Supsindex

FOUNDER READINESS FRAMEWORK

150 PARAMETERS
60 DOMAINS
3 CORE INDICES

150 Parameters 60 Domains We Identify

FPA • GEB • EEA

Stop Guessing, Start Measuring.

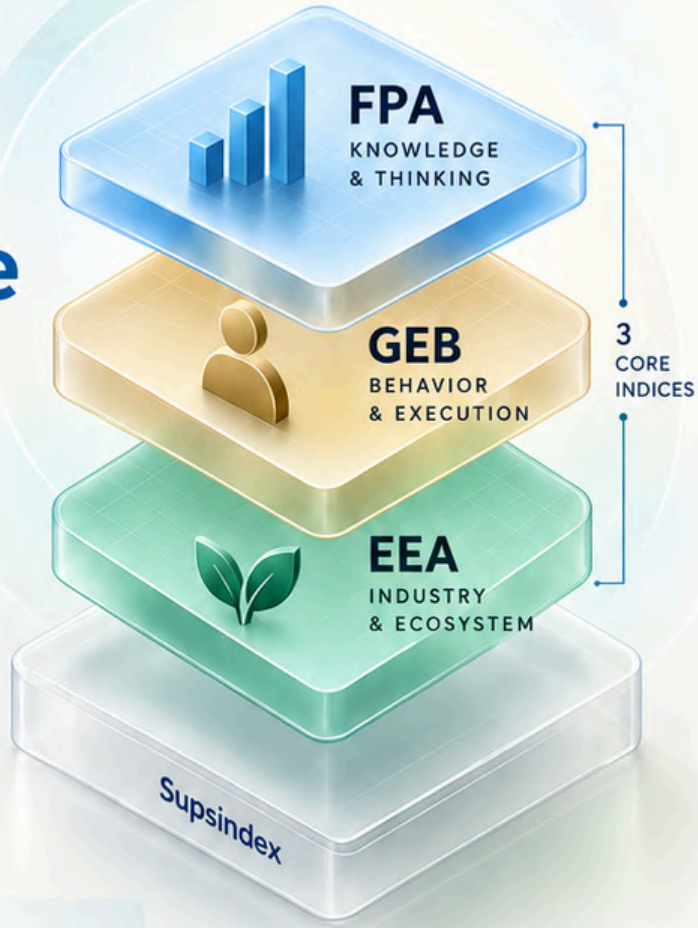


PEOPLE • IDEAS • IMPACT
A STRONGER FOUNDER ECOSYSTEM

02

From Guesswork to Structured Evidence

Founders are often evaluated through a pitch, a résumé, or the impressions formed during a few conversations. While these signals can be useful, they rarely provide a complete picture of how prepared a founder really is. Supsindex takes a more structured approach by looking at founder readiness through measurable evidence across 150 parameters and 60 domains. These parameters are organized around three core indices—FPA, GEB, and EEA—covering entrepreneurial knowledge and depth of thinking, behavioral patterns that may create risk, and a founder's understanding of their industry and ecosystem. Together, they provide a broader and more practical view of where a founder stands today and where further development may be needed.



150 Parameters

60 Domains

3 Core Indices
FPA · GEB · EEA

A MORE COMPLETE PICTURE OF FOUNDER READINESS

01 —

FPA

Founder Public Awareness

Measures entrepreneurial knowledge, strategic thinking, and depth of understanding across key business disciplines.

IDEAS TO EXECUTION THROUGH KNOWLEDGE

02 —

GEB

General Entrepreneurial Behavior

Assesses behavioral patterns, decision-making styles, and execution tendencies that may create risk or drive success.

BEHAVIOR BUILDS OPPORTUNITY

03 —

EEA

Ecosystem Environmental Awareness

Evaluates a founder's understanding of their industry, market dynamics, and broader ecosystem context.

CONTEXT TURNS POTENTIAL INTO IMPACT

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55 Industries We Cover



01 Digital & Frontier Technology



1. Software as a Service (SaaS)
2. Artificial Intelligence (AI) & Machine Learning (ML)
3. Cybersecurity
4. Digital Identity & Trust
5. Data & Analytics
6. Cloud Computing & DevOps
7. Developer Tools
8. Web3 & Blockchain
9. Internet of Things (IoT)
10. Semiconductors & Quantum Computing
11. Robotics & Automation
12. Aerospace & Space Tech
13. Drones & Autonomous Vehicles
14. Consumer Electronics & Wearables
15. Advanced Manufacturing & 3D Printing
16. Construction Tech

02 Health, Bio & Human Performance



17. HealthTech / Digital Health
18. Biotechnology (BioTech)
19. Neurotech
20. Medical Devices & Diagnostics
21. Mental Health & Wellness Tech
22. Fem Tech
23. Longevity & Anti-Aging

03 Finance, Commerce & Market Platforms



24. Payments, Banking & Lending
25. InsurTech (Insurance Technology)
26. WealthTech & Personal Finance
27. E-commerce & Direct-to-Consumer (D2C)
28. Retail Tech
29. PropTech (Property Technology)
30. Marketplaces

04 Media, Experience & Communications



31. Gaming & eSports
32. Creator Economy & Social Media
33. AdTech & MarTech (Advertising/Marketing)
34. Digital Media & Content
35. Voice & Audio Tech
36. AR/VR (Augmented/Virtual Reality) & Metaverse
37. Communications Tech

05 Climate, Industry, Work & Services



38. Clean Energy & Renewables
39. Circular Economy & Waste Reduction
40. Carbon Capture & Sequestration
41. AgTech (Agricultural Technology)
42. FoodTech
43. Supply Chain & Logistics Tech
44. Mobility & Transportation Tech
45. EdTech (Education Technology)
46. HR Tech & Future of Work
47. LegalTech
48. RegTech (Regulatory Technology)
49. GovTech & CivicTech
50. Productivity & Collaboration Tools
51. SalesTech
52. Travel & Hospitality Tech
53. Pet Tech
54. Live Entertainment & Event Tech
55. BeautyTech

150 PARAMETERS
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FPA 03
General Knowledge I
Founder Public Awareness Index

01 Market Validation & Customer Discovery

1. Target Audience Segmentation
2. Interview Techniques
3. MVP Definition
4. Market Sizing
5. Directional Shift



02 Business Modeling & Economics

6. Unit Economics
7. Monetization Channels
8. Cost Structure
9. Value Proposition
10. Lean Canvas



03 Financial Literacy & Fundraising

11. Term Sheet Terminology
12. Cash Flow Analysis
13. Burn Rate Calculation
14. Dilution Logic
15. Investor Types



FPA 04
General Knowledge II
Founder Public Awareness Index

01 Legal, IP & Governance



16 Co-Founder Disputes
17 IP Assignment
18 Corporate Structure
19 Data Privacy
20 Employment Classification

02 Product Management & Development



21 Feature Prioritization
22 Technical Debt
23 UX/UI Design
24 Product Metrics
25 Iterative Development

03 Marketing & Growth Hacking



26 SEO Strategy
27 Content Marketing
28 Funnel Metrics
29 Paid Advertising
30 Brand Personas

04 Sales & Negotiation



31 Lead Qualification
32 Deal Finalization
33 CRM Hygiene
34 Negotiation Strategy
35 Sales Compensation

FPA 05

General Knowledge III

Founder Public Awareness Index

01 Team Building & Culture

36 Dispute Mediation
37 Cultural Values
38 Talent Acquisition
39 Remote Management
40 Employee Retention



PEOPLE
CULTURE
LONG-TERM
SUCCESS

02 Fundraising Strategy & Valuation

41 Investor Presentation Flow
42 Investor Psychology
43 Valuation Methods
44 Due Diligence
45 Exit Strategy



CAPITAL
STRATEGY
HIGHER
IMPACT

03 Scaling & Operations

46 Organizational Structure
47 Operational Bottlenecks
48 Goal Setting (OKRs)
49 Tech Stack Scaling
50 Incident Management



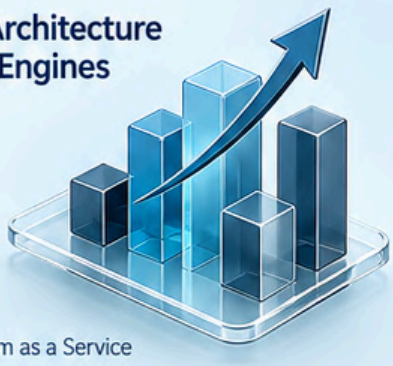
SYSTEMS
EXECUTION
SCALABLE
GROWTH

FPA 06

Industry Specific Knowledge

Example: SaaS

01 Revenue Architecture & Growth Engines



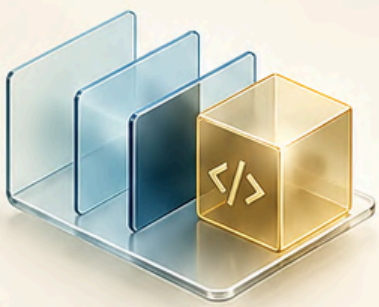
51 E-commerce Platform as a Service
52 Customer Relationship Management (CRM) SaaS
53 Marketing Automation Platforms
54 Subscription Management & Revenue Operations
55 Sales Enablement & Intelligence

02 Operational Backbone & Compliance



56 Enterprise Resource Planning (ERP) SaaS
57 Financial & Accounting SaaS
58 Governance, Risk, and Compliance (GRC)
59 HRM & HRIS Platforms
60 Supply Chain Management (SCM) SaaS

03 Product Strategy & Development Ecosystem



61 Design & Prototyping SaaS
62 Product Management & Roadmapping Software
63 API Management and Gateway Platforms
64 API-as-a-Service
65 Low-Code/No-Code Application Development Platforms

04 Customer Success & Experience Layer



66 Community Management Platforms
67 Customer Support & Helpdesk SaaS
68 Content Management Systems (CMS) & Headless CMS
69 Digital Adoption Platforms (DAPs)
70 Communication Platform as a Service (CPaaS)

05 Data Intelligence & Organizational Efficiency



71 Team Collaboration Tools (Async vs Sync)
72 Business Intelligence (BI) & Data Visualization SaaS
73 Knowledge Management & Internal Wiki Platforms
74 Project Management & Team Collaboration Tools
75 Vertical SaaS

FPA07
Behavioral & Cognitive
Founder Public Awareness Index

01 Behavioral Code



76	Comfortable with risk
77	Comfortable with being the center of attention
78	Energetic
79	Comfortable with long-term goals
80	Curious
81	Responsible
82	Successful
83	Organized
84	Emotional management
85	Self-efficacy
86	Resilience and perseverance
87	Ability to delegate

02 Cognitive Levell



88	Recall
89	Relational
90	Judgment

GEB 08

General Entrepreneurial Behavior Index

Biases & Unuseful Traits



91	Autocratic Management
92	Blame-Shifting / Lack of Accountability
93	Burnout / Lack of Self-regulation
94	Conflict Avoidance
95	Defensive Response
96	Ethical Lapses / Compromise of Values
97	Fixed Mindset
98	Indecisiveness / Over-analysis
99	Micromanagement
100	Neglect of Culture
101	Neglect of Strategy & Governance
102	Nepotistic Hiring / Favoritism
103	Overconfidence
104	Poor Succession Planning / Belief in Indispensability
105	Rash Decision-Making
106	Resistance to Adaptation
107	Subjective Decision-Making / "Gut Feel"
108	Sub-optimal Risk-Taking
109	Unethical Competition
110	Wilful Blindness / Strategic Myopia

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EEA 09

General

Ecosystem Environment Awareness

01 Funding & Capital Landscape



111 Venture Capital & Angel Investor Networks

112 Government Grants & Public Funding Mechanisms

113 Early-Stage Investment Climate

114 Corporate Venture Capital & Strategic Partnerships

02 Talent & Human Capital



115 Technical Talent Pool (Engineering, Data, R&D)

116 Business & Commercial Talent (Sales, Marketing, Operations)

117 University & Research Institution Linkages

118 Labor Laws, Compensation Norms & Equity Culture

03 General Regulatory & Legal Framework



119 Business Incorporation & Corporate Governance

120 Taxation & Fiscal Incentives

121 Intellectual Property (IP) Law & Protection

122 Cross-Border Operations & International Law

04 Market Access & Commercialization Culture



123 Domestic Market Size & Consumer/Business Dynamics

124 Key Distribution Channels & Gatekeepers

125 Public Sector & Enterprise Procurement Processes

126 Cultural Attitude Towards Innovation & Failure

05 Infrastructure & Support Networks



127 Accelerators, Incubators & Co-working Spaces

128 Mentorship & Advisory Networks

129 Industry Associations & Community Events

130 Digital & Physical Infrastructure Quality

EEA 10

Industry Specific | Bio technology

Ecosystem Environment Awareness

01 Sector-Specific Regulations & Compliance



131 Key Regulatory Bodies & Approval Processes

132 Industry-Specific Data Privacy & Security Standards

133 Product Liability & Safety Standards

134 Lobbying Landscape & Future Legislative Trends

02 Value Chain & Supply Chain Dynamics



135 Sourcing of Key Components / Data / Services

136 Manufacturing, Production, or Service Delivery Processes

137 Industry-Specific Distribution & Logistics

138 Key Integration Points & Platform Dependencies

03 Industry-Specific Technology & Innovation Trends



139 Dominant & Emerging Technology Stacks

140 Core Scientific or Technological Breakthroughs

141 Pace of Obsolescence & Innovation Cycles

142 Data as a Strategic Asset

04 Competitive Landscape & Incumbent Dynamics



143 Major Incumbents & Their Structural Vulnerabilities

144 Key Startup Competitors & Funding / Traction Benchmarks

145 Likely Incumbent Response Scenarios

146 Barriers to Entry & Defensible Moats

05 Niche Customer Segments & Go-to-Market Channels



147 Ideal Customer Profile (ICP) & User Context

148 Industry-Specific Sales Cycles & Funnels

149 Niche Marketing & Communication Channels

150 Unit Economics, CAC & LTV Benchmarks

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Target Countries

Current Coverage & Future Expansion

EEA currently offers ecosystem awareness coverage across these countries, with additional ecosystems planned for future expansion.



01 Current 15 Countries

North America (2)

- United States
- Canada

Europe (7)

- United Kingdom
- Germany
- France
- Netherlands
- Spain
- Finland
- Denmark

Asia-Pacific (5)

- India
- Singapore
- Australia
- South Korea
- China

Latin America (1)

- Brazil

02 Future 15 Countries

Europe (7)

- Republic of Ireland
- Sweden
- Switzerland
- Portugal
- Norway
- Austria
- Turkey

Asia & Middle East (4)

- Pakistan
- Japan
- United Arab Emirates
- Hong Kong

Americas (2)

- Mexico
- Argentina

Africa (2)

- Nigeria
- Egypt

15 Active Ecosystems

15 Upcoming Ecosystems

30 Target Countries

60 Domains We Identify

FPA · GEB · EEA

FPA

Founder Public Awareness



1 – 15 General & Industry Specific

1. Market Validation & Customer Discovery
2. Business Modeling & Economics
3. Financial Literacy & Fundraising
4. Legal, IP & Governance
5. Product Management & Development
6. Marketing & Growth Hacking
7. Sales & Negotiation
8. Team Building & Culture
9. Fundraising Strategy & Valuation
10. Scaling & Operations

Related Industry Specific (Example: SaaS)

11. Revenue Architecture & Growth Engines
12. Operational Backbone & Compliance
13. Product Strategy & Development Ecosystem
14. Customer Success & Experience Layer
15. Data Intelligence & Organizational Efficiency

16 – 27 Behavioral Code

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28 – 30 Cognitive Levell

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29. Relational
30. Judgment

GEB

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EEA

Ecosystem Environmental Awareness



51 – 55 General

51. Funding & Capital Landscape
52. Talent & Human Capital
53. General Regulatory & Legal Framework
54. Market Access & Commercialization Culture
55. Infrastructure & Support Networks

56 – 60 Industry Specific

Example: Bio technology

56. Sector-Specific Regulations & Compliance
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Stop Guessing, Start Measuring.

A clearer picture of founder readiness.

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THREE PERSPECTIVES.
A STRONGER TOMORROW.



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