Appendix

Regression and Regularization – What are they and how do they work?

We created several regression models to make concrete numeric predictions based on our data. This then also allowed us to test the performance of these models and look into their coefficients in order to figure out what role individual aspects play in the overall prediction.
Let's start with some basics on regression before we get into our concrete findings:

- **Linear regression** is a mathematically simple way of combining input variables (by multiplying them each with a learned weight and then summing them all together) to predict a numeric output.
- Usually, a big part of a given dataset (often 80% of data points selected at random) – called the **training set** – is used for training, while the rest, called the **test set**, is held back in order to test the trained model to see how well it performs on data it has not seen before.
- There's also **logistic regression**, which is very similar to linear regression but is used to predict the **probability** of each data point being in each of two categories – e.g., whether it is a "yes" or a "no."
- Furthermore, there's the concept of **regularization** in regression models. Very broadly, this means introducing a penalty for large coefficients. In all our regression models covered in this article, we've used **Lasso regularization**, which is a specific regularization method that has the perk of leading to **sparse** representations – meaning many of the least relevant factors in the model will be exactly 0. This allows us to drop a subset of the many factors we looked at entirely and focus purely on the most predictive ones.

Given the three questions we wanted to predict (founder status, capital raised, and startup success), we thus went with the following setup:

1. A logistic regression model for founder status, as this is a binary classification (has someone started a startup before or not?).
2. A linear regression model for capital raised, as this is a numeric prediction.
3. A linear regression model for startup success, as this, too, is a numeric prediction.

To help ensure the traits we found qualify as interpretable predictors, we didn't solely rely on Lasso regularization but further limited the independent variables in our regression models to only those questions from our tool that are plausibly causally *upstream* from running a startup. So we included questions on preferences, worldview, and personality factors but excluded those that are, for instance, more about a person's *experience* since that would be a type of factor that's impacted by having founded a startup in the past and hence would not be a suitable predictor.

Coefficients and Correlations

In order to accurately interpret our data, it's important to understand the nuances of the different terms we use. If you're already well grounded in statistics and regression, you can safely skip this section. Otherwise, here's a brief refresher on the relevant terms and concepts.

First, there are **correlations**: these values tell us to what degree two variables are *associated* with each other, ignoring all other variables, and always lie between -1 and +1. In the scope of this article, we're particularly looking at the relations between our independent variables (the "input" variables, such as views and personality traits of the users who completed our tool) and each of the three predicted outcomes (whether they started a company, how much money they raised, and how successful their startup was). So, a strong correlation (meaning a value close to +1 or -1) indicates that these variables are strongly associated. But it tells us little about *causality* or the *absolute effect size*. For example, two variables might have a correlation close to 1, yet the actual *magnitude* of change in one variable as the other changes could be very small (think of the correlation between the movement of the hour hand and the second hand on an analog clock: their correlation is 1 as they move perfectly proportional to one another. But the distance they travel is apart by a factor of 720).
Similarly, some trait may have a large (in absolute terms) impact on, say, how much money a founder raised, but if other important factors are unaccounted for or the data is very noisy, the observed correlation might still be weak.
To assess these "effect sizes," we created our regression models: these look at the totality of independent variables and how they can best be combined to explain the given outcome. This then gives us **regression coefficients** – one for each independent variable of each regression model. The interpretation of these coefficients is roughly this: keeping all other independent variables constant, how does a change in the given independent variable by 1 (whatever the unit of that variable happens to be) affect the change in the predicted outcome?

Hence, regression coefficients have some important differences from correlations:

- They quantify the strength of different factors: When the independent variable changes, *how much* will the predicted outcome change?
- They don't examine independent and dependent variables in isolation but rather estimate the unique contribution of each independent variable *while controlling for all others*.
- They depend on the value range of both input and output, meaning it can be helpful to *standardize* one's independent variables to ensure that different coefficients are comparable to each other. If, for instance, people's age is an independent variable that ranges from 20 to 70 years, you would get a much smaller coefficient than if you

standardized that range first, adjusting the data such that each variable has a mean of 0 and a standard deviation of 1. This is also what we did in our models (with the exception of any binary variables where we used values 0 or 1 and applied no further standardization), meaning that coefficients should indeed be comparable to each other.

Notably, regression coefficients are generally *still not causal*, as they inherently depend on purely observational data. However, they provide an extra perspective on associations in our data that pure correlations do not, and they allow us to make actual quantitative predictions.

All Findings

Below is a complete list of the coefficients our logistic and linear regression models found. Note that here, we provide both the coefficients (the parameters of our regression models) and the pure correlation (this is the raw correlation in our data, independent of our regression model). As a rule of thumb, one could say that the more these two agree, the more robust the finding – although it is, of course, still just correlational data, and the usual caveats about correlation and causation apply.

(1) Founder Status – What predicts whether a person starts a startup?

Logistic regression model with L1 regularization

A person's founder status was encoded as 0 if they had never started a company before or 1 if they had.

If questions had multiple response options, the individual options appear as separate rows in the table. In these cases, we use color-coding to indicate which responses belong to the same question. Black is the only exception, as we used black coloring for all questions with only a single response (e.g., binary questions, Likert scales, or numeric ones).

Question / Response	Coefficient	Correlation
How old are you?	0.48	0.26
I am willing to take large risks.	0.37	0.29
Do you have the technical skills to build a product in its entirety right now?	0.37	0.22
I am a very proactive person who takes initiative.	0.24	0.29
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Become an investor.	0.21	0.07
I see myself as extraverted and enthusiastic.	0.19	0.23
People might describe me as an "animal."	0.14	0.20
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Extensively research how to optimize my impact on the world.	0.11	0.03

If you made a billion dollars from your startup, which of these would you be *most likely* to do?_I don't know... ask me when I get there.	0.10	0.04
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Retire and enjoy life!	0.10	0.01
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Make another billion dollars.	0.09	-0.03
I consider myself to be more of a..._Rule breaker	0.08	0.11
I handle myself very effectively in situations that others would find highly stressful.	0.07	0.23
I see myself as always honest and truthful.	0.07	0.14
When creating a product, I would be most likely to_Quickly launch a very rough product based on what I predict would be valuable to people, then start to improve it based on how users react.	0.07	0.12
What's the highest level of education that you've *completed*?	0.06	0.14
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Donate to the charitable causes I'm most passionate about.	0.06	-0.01
I see myself as dependable and self-disciplined.	0.06	0.17
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Impact	0.06	0.04
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Execution	0.05	0.09
Which of these best describes what motivates you to be a startup founder? Response: Fame - I want to make waves and be remembered for something great	0.04	-0.04
I can usually talk my way out of anything.	0.04	0.13
I see myself as conventional and uncreative.	0.04	-0.19
Which of these best describes what motivates you to be a startup founder? Response: Passion - I'm driven to create and make change	0.04	0.14
When approaching problems, I tend to be better at coming up with surprising new ideas and tactics	0.03	0.13
I see myself as disorganized and careless.	0.03	-0.14
I consider myself to be more of a..._Rule bender	0.03	-0.01
If you were going to start a new company now, and you could choose what the result	0.02	-0.07

is *5 years in the future*, which of these outcomes would you truly choose? choice = Money		
I consider myself to be more of a..._Rule follower	0.01	-0.11
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fun	0.01	0.05
I see myself as anxious and easily upset.	0.01	-0.20
I would best describe myself as..._Relentlessly Resourceful	0.00	0.12
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Marketing	0.00	-0.03
I see myself as sympathetic and warm.	0.00	0.08
I see myself as calm and emotionally stable.	0.00	0.07
I would best describe myself as..._Inspiringly Idealistic	-0.01	-0.03
Which of these best describes what motivates you to be a startup founder? Response: Money - have you seen how much top CEOs make?	-0.01	-0.12
I would best describe myself as..._Defiantly Decisive	-0.02	0.01
Which of these best describes what motivates you to be a startup founder? Response: Friends - I love meeting new people and getting paid to hang out with them	-0.02	-0.05
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fame	-0.04	-0.03
When it comes to a product, which do you consider to be the most important? "Engineering - how well the hardware and software is put together" rather than "Design - how it looks and feels to the user, and the quality of user interaction"	-0.04	-0.08
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Idea	-0.04	-0.08
I see myself as reserved and quiet.	-0.05	-0.22
When creating a product, I would be most likely to_Ask users what they want right at the beginning to figure out the vision, then create a quality product matching it before opening the product up to users.	-0.05	-0.04
I see myself as critical and quarrelsome.	-0.06	-0.11
I would best describe myself as..._Painstakingly Practical	-0.08	-0.12
I see myself as open to new experiences and complex.	-0.09	0.14
When creating a product, I would be most	-0.10	-0.11

likely to_Build a product that matches my vision of what needs to exist in the world, make it great, and then show it to customers to see if they will buy it.		
Which of these two statements describes you better? (lowest point on scale) "A. I know how to make something sound good, even if it's not", (highest point on scale) "B. I tell it like it is, I don't sugar-coat things"	-0.12	-0.07
I see myself as sometimes deceptive and devious.	-0.12	-0.17
Which of these two statements describes you better? (lowest point on scale) "A. If there's someone I want to meet, I will find a way to make it happen", (highest point on scale) 'B. I do my best to avoid using other people'	-0.16	-0.23

ROC AUC: 79.4% (on test set)

Additionally, here are the correlations for the responses that were dropped from the regression model (either due to the Lasso regression process deeming these variables not predictive, or due to us deciding that the given variable may be causally downstream of founding a startup):

Question / Response	Correlation
What is your highest level of past experience with personally *creating a product*?	0.39
How well do you think you'd do as a startup founder, right now?	0.33
How much experience do you have in *fundraising*?	0.31
How much experience do you have in *advertising, selling, or marketing products*?	0.34
How easy would it be for you to provide or raise $100,000 in seed funding for a startup?	0.35
I don't feel the need to come up with new solutions to a problem if the one I've used in the past was successful.	-0.07
I consider myself to be Straight-laced and polished rather than Quirky and eccentric	0.01
Ideally, the people I like to work with are Straight-laced and polished rather than Quirky and eccentric	-0.02
Which of these two statements describes you better? (lowest point on scale) "A. I'm not afraid to ask for what I need, regardless of whom I'm asking it of", (highest point on scale) "B. I'm careful not to make other people uncomfortable"	-0.19
I insist upon getting the respect that is due me.	-0.05
I feel highly driven to have enormous achievements during my lifetime.	0.17

When approaching problems, I tend to be better at solving problems quickly using tried and true methods	-0.13
Which of these two statements describes you better? (lowest point on scale) "A. It's easy for me to persuade people that I'm right", (highest point on scale) "B. I respect other people's perspectives"	-0.08
I believe my future is dictated far more by how I choose to behave than by luck or fate.	0.11
When handling a crisis situation... (lowest point on the scale) A. I take charge (highest point on the scale) B. I look to the others in the group to find out what they need from me.	-0.17
Which of these two statements describes you better? (lowest point on scale) A. Other people see me as humble' (highest point on scale) 'B. Other people see me as charismatic'	0.18
If I ruled the world it would be a better place.	0.07
Which of these two statements describes you better? (lowest point on scale) "A. It's easy to get people to like me", (highest point on scale) "B. It doesn't bother me what people think of me"]	-0.07
I believe I can achieve just about anything that I set my mind to.	0.20
When you've created something new, how often do you actively seek critical feedback from others about it?	0.10
I like to have authority over other people.	0.03
I have a strong need for autonomy and independence.	0.03

(2) Capital Raised – What are the main predictors of raising money?

Linear regression model with Lasso regularization

How we compute “capital raised”: the (natural) logarithm of the money raised (in USD), as reported by our users. If less than 100,000 USD were raised, we fall back to log(1) = 0.
We then standardized these values such that their mean was 0 and the standard deviation was 1.

Question / Response	Coefficient	Correlation
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Become an investor.	0.32	0.11
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Extensively research how to optimize my impact on the world.	0.29	0.05
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Make another billion dollars.	0.25	0.05

If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Donate to the charitable causes I'm most passionate about.	0.16	0.04
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_I don't know... ask me when I get there.	0.16	-0.05
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Impact	0.11	0.18
How old are you?	0.10	0.13
I see myself as conventional and uncreative.	0.07	-0.01
I handle myself very effectively in situations that others would find highly stressful.	0.06	0.15
I am a very proactive person who takes initiative.	0.05	0.17
I would best describe myself as..._Relentlessly Resourceful	0.05	0.12
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Retire and enjoy life!	0.04	-0.14
When it comes to a product, which do you consider to be the most important? "Engineering - how well the hardware and software is put together" rather than "Design - how it looks and feels to the user, and the quality of user interaction"	0.04	0.04
I see myself as extraverted and enthusiastic.	0.04	0.14
I would best describe myself as..._Defiantly Decisive	0.04	0.03
Do you have the technical skills to build a product in its entirety right now?	0.04	0.04
I see myself as calm and emotionally stable.	0.03	0.09
When creating a product, I would be most likely to_Ask users what they want right at the beginning to figure out the vision, then create a quality product matching it before opening the product up to users.	0.02	0.04
I see myself as critical and quarrelsome.	0.02	-0.04
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Money	0.02	0.02

When it comes to a new product, what do you consider to be the biggest factor of success? Response: Idea	0.02	0.01
I see myself as disorganized and careless.	0.02	-0.07
I see myself as sometimes deceptive and devious.	0.02	-0.06
I see myself as open to new experiences and complex.	0.01	0.10
When creating a product, I would be most likely to_Build a product that matches my vision of what needs to exist in the world, make it great, and then show it to customers to see if they will buy it.	0.00	-0.05
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Execution	0.00	0.07
I see myself as always honest and truthful.	0.00	0.06
I see myself as dependable and self-disciplined.	0.00	0.07
I would best describe myself as..._Inspiringly Idealistic	-0.01	-0.08
When creating a product, I would be most likely to_Quickly launch a very rough product based on what I predict would be valuable to people, then start to improve it based on how users react.	-0.01	-0.01
I see myself as sympathetic and warm.	-0.01	0.04
I see myself as anxious and easily upset.	-0.02	-0.12
What's the highest level of education that you've *completed*?	-0.02	0.03
I see myself as reserved and quiet.	-0.03	-0.12
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fame	-0.04	-0.06
Which of these two statements describes you better? (lowest point on scale) "A. It's easy to get people to like me", (highest point on scale) "B. It doesn't bother me what people think of me"]	-0.04	-0.05
I have a strong need for autonomy and independence.	-0.04	-0.04
I insist upon getting the respect that is due me.	-0.04	-0.05
I would best describe myself as..._Painstakingly Practical	-0.04	-0.09
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Marketing	-0.07	-0.08

Which of these two statements describes you better? (lowest point on scale) "A. If there's someone I want to meet, I will find a way to make it happen", (highest point on scale) 'B. I do my best to avoid using other people'	-0.08	-0.15
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fun	-0.10	-0.21

r²: 0.13, r: 0.37 (on test test)

Additionally, here are the correlations for the responses that were dropped from the regression model:

Question / Response	**Correlation**
How much experience do you have in *fundraising*?	0.48
How easy would it be for you to provide or raise $100,000 in seed funding for a startup?	0.34
When handling a crisis situation... (lowest point on the scale) A. I take charge (highest point on the scale) B. I look to the others in the group to find out what they need from me.	-0.03
I consider myself to be more of a..._Rule follower	0.01
I don't feel the need to come up with new solutions to a problem if the one I've used in the past was successful.	-0.02
How much experience do you have in *advertising, selling, or marketing products*?	0.18
I can usually talk my way out of anything.	0.08
I consider myself to be Straight-laced and polished rather than Quirky and eccentric	0.03
When approaching problems, I tend to be better at coming up with surprising new ideas and tactics	0.04
Ideally, the people I like to work with are Straight-laced and polished rather than Quirky and eccentric	0.02
When you've created something new, how often do you actively seek critical feedback from others about it?	0.10
Which of these two statements describes you better? (lowest point on scale) "A. I'm not afraid to ask for what I need, regardless of whom I'm asking it of", (highest point on scale) "B. I'm careful not to make other people uncomfortable"	-0.12
Which of these best describes what motivates you to be a startup founder? Response: Friends - I love meeting new people and getting paid to hang out with them	-0.01
If I ruled the world it would be a better place.	0.04

What is your highest level of past experience with personally *creating a product*?	0.08
I like to have authority over other people.	0.01
Which of these two statements describes you better? (lowest point on scale) A. Other people see me as humble' (highest point on scale) 'B. Other people see me as charismatic'	0.07
Which of these two statements describes you better? (lowest point on scale) "A. It's easy for me to persuade people that I'm right", (highest point on scale) "B. I respect other people's perspectives"	-0.04
I consider myself to be more of a..._Rule bender	0.00
Which of these best describes what motivates you to be a startup founder? Response: Passion - I'm driven to create and make change	0.09
When approaching problems, I tend to be better at solving problems quickly using tried and true methods	-0.04
Which of these best describes what motivates you to be a startup founder? Response: Money - have you seen how much top CEOs make?	-0.05
I believe I can achieve just about anything that I set my mind to.	0.10
I am willing to take large risks.	0.15
I consider myself to be more of a..._Rule breaker	-0.01
I believe my future is dictated far more by how I choose to behave than by luck or fate.	0.04
People might describe me as an "animal."	0.05
Which of these two statements describes you better? (lowest point on scale) "A. I know how to make something sound good, even if it's not", (highest point on scale) "B. I tell it like it is, I don't sugar-coat things"	-0.04
How well do you think you'd do as a startup founder, right now?	0.10
Which of these best describes what motivates you to be a startup founder? Response: Fame - I want to make waves and be remembered for something great	-0.08
I feel highly driven to have enormous achievements during my lifetime.	0.06

(3) Startup Success – What are the main predictors of startup success?

Linear regression model with Lasso regularization

We defined the “success” metric as a value between 0 and 20, logarithmically dependent on the valuation, sale price, or capital raised by the company:

- **Success = 0** if:
    - The founder **did not raise funds**, and
    - The company is **out of business**

- **Success ranges from 1 to 10** if:
  - The company is **out of business**, and
  - The founder **did raise funds**
  - Formula:

$$\text{Success} = 9 \times \frac{\log(\text{Valuation}) - \log(100{,}000)}{\log(2{,}000{,}000{,}000) - \log(100{,}000)} + 1$$

- **Success ranges from 11 to 20**
  - If the company was **sold**:
    - Use the sale price in the formula:

$$\text{Success} = 9 \times \frac{\log(\text{Sale Price}) - \log(100{,}000)}{\log(2{,}000{,}000{,}000) - \log(100{,}000)} + 11$$

  - If the company is **still operating** (with or without the founder):
    - Use the valuation in the formula:

$$\text{Success} = 9 \times \frac{\log(\text{Valuation}) - \log(100{,}000)}{\log(2{,}000{,}000{,}000) - \log(100{,}000)} + 11$$

  - If the founder is **still at the company**, and:
    - There is **no valuation**, but
    - There **is a record of capital raised**
    - Then use capital raised in the formula:

$$\text{Success} = 9 \times \frac{\log(\text{Capital Raised}) - \log(100{,}000)}{\log(2{,}000{,}000{,}000) - \log(100{,}000)} + 11$$

We then standardized these values such that their mean was 0 and the standard deviation was 1.

Question / Response	Coefficient	Correlation
I am willing to take large risks.	0.12	0.21
How old are you?	0.08	0.13
I am a very proactive person who takes initiative.	0.07	0.22
Do you have the technical skills to build a product in its entirety right now?	0.07	0.07
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Become an investor.	0.07	0.07
When you've created something new, how often do you actively seek critical feedback	0.06	0.14

from others about it?		
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Execution	0.06	0.11
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_I don't know... ask me when I get there.	0.04	0.02
I see myself as extraverted and enthusiastic.	0.04	0.17
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Make another billion dollars.	0.03	0.02
I see myself as always honest and truthful.	0.03	0.12
I see myself as conventional and uncreative.	0.03	-0.10
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Retire and enjoy life!	0.02	-0.03
What's the highest level of education that you've *completed*?	0.02	0.10
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Extensively research how to optimize my impact on the world.	0.02	0.00
If you made a billion dollars from your startup, which of these would you be *most likely* to do?_Donate to the charitable causes I'm most passionate about.	0.02	0.01
I see myself as calm and emotionally stable.	0.02	0.08
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Impact	0.01	0.08
I would best describe myself as..._Relentlessly Resourceful	0.00	0.10
I would best describe myself as..._Defiantly Decisive	0.00	0.01
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Money	0.00	0.02
When it comes to a new product, what do you consider to be the biggest factor of success? Response: Idea	0.00	-0.07
I see myself as sympathetic and warm.	0.00	0.06

When it comes to a new product, what do you consider to be the biggest factor of success? Response: Marketing	0.00	-0.07
I see myself as critical and quarrelsome.	-0.01	-0.08
I see myself as dependable and self-disciplined.	-0.01	0.11
I see myself as disorganized and careless.	-0.02	-0.14
I see myself as open to new experiences and complex.	-0.02	0.12
I see myself as reserved and quiet.	-0.03	-0.16
I see myself as anxious and easily upset.	-0.03	-0.17
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fun	-0.04	-0.06
If you were going to start a new company now, and you could choose what the result is *5 years in the future*, which of these outcomes would you truly choose? choice = Fame	-0.04	-0.08
I would best describe myself as..._Inspiringly Idealistic	-0.04	-0.06
I see myself as sometimes deceptive and devious.	-0.04	-0.14
I would best describe myself as..._Painstakingly Practical	-0.04	-0.08
Which of these two statements describes you better? (lowest point on scale) "A. I know how to make something sound good, even if it's not", (highest point on scale) "B. I tell it like it is, I don't sugar-coat things"	-0.05	-0.06
Which of these two statements describes you better? (lowest point on scale) "A. If there's someone I want to meet, I will find a way to make it happen", (highest point on scale) 'B. I do my best to avoid using other people'	-0.07	-0.17

r^2: 0.09, r: 0.30 (on test set)

Additionally, here are the correlations for the responses that were dropped from the regression model:

Question / Response	Correlation
How easy would it be for you to provide or raise $100,000 in seed funding for a startup?	0.36

How much experience do you have in *fundraising*?	0.32
How much experience do you have in *advertising, selling, or marketing products*?	0.19
How well do you think you'd do as a startup founder, right now?	0.19
What is your highest level of past experience with personally *creating a product*?	0.14
Which of these best describes what motivates you to be a startup founder? Response: Passion - I'm driven to create and make change	0.12
Ideally, the people I like to work with are Straight-laced and polished rather than Quirky and eccentric	0.00
I don't feel the need to come up with new solutions to a problem if the one I've used in the past was successful.	-0.04
When it comes to a product, which do you consider to be the most important? "Engineering - how well the hardware and software is put together" rather than "Design - how it looks and feels to the user, and the quality of user interaction"	-0.01
I consider myself to be more of a..._Rule bender	0.02
I insist upon getting the respect that is due me.	-0.03
When creating a product, I would be most likely to_Ask users what they want right at the beginning to figure out the vision, then create a quality product matching it before opening the product up to users.	0.01
When approaching problems, I tend to be better at solving problems quickly using tried and true methods	-0.05
I can usually talk my way out of anything.	0.08
I consider myself to be Straight-laced and polished rather than Quirky and eccentric	0.02
I handle myself very effectively in situations that others would find highly stressful.	0.17
I feel highly driven to have enormous achievements during my lifetime.	0.12
I consider myself to be more of a..._Rule follower	-0.06
When creating a product, I would be most likely to_Build a product that matches my vision of what needs to exist in the world, make it great, and then show it to customers to see if they will buy it.	-0.06
Which of these best describes what motivates you to be a startup founder? Response: Fame - I want to make waves and be remembered for something great	-0.06
Which of these two statements describes you better? (lowest point on scale) "A. It's easy for me to persuade people that I'm right", (highest point on scale) "B. I respect other people's perspectives"	-0.05
I believe my future is dictated far more by how I choose to behave than by luck or fate.	0.10
Which of these two statements describes you better? (lowest point on scale) "A. I'm not afraid to ask for what I need, regardless of whom I'm asking it of",	-0.16

(highest point on scale) "B. I'm careful not to make other people uncomfortable"	
Which of these best describes what motivates you to be a startup founder? Response: Money - have you seen how much top CEOs make?	-0.08
Which of these two statements describes you better? (lowest point on scale) "A. It's easy to get people to like me", (highest point on scale) "B. It doesn't bother me what people think of me"]	-0.05
If I ruled the world it would be a better place.	0.04
People might describe me as an "animal."	0.11
I believe I can achieve just about anything that I set my mind to.	0.15
Which of these best describes what motivates you to be a startup founder? Response: Friends - I love meeting new people and getting paid to hang out with them	-0.05
When approaching problems, I tend to be better at coming up with surprising new ideas and tactics	0.05
I like to have authority over other people.	0.00
When creating a product, I would be most likely to_Quickly launch a very rough product based on what I predict would be valuable to people, then start to improve it based on how users react.	0.03
Which of these two statements describes you better? (lowest point on scale) A. Other people see me as humble' (highest point on scale) 'B. Other people see me as charismatic'	0.08
I have a strong need for autonomy and independence.	0.00
When handling a crisis situation... (lowest point on the scale) A. I take charge (highest point on the scale) B. I look to the others in the group to find out what they need from me.	-0.12
I consider myself to be more of a..._Rule breaker	0.01