for evidence. Designed for founder reality.



Methodological Commitments

How Rigor Is Maintained

Our indices follow a transparent validation architecture rooted in psychometrics and distributed expert review.



01

Content validity

Explicit blueprints per industry and stage



02

Construct validity

Correlations with established entrepreneurial cognition research



03

Measurement invariance

Multi-group CFA and DIF analysis across geographies and demographics



04

Transparency

Methodology documents publicly available

02 The Faculty Validation Process



Draft item



Multi-expert review



Secure segmentation



Live bank

Every question must be approved by multiple independent experts before entering the live bank. No single individual ever sees the full test. This decentralized architecture ensures trust through distributed oversight.

“

Distributed review. Centralized rigor.

Who Should Partner With Us

Independent Partners

Supsindex empowers independent professionals who work one-on-one with entrepreneurs. Each receives a dedicated Individual Partner Dashboard to manage mentees, track referral earnings, and verify founder credentials.

Partner Type	Primary Need	Supsindex Solution
 Startup Mentors	Diagnose founder blind spots instantly	 FPA/GEB diagnostic reports, "X-ray" of behavioral patterns
 Business Consultants	Provide objective, data-driven advisory	 Affiliation rewards, client tracking dashboard, professional status
 Angel Investors	De-risk personal investment checks	 Verified soft power metrics, pre-qualification seals, risk heatmaps
 Professors & Researchers	Measure student readiness; access data	 Student benchmarks, Data Grant Program, Faculty validation roles
 Startup Activists & Influencers	Monetize influence; validate expertise	 Ambassador status, Supex rewards, Starred Member status
 Journalists & Tech Media	Source objective, data-backed stories; separate hype from reality	 "Ecosystem Pulse" insights, Strategic Reports, verified "Founder Fact" data
 Podcasters & YouTubers	Create high-engagement expert content; monetize influence	 "Data Bait" strategy (exclusive insights), Supex rewards, "Outstanding Content Creator" awards
 Bloggers & Newsletter Authors	Access unique industry benchmarks to lead the global discourse	 "Index Studio" co-creation, co-authorship on regional reports, "State of the Founder" charts

“

Not seeing your professional profile? [Contact us](#) to discuss how Supsindex can amplify your individual impact.



The Business Case

ROI for Individual Partners

Supsindex empowers independent mentors, angel investors, and consultants to move from intuitive guesswork to diagnostic precision. By using our indices, individual partners can maximize their time-ROI, protect their professional reputation, and generate new revenue streams.

01 Quantifiable Benefits



Diagnostic Time

Reduce founder discovery phase by up to **75%**



Mentorship Accuracy

20–30% better alignment between coaching effort and actual gaps



Investment Conviction

Quantified soft power metrics to de-risk personal angel checks



Passive Revenue

10–15% partner cashback on referred assessment purchases

02 Before / With Supsindex

Before Supsindex

-  Spend months understanding a founder's resilience and psychology through trial and error
-  Rely on charisma and pitch polish for micro-investment decisions
-  Waste billable hours on low-fit or uncoachable founders
-  Risk your reputation with intuition-led referrals
-  Deliver generic advice because specific behavioral bottlenecks remain invisible

With Supsindex

-  Receive an instant "X-ray" and diagnostic chart before the first coaching session
-  Focus energy on verified high-potential Q1 founders
-  Identify key derailers early
-  Provide evidence-backed referrals supported by data and certificates
-  Operate with targeted interventions based on measured weaknesses



Ready to supercharge your impact?

Access your Individual Partner Dashboard to begin managing your mentees with scientific clarity.



Cost Structure for Partners

Low-Friction Partner Model

A low-friction partner model keeps the dashboard and referral infrastructure free, while advanced strategic analysis remains available as a paid service.

Service	Cost to Partner
 Partner Dashboard	Free
 Affiliation Code Generation	Free
 Individual Candidate Reports (when shared)	Free
 Partner Cashback (10–15% on eligible assessment purchases)	Income
 Strategic Reports & Custom Analysis	Paid (subscription or one-time)



“

Founders pay for their own assessments with a 10% discount using your affiliation code.



Core dashboard tools remain free. Revenue sharing grows with your referrals.

Ready to Get Started?

Three Ways to Begin

Ready to transform how you assess entrepreneurial talent?



1. Request a Demo

See the Individual Partner Dashboard in action. Walk through code generation, candidate tracking, and report viewing with our partnerships team.



Schedule a Demo



2. Generate Your First Affiliation Code

Already convinced? Register as an Individual Partner today and generate your first code within minutes.



Register as a Partner



3. Discuss a Dedicated Index (DI)

Need a custom assessment for your specific selection thesis, accelerator program, media project, or research study? Let's co-design an index.



Contact the DI Team



Contact Information



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Explore More

Resources & Further Reading



Supindex Glossary

[View Glossary →](#)



Sample Report

[View Sample Report →](#)



Certificate Page

Dynamic Validity, Verification

[Certificate Info →](#)



Case Studies

12 Use Cases

[Read Case Studies →](#)



Social Impact – Ecosystem Pulse

[View Impact Report →](#)

Supindex: The Science of Founder Success



Linkedin



Youtube



Twitter



Website

