



Stop Guessing.
Start Measuring.

The Individual Assessment Catalog:

Quantifying Founder Soft Power



Your Verifiable Credential for
the Innovation Economy

May 2026

The "Dark Forest" of Entrepreneurship

In the high-stakes theater of global startups, we obsess over external metrics: customer, acquisition costs, burn rates, and monthly recurring revenue. Yet, the single most critical variable in the startup equation—the founder—often operates in a "dark forest," unmeasured and unmonitored. For decades, the innovation ecosystem has relied on gut feeling, résumés, and "warm intros" to evaluate human potential. This subjective approach is a paradox: we use advanced data to optimize our products, but we rely on intuition to optimize ourselves.

Why Indexes Matter

What cannot be measured objectively will continue to be decided subjectively and fail systematically. Indexes exist to transform the invisible and complex into structured, comparable understanding. They provide a universal language of competence.

The Necessity of Self-Assessment

Self-assessment is not a passive activity; it is an aggressive pursuit of reality. It is an essential survival tool for the modern founder.



Identify Blind Spots:

Discover what you don't know before the market punishes you for it.



The Growth Mindset:

View weaknesses not as character flaws, but as precise navigational data for acquiring new skills.



Ecosystem Alignment:

Ensure your capabilities match the specific demands of your industry and stage.

At Supindex, we don't just measure personality

we quantify your multidimensional "softpower."
It is time to step out of the dark and see yourself clearly.

The Risk We Were Blind To

Between 2019 and 2024, over \$1.7 trillion in venture capital was deployed globally. A staggering \$1.2 trillion of that capital was completely wasted. Research shows that 60% to 70% of these startup failures stemmed directly from founder missteps and mismanagement.



The Silent Killers of Startups

Startups rarely die from "bad luck." They die from preventable human errors:

- Running out of cash: A failure of financial foresight and resource allocation.
- No market need: A failure of ecosystem awareness and validation.
- Flawed business models: A failure of strategic adaptability.
- Co-founder conflict: A failure of behavioral alignment and team dynamics.

The Supindex **Solution:** Prevent the Preventable

Supindex provides a Triangulated Assessment Engine to shield your startup from these harms. Our ecosystem of 6 core indices acts as a "Leadership Flight Simulator," identifying vulnerabilities before real capital is burned:

- FPA (Founder Public Awareness): Prevents strategic blindness.
- GEB (General Entrepreneurial Behavior): Prevents decision-making collapse under pressure.
- EEA (Ecosystem Environmental Awareness): Prevents local market mismatch.
- FEE (Founders Engagement Efficiency): [Coming Soon] Prevents toxic team dynamics.
- FDE (Founder Decision Excellence): [Coming Soon] Prevents fatal crisis mismanagement.
- FCG (Founder Continuous Growth): [Coming Soon] Prevents founder stagnation.

FPA (Founder Public Awareness)

The Cognitive Engine: What Do You Truly Know?

The FPA is a Dynamic Knowledge Engine designed to objectively measure your entrepreneurial literacy, signal-detection ability, and cognitive processing power. It evaluates whether your understanding of business is accurate, current, and decisionready.

How Scores Are Calculated

- **IRT (Item Response Theory):** Questions are empirically weighted based on difficulty and discrimination. You are rewarded for true underlying ability, not lucky guesses.
- **Signal Detection Theory:** We include "Distractor" questions to measure your ability to filter out irrelevant noise—a critical executive function.

Test Specifications

- Question Count: 75 Total
(50 General + 25 Industry-Specific).
- Lifecycle Stages Covered: 4
(Pre-Seed, Seed, Early Stage, Growth Stage).
- Industries Covered: 55+ Global Industries.

Certification & Recognition

- **Certification Score:** You must score in the top 25% (Q1) by answering >75% correctly to earn the official certificate.
- **Validity:** Dynamic Validity (2, 3, or 5 years) depending on the pace of innovation in your specific industry.
- **Unlockable Badges:**
Season Victor (FPA): Top 10 performer in a 90-day cycle.
Apex Founder: Top 20 All-Time historical excellence.
The Supsindex 1%: Q1 across all three core assessments.



[Discover the FPA Test: supsindex.com/fpa]

GEB (General Entrepreneurial Behavior)

The Behavioral Engine: How Do You Decide Under Pressure?

Knowing the rules is not enough—execution happens under pressure. The GEB is a highfidelity behavioral simulation that measures how you think, decide, and act when stakes are high and information is incomplete.

How Scores Are Calculated

- **Thurstonian Modeling:** Unlike standard personality quizzes that suffer from selfreporting bias, the GEB forces you to choose the "Most" and "Least" effective actions in realistic crises.
- **Dual-Engine Analysis:** We mathematically recover your true latent utilities, measuring 19 positive behavioral strengths while detecting your susceptibility to 20 cognitive derailers (biases).

Test Specifications

- Question Count: 75 Situational Judgment Scenarios.
- Topics Covered: 15 Core Categories (e.g., Resilience, Ethical Integrity, Resource Management, Adaptability).

Certification & Recognition

- **Certification Score:** You must score in the top 25% (Q1) by answering >75% correctly to earn the official certificate.
- **Validity:** Fixed Validity of 5 years (reflecting the enduring nature of corepsychological traits).
- **Unlockable Badges:**
 - Season Victor (GEB): Top 10 performer in a 90-day cycle.
 - Apex Operator: Top 20 All-Time historical excellence.
 - The Zero to One: Awarded for extreme growth (moving from Q4 to Q1).



[Discover the GEB Test: supindex.com/geb]

EEA (Ecosystem Environmental Awareness)

The Context Engine: Do You Know the Rules of Your Game?

Success is context-dependent. A brilliant founder might fail if they apply a Silicon Valley playbook in Berlin or Singapore. The EEA measures your hyper-local readiness, quantifying your strategic fit with a target geography's regulations, culture, and capital landscape.

How Scores Are Calculated

- **Anchor Item Equating:** Ensures cross-ecosystem fairness. A score of 800 in a "hard" regulatory environment reflects the exact same mastery as an 800 in an "easy" environment.
- **Temporal Validity:** Questions have a strict Time-to-Live (TTL) to ensure you are never scored against obsolete laws or market norms.

Test Specifications

- Question Count: 40 Total
(20 General Ecosystem + 20 Industry-Specific).
- Industries Covered: 55+ Global Industries.
- Ecosystems Covered: 15+ Major Hubs
(Including USA, UK, Canada, Germany, Singapore, France, Australia, Spain, Netherland, and more).

Certification & Recognition

- **Certification Score:** You must score in the top 25% (Q1) by answering >75% correctly to earn the official certificate.
- **Validity:** Dynamic Validity (2, 3, or 5 years) based on your industry's growth pace.
- **Unlockable Badges:**
Season Victor (EEA): Top 10 performer in a 90-day cycle.
Apex Strategist: Top 20 All-Time historical excellence.



[\[Discover the EEA Test: supindex.com/eea\]](https://supindex.com/eea)

Your **Passport** to the Innovation Economy

Move Beyond the Pitch Deck. Prove Your Potential with Data.

In a sea of applicants and pitch decks, your ideas are only as loud as your ability to execute them. A Supindex Certificate is not merely a document; it is a verifiable testament to your capability.

What Your Credentials Unlock

Command Investor Credibility:

Replace the ambiguity of "trust me" with the certainty of "here is the data." Differentiate yourself from the founders whose invisible misjudgments cause 70% of startup failures.

Gain a Competitive Edge:

Elevate your profile from "promising" to "proven." Accelerators and VCs use our CertID Search Widget to instantly validate your elite status.

Cross Borders Seamlessly:

Talent has no geography. The EEA certificate serves as an objective credential for Startup Visa programs and international expansion.

The Mirror That Mentors:

Your detailed Test Explanatory Report provides a clear, actionable roadmap to transform your blind spots into strategic advantages.

Digital & Physical Proof

Every certified founder receives a secure digital certificate for LinkedIn and investor sharing. You may also order a premium, hologram-secured physical certificate featuring an embedded QR Code for instant smartphone verification.

Real-World Impact: Use Cases (Part 1)

Use Case 1:

The Aspiring Founder (Validating Readiness)

- **The Scenario:**

Wang is a brilliant software engineer with a disruptive SaaS idea. He wants to apply to a top-tier accelerator but has no prior business track record. He fears his application will be ignored.

- **The Supindex Solution:**

Wang takes the FPA (Founder Public Awareness) test. The dynamic engine adapts to the "Pre-Seed" stage for the "SaaS" industry.

- **The Outcome:**

Wang scores in the top 25% and earns his FPA Certificate. He attaches his verifiable CertID to his accelerator application, providing objective proof of his entrepreneurial literacy, signal-detection ability, and business acumen. He moves from the "maybe" pile to the interview stage.

Use Case 2:

The Pivoting Professional (Identifying Behavioral Gaps)

- **The Scenario:**

Kevin is a highly successful corporate executive leaving his firm to launch a startup. He assumes his corporate management skills will translate perfectly to entrepreneurship.

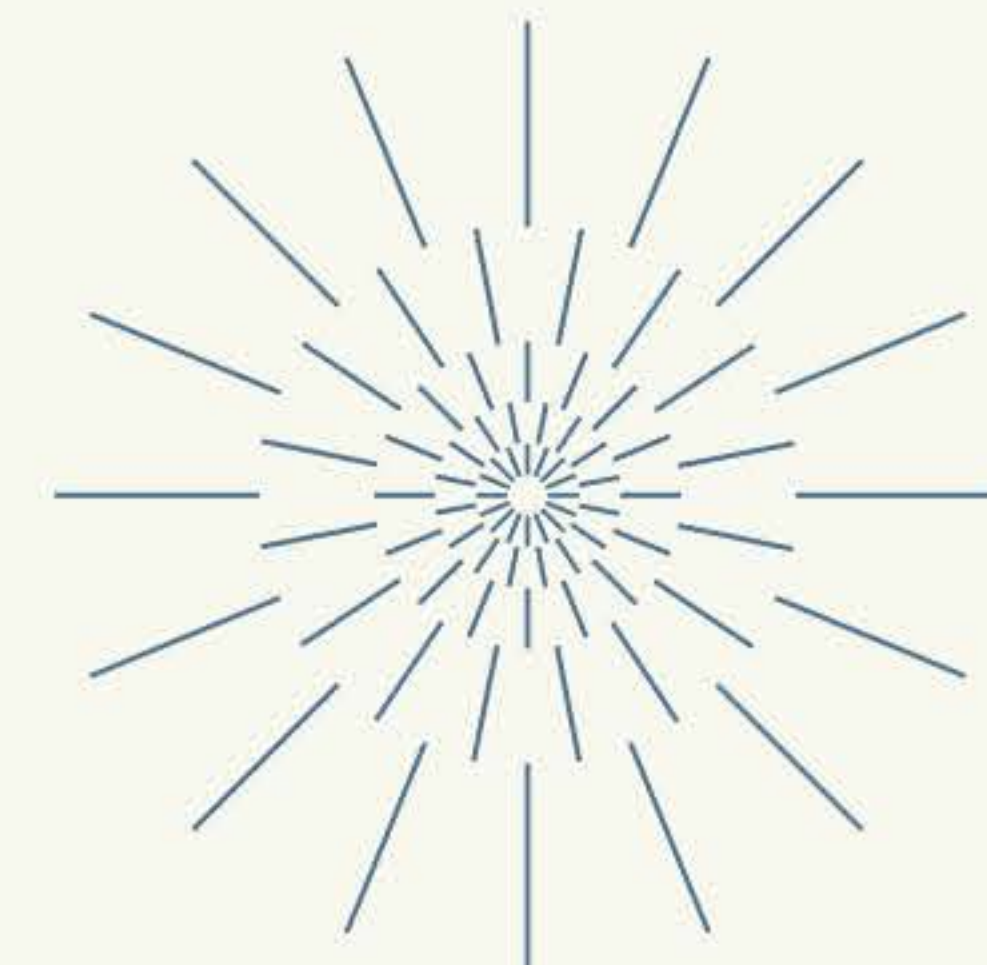
- **The Supindex Solution:**

Kevin takes the GEB (General Entrepreneurial Behavior) test. The situational judgment scenarios place him in high-pressure startup crises.

- **The Outcome:**

The report reveals a critical blind spot: Kevin suffers from "Micromanagement Bias" and struggles with "Decision-Making Under Extreme Uncertainty"—common corporate traits that kill early-stage startups. Armed with this data, Kevin actively adjusts his leadership style before burning his initial capital.

Real-World Impact: Use Cases (Part 2)



Use Case 3: The Expanding Startup (Proving Ecosystem Mastery)

- **The Scenario:**

Camila runs a successful HealthTech startup in Brazil and is seeking to expand into the United Kingdom. She needs to secure a UK Startup Visa and local Seed funding.

- **The Supindex Solution:**

Camila takes the EEA (Ecosystem Environmental Awareness) test, specifically calibrated for the UK HealthTech ecosystem.

- **The Outcome:**

The test highlights her deep understanding of NHS procurement processes and GDPR compliance. She earns the EEA Certificate, which she submits to UK immigration authorities and local VCs as third-party, data-backed proof that she understands the rules of her new market, drastically de-risking her expansion.

Use Case 4: The Stalled Co-Founders (Diagnosing Friction)

- **The Scenario:**

A Seed-stage startup is missing milestones. The founders are working 80-hour weeks, but growth has stalled, and investor updates are becoming tense.

- **The Supindex Solution:**

The founders take the FPA and GEB assessments to establish a baseline.

- **The Outcome:**

The reports reveal a dangerous asymmetry. Founder A has high risk tolerance but low financial literacy (FPA). Founder B has high financial literacy but freezes under pressure (GEB). By making these invisible traits visible, the founders restructure their roles to match their actual capabilities, saving the company from internal collapse.

The Ecosystem Shift: Data Over Motivation



Starting a Startup is No Longer a Guessing Game

The romantic era of the "lone genius" relying purely on gut instinct is over. Between 2019 and 2024, the ecosystem learned a \$1.2 trillion lesson: motivation, charisma, and a good pitch deck are not enough to prevent failure.

The Market Demands Proof

Today's ecosystem is looking for data, not just dreams. Venture Capitalists, Angel Investors, and Accelerators are actively shifting their due diligence to focus on the root cause of success and failure: Founder Soft Power.

- **The New Standard:** Decision-makers no longer want to guess if you have resilience, financial acumen, or market awareness. They want to see the metrics.
- **Trusted by the Best:** The Supindex methodology is not built in vacuum. It is endorsed and trusted by over 60+ specialized institutions, scientifically reviewed by 350+ global faculty members, and utilized by leading mentors, accelerators, and VCs worldwide.

When you hand an investor a **Supindex Certificate**

you are speaking their new language:
the language of objective, de-risked, and verifiable human capital.

Contact & Community

Join the Top 1% of Data-Driven Founders



Your score and certificate
are your **entrepreneurial passport**.

Whether you are seeking unflinching clarity on your own readiness, preparing for a high-stakes VC pitch, or expanding across borders, Supindex provides the tools to measure your true potential.



SupsHub

Unlock SupsHub

Taking an assessment grants you lifetime access to **SupsHub**—our exclusive, merit-based community where verified founders, mentors, and faculty exchange practical ecosystem insights. Climb the Leaderboard, earn Supex tokens, and connect with the brightest minds in global innovation.



Verified
Community



Lifetime
Access



Leaderboard
Recognition



Supex
Rewards



Global
Innovation

Ready to see the invisible?
Stop guessing. Start measuring.