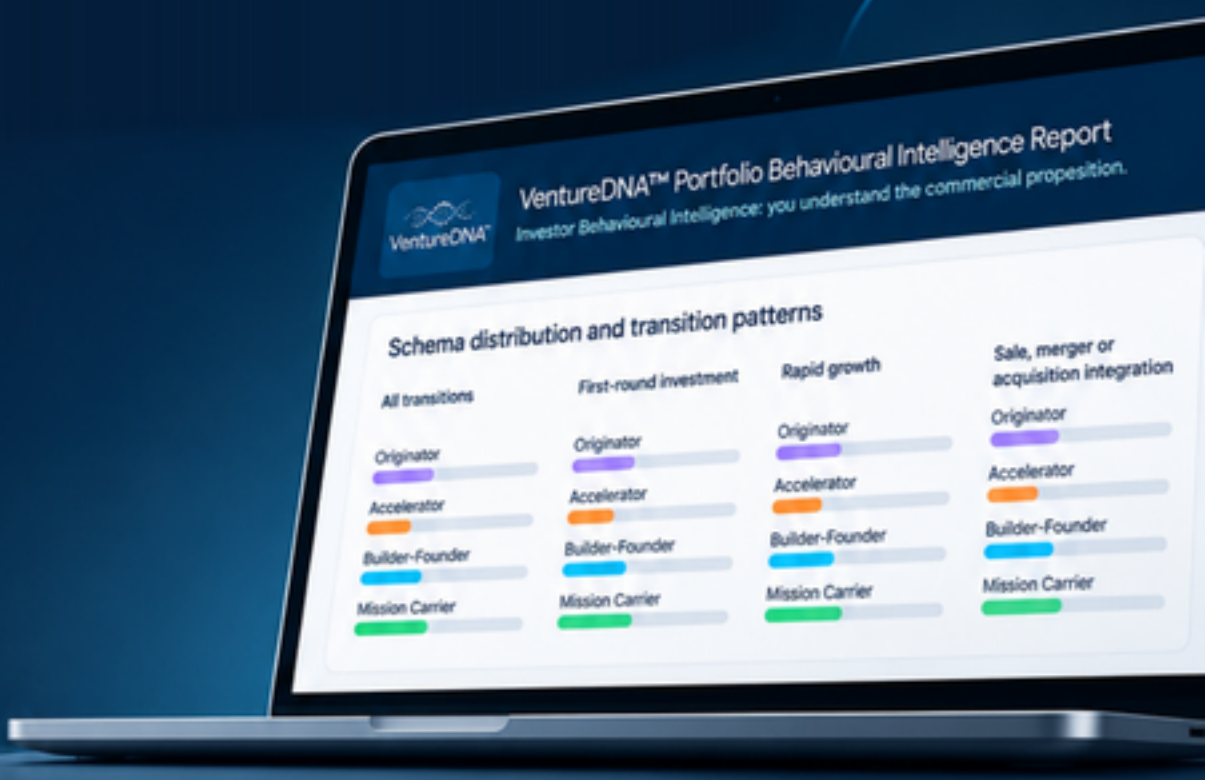
VentureDNA™

The Founder Advantage

Build the behavioural range to meet the demands of investment, growth and exit.



You built the business. Build the range to lead it.

Powered by **Hidden Patterns™**

www.hiddenpatterns.co.uk

VentureDNA™

See the other half of your venture.

A great commercial idea deserves a founding team able to evolve as the demands change.

Every venture has a double helix.

One strand is commercial: opportunity, product, market, strategy and resources. The other is behavioural: your assumptions, decisions, relationships and capacity to adapt.

Know yourself

Understand your natural strengths, your decision preferences and how you may respond when the stakes rise.

Build your team

See where your approaches complement one another, where tensions arise and how to work together.

Meet the moment

Prepare for pitches, negotiations, investor challenge, rapid growth and successful transitions.

> *The assessment opens the conversation. The real advantage is what you do with the insight.*

VentureDNA™

Pitch. Negotiate. Build confidence.

Prepare for the conversations that can transform your venture.

Pitch with conviction

Recognise how you communicate ambition, handle uncertainty and respond when investors challenge the evidence behind your plan.

Negotiate constructively

Explore how you react to decisions about control, board seats, reporting, dilution and competing expectations.

Turn self-awareness into real preparation.

01 Explore the questions most likely to test your judgement.

02 Rehearse answers, objections and difficult term-sheet conversations.

03 Learn from feedback and strengthen your response under pressure.

Work with a mentor or coach

Use VentureDNA™ insights to rehearse pitches, role-play negotiations and prepare for investor scrutiny with a mentor or coach who can challenge and support you.

VentureDNA™

How VentureDNA™ works for founders.

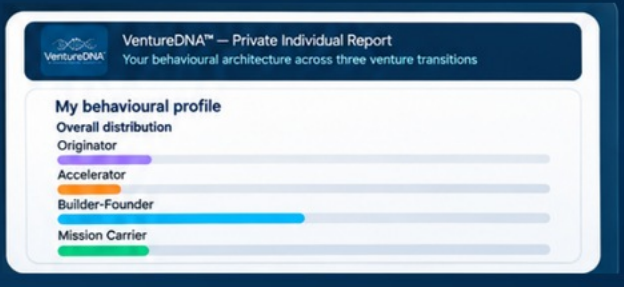
A short assessment. Practical insight. Development that fits your next challenge.

01 Assess

18 realistic scenarios across investment, scaling and acquisition; choose first and second preferences.

02 Interpret

Four behavioural lenses illuminate your approach: Originator, Accelerator, Builder-Founder and Mission Carrier.



03 Develop

Private reports, team insight, coaching prompts and practical experiments help broaden your choices.

From preference to behavioural range

Notice how you make sense of a challenge, test another interpretation and practise a response more suited to the moment.

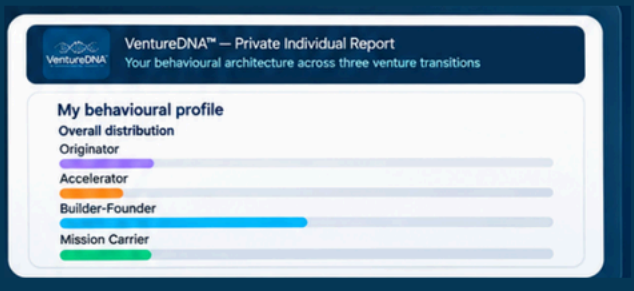
VentureDNA™

What you and your team discover.

Personal insight translated into practical preparation and development.

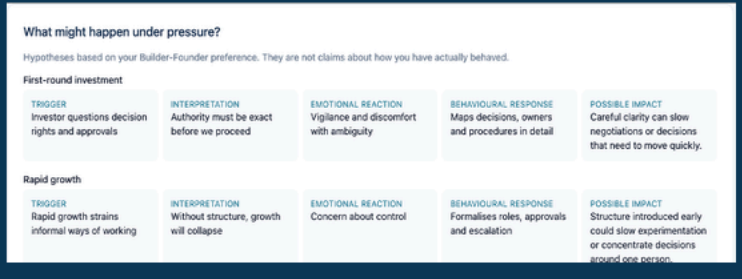
A private behavioural profile

Understand your strongest preferences and what they bring to your venture.



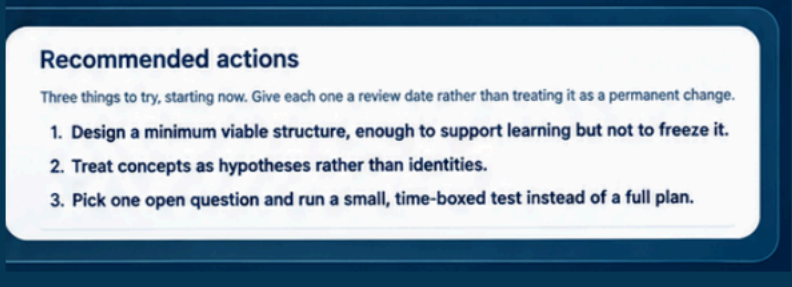
Under-pressure insight

Explore responses to investor scrutiny and changing demands as the venture grows.



Actionable development

Try specific moves to develop flexibility, judgement and leadership range.



Coaching and experiments

Practise alternatives with a mentor or coach before the moments that matter.



VentureDNA™

Make team dynamics a competitive strength.

As the venture grows, different instincts can either complement each other or create friction.

The team pressure map



Independence

Agree where founder autonomy and investor accountability can coexist.

Pace

Balance speed, learning and operating reliability as you scale.

Trust

Handle disagreement, delegation and difficult decisions productively.

Better team conversations can begin before the next investor meeting.

VentureDNA™

Grow with the venture lifecycle.

Build the leadership and team practices each transition calls for.

01

First-round investment

Pressure themes

Pitching, term negotiations, scrutiny and accountability.

Founder focus

Build confidence with evidence, align the team and negotiate shared decision rights.

02

Rapid growth and scaling

Pressure themes

Delegation, capability, hiring and reliability.

Founder focus

Build operating discipline without losing entrepreneurial speed and imagination.

03

Sale, merger or acquisition

Pressure themes

Identity, influence, integration and talent retention.

Founder focus

Prepare for new power structures, relationships and consequential decisions.

Adaptation is a capability you can build.

VentureDNA™ helps you practise it at the moments when your venture needs it most.

VentureDNA™

The wider founder support offer.

Insight becomes valuable when it changes what happens in the room.

01 **Assessment**
Realistic venture scenarios reveal your preferred approaches.

02 **Individual insight**
A private profile of strengths and pressure responses.

03 **Team insight**
Shared maps that support stronger decisions and relationships.

04 **Mentoring**
Practical challenge and experience for pitching and negotiations.

05 **Coaching**
Rehearsal, reflection and experiments to increase behavioural range.

06 **Facilitation**
Structured team conversations through growth and transition.

VentureDNA™

The research base behind VentureDNA™.

Built on the Hidden Patterns™ framework and a wider body of behavioural research.

The Hidden Patterns™ framework

Developed by Dr Ian Stewart and set out in The Hidden Patterns of Leadership.

The behavioural research

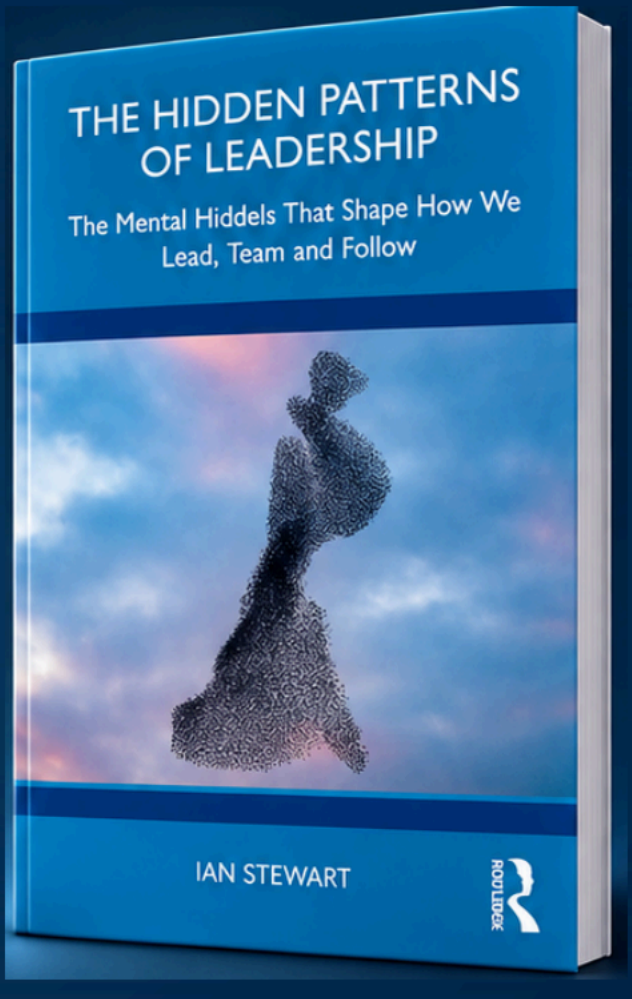
Schemas, sensemaking, scripts, organisational learning, pressure and entrepreneurial cognition.

The development purpose

Notice habitual interpretations, test assumptions and practise more adaptive choices.

Applied to venture life

Pitching, investment, scaling, acquisition and the demands of building a successful team.



Why this matters for founder teams

A foundation for sound judgement, stronger teams and the adaptability to meet each new stage of growth.

VentureDNA™

You built the business.
Build the range to lead it.

VentureDNA™ helps you understand your own patterns, strengthen your founding team and prepare for the demands that success will bring.

From investment pitches and term negotiations to hiring, scaling and acquisition, it connects behavioural insight to practical choices.

And with experienced mentors, coaches and facilitated conversations, you can develop that capability deliberately.

Explore VentureDNA™ for your founder team

www.hiddenpatterns.co.uk