



The BOSI Assessment

**A breakthrough tool to study entrepreneurs and help them
grow their business**



What is BOSI?

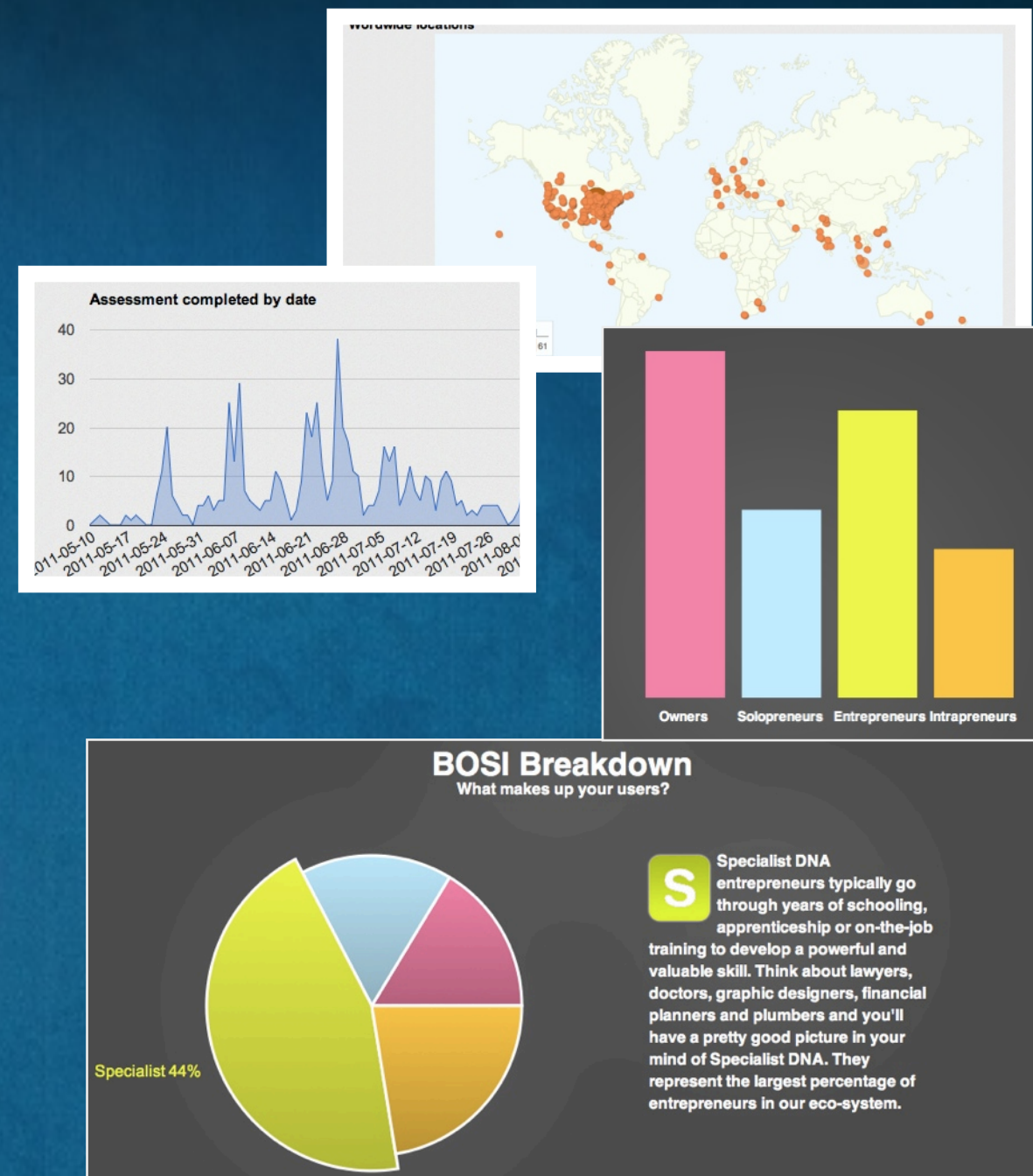
- **Online assessment generates one's unique Entrepreneurial DNA (BOSI Profile)**
- BOSI is a behavioral quadrant that segments individuals into four primary groups - Builder, Opportunist, Specialist and Innovator
- Each group has predisposed strengths, weaknesses, best practices and needs
- 3 years of R&D with thousands of entrepreneurs tested
- Based on the book Entrepreneurial DNA (McGraw Hill, 2011)



Basic: 10 questions, 5 minutes
Advanced: 25 questions, 12 minutes

How You Can Use The BOSI Assessment

- Have the **BOSI Assessment on your site**. Use it with students, alumni, exec. ed and consulting clients
- Get rich **data and analytics**
- Use data to conduct research and better serve entrepreneurs



What Entrepreneurs Gain From BOSI

- Understand predisposed tendencies
- **Reduce risk** by making better decisions
- Learn best practices for one's BOSI Profile
- **Build a stronger team** using BOSI tools (employee assessments, match algorithm, coursework)

The Assessment

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My ideal day would be spent:

In the role of CEO - raising capital, handling investor relations, working with my executive team, dealing with any complex legal matters, building corporate strategy and ensuring it is executed flawlessly across all business units.

Making money in my pajamas or sitting on a beach sipping a mai-tai knowing that my hard work for the past few years has paid off big time.

Working with happy clients who enjoy the products/services we deliver to them.

Doing product development and creative work knowing that someone trustworthy is running my company for me.

Proprietary process identifies how each user is wired and tends to act

"The typical day for the entrepreneur is spent putting out fires - so where's our government pension plan?"



The Report

Each user gets a comprehensive free report

test1, thank you for taking the BOSI Profile Assessment

This is a high-level overview of your entrepreneurial DNA. You can [download a free printable version](#) or just bookmark this page and return to it later.

Predisposed Strengths

- Strategic planning and problem solving
- Designing systems for scalable growth
- Recruiting investors, partners, employees and customers

Built-in weaknesses

- Being patient with employees and their mistakes
- Keeping top manager loyal for the long-term
- Turning "off" your business mind (work-life balance)



B

Builder



O

Opportunist

Opportunist is the part of you that is optimistic, open minded and success focused. The higher this DNA is in you, the more your desire to "get rich as fast as possible". The key weaknesses of this DNA is that it drives impulsive decision making and tends to get distracted by new money making opportunities.

Common Traits for those who share your DNA

- A desire to juggle multiple ventures/income opportunities.
- A strong aptitude for business development/sales.
- Multi-million to multi-billion dollar business size.

Red Lights (watch out if...)

- High turnover of sales people.
- Following the "I'll do it myself" approach to fixing problems.
- Fractured or strained relationships with close friends and family.

Green Lights (congrats if...)

- You spend a majority of your time overseeing business development activities for the company.
- You have a marketing advisory with Innovator DNA helping you create breakthrough lead gen strategy.
- You are the face/voice of your company to staff, investors and customers.