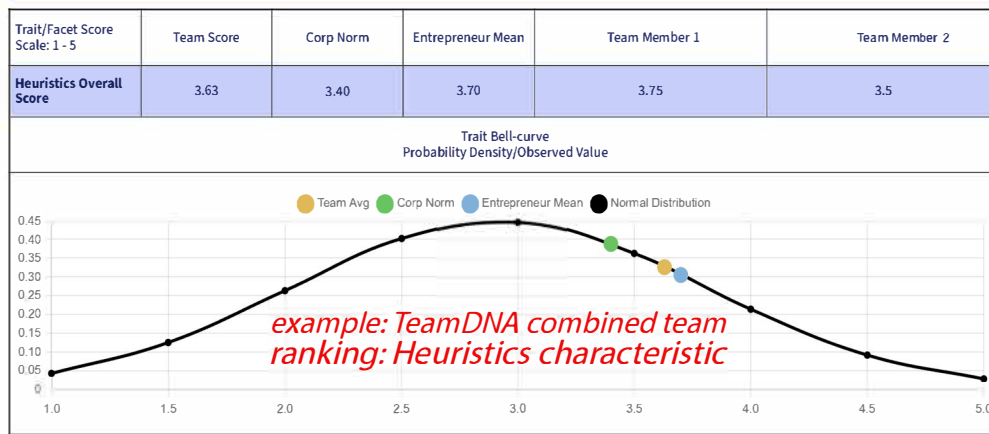


Heuristics

Higher scores are indicative of a more favorable outcome.



Heuristics refer to cognitive shortcuts and decision-making efficiency, helping individuals quickly assess situations, identify patterns, and act decisively. In corporate environments, professionals rely on heuristics for strategic planning, risk assessment, and problem-solving within structured frameworks. Their moderate heuristic reliance (3.40) reflects a balance between data-driven decision-making and intuitive judgment, as corporations prioritize analysis, process adherence, and risk mitigation over rapid decision-making.

Entrepreneurs, however, exhibit a higher heuristic reliance (3.70) due to the fast-paced nature of startups. With limited time and resources, they must make quick, high-impact decisions under uncertainty, relying on experience, pattern recognition, and intuition. This allows for agility and innovation, but also increases susceptibility to biases and overconfidence.

Investors should recognize that higher heuristic scores in founders indicate decisiveness and adaptability, while lower scores may suggest a more cautious, methodical approach that could slow execution but reduce impulsive risks.

Team DNA™ Trait Score Comparisons

example : Team Profile all members /all heuristics

This chart displays your Team Average scores as a percentage of the Entrepreneurial Mean. The dotted line represents the benchmark at 100%.

