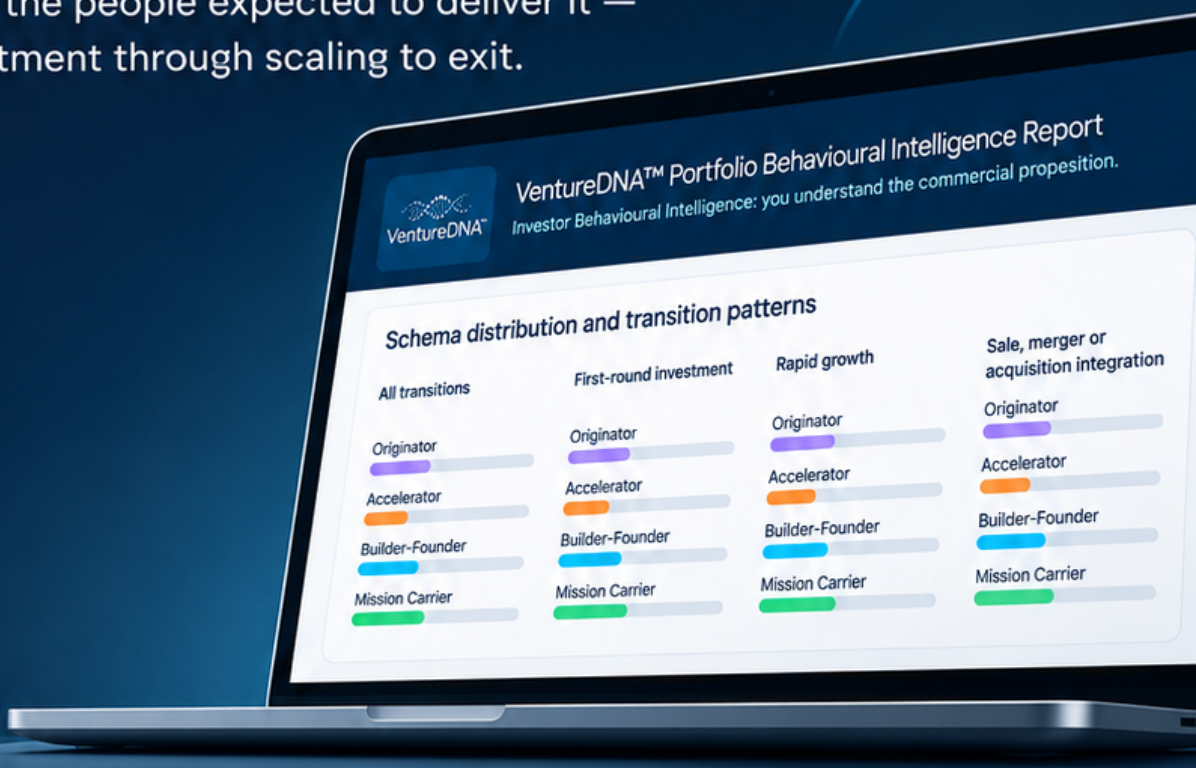
VentureDNA™

The Human Capital Advantage

An investor guide to behavioural intelligence, risk and value creation.

You understand the commercial proposition. VentureDNA™ helps you understand, support and strengthen the people expected to deliver it — from first investment through scaling to exit.



*You invest in the business. Invest in the **people**.*

Powered by **Hidden Patterns™**

www.hiddenpatterns.co.uk

VentureDNA™

See the other half of the picture.

A venture may have a compelling commercial proposition and still struggle if the people leading it cannot adapt as the demands on them change.



Every venture has a double helix.

One strand is commercial: opportunity, strategy, market, model and resources. The other is behavioural: the people, their assumptions, decisions, relationships and capacity to adapt.

What investors need

Not only confidence in the business model, but insight into how the team will respond to scrutiny, scaling and changing authority.

What VentureDNA™ adds

A behavioural intelligemce layer that helps investors understand pressure points, frame better questions and target practical support.

What it supports

Better judgement, stronger founder development and more deliberate behavioural investment across the venture lifecycle.

The assessment is the entry point. The wider offer is insight, dialogue, coaching and ***portfolio-level behavioural intelligence.***

VentureDNA™

How VentureDNA™ works

A shared assessment. Different value for founders and investors.

01

Assess

18 scenarios across three venture transitions: first-round investment, rapid growth, and sale, merger or acquisition.

02

Interpret

Responses are read through four behavioural lenses: Originator, Accelerator, Builder-Founder and Mission Carrier.

03

Support

Outputs include private individual reports, team-level insights and authorised investor reporting, all designed to support better conversations and practical action.



Behavioural investment

The point is not just to describe a team. It is to help investors and founders decide what support, challenge, expertise and coaching will help the venture adapt as it grows.

What founders learn

How their own responses and their team dynamics may help or hinder growth, and where behavioural range needs to increase.

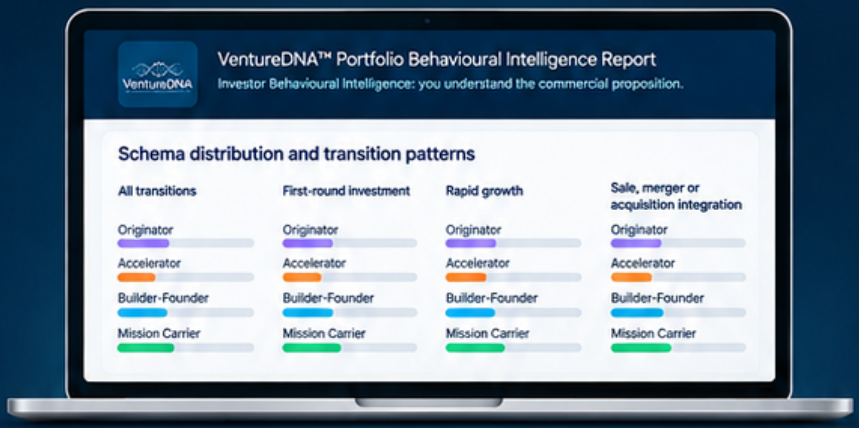
What investors learn

What pressures are likely to arise, what hypotheses are worth testing and where practical support could add value.

VentureDNA™

What investors can see

From a single venture to a portfolio view.



Portfolio behavioural intelligence

See broad patterns across ventures and stages, helping you spot where behavioural support may be most needed.



Team pressure maps

Surface the tensions most likely to matter: independence and accountability, speed and reliability, control and delegation, loyalty and capability.



Cross-venture comparison

Compare teams without ranking them, placing behavioural patterns alongside the commercial context of each venture.

Why this matters

The value lies in asking better questions, framing sharper support and understanding how teams may respond as pressure changes.

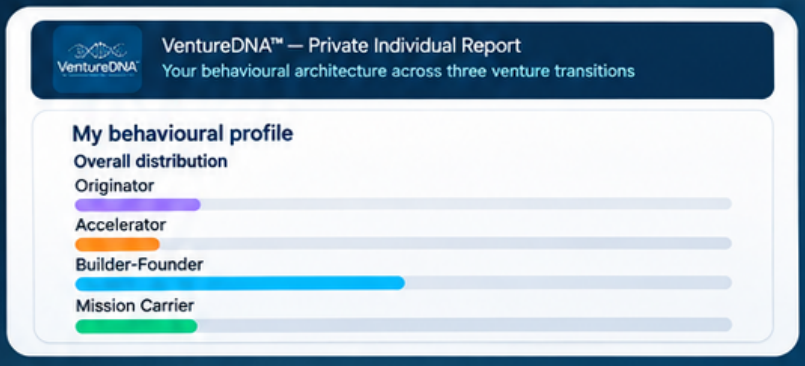
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What founders and teams receive

Insight that can be turned into practical development.

A private individual profile

A clear picture of primary and secondary behavioural preferences across three venture transitions.



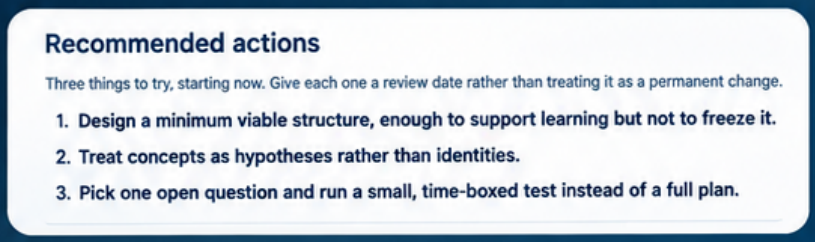
Transition-specific insight

Practical hypotheses about how pressure may be interpreted at first investment, during scaling and through acquisition or integration.



Recommended actions

Clear developmental moves, written in practical language and connected to the evidence behind them.



Coaching and experiments

Tools such as reflection prompts, behavioural experiments and coaching conversations to help widen range, not just describe preference.



*This is where the wider offer matters: VentureDNA™ can be paired with **Hidden Patterns™** coaching, team sessions and facilitated development conversations.*

VentureDNA™

Support across the venture lifecycle.

Behavioural investment at the moments when it matters most.



First-round investment

Pressure themes

- Scrutiny
- Reporting
- Decision rights
- Governance
- Challenge to founder autonomy

Investor focus

Clarify accountability, support evidence-based decision-making, map decision rights and coach the team through the shift from autonomy to shared accountability.

Rapid growth and scaling

Pressure themes

- Delegation
- Hiring
- Capability
- Reliability
- Capacity
- Founder bottlenecks

Investor focus

Support role clarity, strengthen operating discipline, back the development of scalable decision routines and help founders avoid becoming the constraint.

Sale, merger or acquisition

Pressure themes

- Identity
- Authority
- Integration
- Culture
- Talent retention
- Political complexity

Investor focus

Support transition leadership, integration conversations and the preservation of value through behavioural adaptability.

Behavioural investment means...

Committing time, expertise, coaching, relationships and practical support to help teams adapt as commercial demands change.

VentureDNA™

The wider VentureDNA™ offer

A practical investor-facing offer built around behavioural insight and development.

Assessment

A scenario-based exercise exploring how founders and key team members approach critical venture transitions.

Individual reports

Private behavioural profiles with practical developmental guidance.

Team insight

Shared pressure maps and team-level interpretations that improve strategic conversations.

Investor reporting

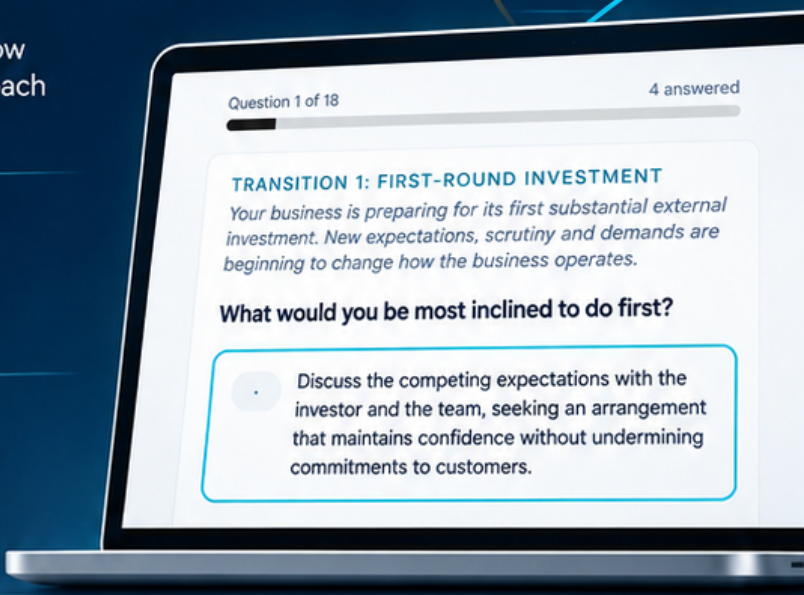
Authorised investor outputs that support better questions, sharper support and more informed portfolio oversight.

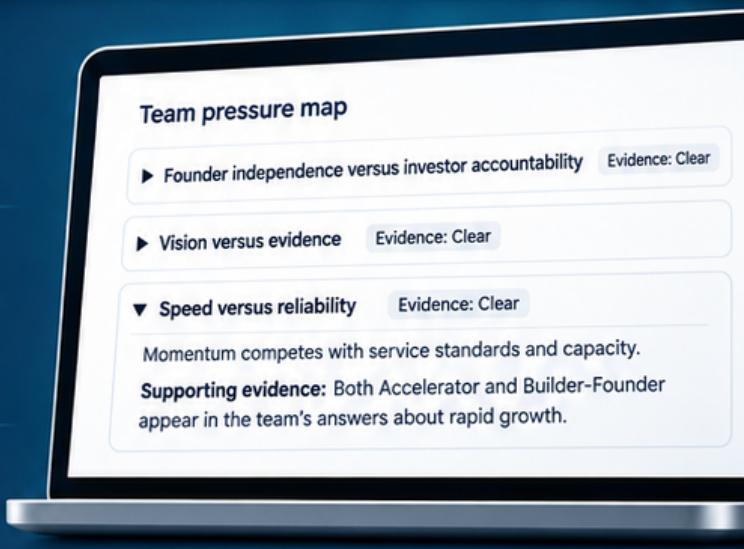
Coaching and facilitation

Hidden Patterns™ coaching and structured team conversations that turn insight into change.

Portfolio intelligence

Cross-venture visibility that helps investors spot recurring pressures and target support more deliberately.





*The assessment opens the conversation. The offer is the **ongoing support** around it.*

VentureDNA™

The research base behind VentureDNA™

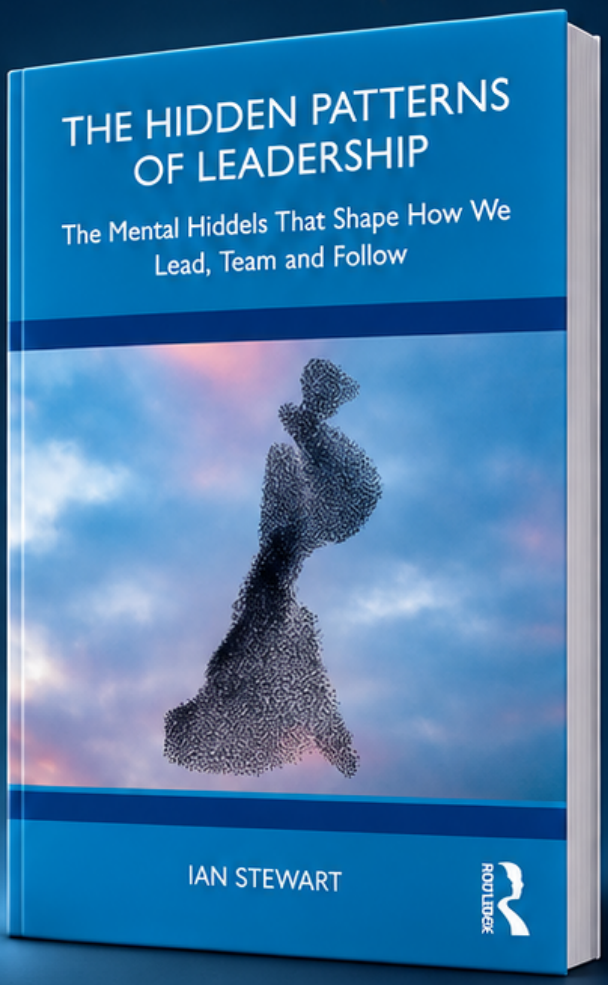
Built on the Hidden Patterns™ framework and a wider body of behavioural research.

VentureDNA™ is grounded in the Hidden Patterns™ framework developed by Dr Ian Stewart and set out in *The Hidden Patterns of Leadership*.

Its approach draws on the study of schemas, sensemaking, scripts, decision-making under pressure, organisational learning and entrepreneurial cognition.

The aim is practical: to help people notice the patterns they may be running, test their interpretations and make more adaptive choices.

In VentureDNA™, this research base is applied to venture life: investment, scaling, acquisition and the human pressures that accompany them.



Why this matters for *investors*

A strong research base gives investors a credible, thoughtful way to discuss founder behaviour without reducing people to labels.

VentureDNA™

You invest in the business. Invest in the people.

VentureDNA™ helps investors understand the human architecture of a venture: the pressures a team may face, the patterns it may default to and the support that may help it adapt.

It brings behavioural intelligence into the investment conversation — not as a substitute for commercial judgement, but as a way of protecting and strengthening the people expected to deliver it.

Used well, it becomes part of a wider behavioural investment approach across the life of the venture.



To explore VentureDNA™ for a fund, portfolio or founder team, visit **www.hiddenpatterns.co.uk**