

# How Investors, Founders, and Coaches Use the TeamDNA™ Report

**TeamDNA™ turns team data into faster alignment, better diligence, and more effective coaching—without adding friction.**

## Step 1: See the Team at a Glance

Users begin with the **Team Trait Radar Chart**, which compares the founding team's collective traits against patterns observed in successful startups. This visual highlights areas of **strength, balance, and potential risk**—creating immediate, shared context without requiring psychometric expertise.

### Why this matters

- Fast alignment across stakeholders
- Less reliance on gut feel alone
- Clear visibility into execution risk

## Step 2: Identify the Key Team Themes

Rather than focusing on individual scores, TeamDNA™ helps users spot **patterns across the team**—how traits combine, reinforce, or conflict. These patterns often explain why teams accelerate or stall.

### Why this matters

- Moves conversations from data to insight
- Surfaces root causes, not symptoms
- Sharpens diligence and mentoring focus

## Step 3: Translate Data into Clear Insights

Key patterns are distilled into a concise **Team Insight Summary**, written in plain language and designed for practical use. Investors use it to focus diligence. Founders use it to strengthen readiness. Coaches use it to guide mentoring.



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**Why this matters**

- Improves diligence productivity
- Reduces noise and debate
- Creates a shared understanding quickly

**Step 4: Turn Insight into Action**

Each report includes **practical coaching and action implications**, such as:

- Role adjustments
- Mentoring priorities
- Hiring focus areas

Over time, TeamDNA™ can also be used to observe **learning, growth, and readiness at key inflection points**.

**Why this matters**

- More targeted coaching
- Better post-investment execution
- Measurable progress

**One Tool. Shared Understanding. Better Outcomes.**

TeamDNA™ is **not** a pass/fail test, a personality quiz, or a black box.

It's a concise, founder-friendly profile that helps teams and investors get to the *right conversations faster*—and act on them with confidence.

👉 [View a sample elements of a TeamDNA™ profile](#)

👉 [Open the TeamDNA™ FAQ page.](#)



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