



Which type of founder are you?

Rational decision-maker or passionate team player? With our self-test, you will find out which founder profile fits you best. If multiple answers apply to you, choose the one that most aptly describes you. It is not possible to choose more than one answer.

1. My main motivation for founding a company is ...

- to earn my livelihood
- to continue family tradition
- to get rich
- to make the world a better place

2. Now is exactly the right time for me to become self-employed because ...

- I can start off with a company that already exists
- I have an idea and I am convinced it will be successful
- I prefer to be my own boss
- I have always wanted to be self-employed

3. My environment and my family ...

- encourage me to pursue self-employment
- are best kept out of my entrepreneurial activities
- help me keep a healthy work-life balance
- support me so that I am free to do my job

4. I make decisions best ...

- on the basis of my gut feeling
- together with my team
- after weighing up the most important factors
- based on the situation – sometimes by gut feeling, sometimes rationally

5. For me and my self-employment, my highest priority is ...

- the added value my company creates for society
- the satisfaction of my employees
- my company's profits
- my own satisfaction

6. If I want to be sure that something is done to my satisfaction ...

- I do it myself
- I entrust the task to my best employee
- I get feedback from those around me
- I do it as I always have

7. Operational regulations and clear internal processes ...

- are not necessary when you have trustworthy employees
- help to reduce costs and optimize earnings
- only generate additional costs
- are part of any serious business

8. I see my (future) employees as ...

- friends and/or family
- business partners
- employees
- necessary helpers

9. To increase my company's profits, I would ...

- optimize processes and increase efficiency
- grow the company and open additional locations
- work more myself
- rely on proven concepts

10. From an entrepreneurial perspective, I associate digitalization with the following:

- a necessary evil
- exciting opportunities for the future
- great potential to optimize and streamline
- little in the way of added value

11. How would I describe my attitude to challenges and problems in the day-to-day running of the company?

- I try to look ahead and avoid them
- I solve them when it becomes necessary
- I see them as an opportunity to advance, both personally and for my company
- I believe they are easy to overcome with the right team

12. An investor wants to buy shares in my company. How do I react to the offer?

- I accept it because it will help my company grow
- I accept it so that I can make a good profit
- I reject it because I want to maintain sole control over my company
- I reject it because I don't see any need for it

13. If everything goes according to plan, in five years my company ...

- will be sold at a profit to investors
- will guarantee my livelihood, worry-free
- will have grown significantly
- will be like a second family to me

14. If I had to declare bankruptcy with my company in five years, ...

- I would look for an employed position again
- I would start a new project
- I would start the same business again
- I don't want to think about it

Analysis

Your founder type: _____

Done. With our self-test for the self-employed, you have found out more about important traits of successful founders. Now find out what characteristics are associated with your founder type:

Ambitious entrepreneur

You want to achieve something big and are prepared to invest a lot to do so. You bring numerous qualities to the table that are needed for a company to be successful. Short-term gains are less important to you than the long-term success of your idea. You know that you can't do everything yourself if you want your company to keep growing. You are open to developments and opportunities that arise for you as an entrepreneur. Since you primarily think in terms of opportunities, you tend to ignore risks.

Every third founder has the same profile as you.

Rational businesswoman / rational businessman

You have the profile of a CEO. You are always looking for ways to improve and be more efficient – preferably through new technologies or automated processes. You think and act in a benefit-and-opportunity-oriented manner. You make business decisions rationally and weigh up all the key factors. It is important to you that all the major decisions cross your desk – even though you are good at delegating. You have a healthy distance to your business and see it as a project or investment opportunity. You like to hedge against unpredictable risks.

Every third founder has the same profile as you.

Pragmatic doer

You love to roll up your sleeves and get things done. Your wish to be your own boss is within your reach. You understand your line of work and can rely on your skills. You prefer to bear entrepreneurial responsibility yourself. Company growth is not your highest priority. Major investments in IT infrastructure and hiring new employees are also not at the top of your to-do list. For you, it's important that your business runs undisturbed.

Every tenth founder has the same profile as you.

Passionate team player

Your company is a labor of love for you in which you invest blood, sweat, and tears. You see yourself as the central interface in a "family" business. It is important to you to work professionally, maintain your good reputation, and offer your employees security. You don't rely on every trend and the latest hype, but rather on the tried-and-tested. Healthy growth and the maximization of profits are welcome – but not your highest priority for your self-employment.

Every fourth founder has the same profile as you.

Ready to become self-employed? You can find more information at [AXA.ch/found-company](https://www.axa.ch/found-company)

How to manually interpret your self-test:

The table shows per question which responses match each founder profile most closely. The type that you picked most frequently through all the questions corresponds to your self-test result.

	Question														Answer
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
a)	PD	PT	PT	PD	AE	RB	PT	PT	RB	PT	RB	AE	RB	PD	
b)	PT	AE	RB	PT	PT	AE	RB	AE	AE	AE	PD	RB	PD	RB	
c)	RB	PD	AE	RB	RB	PT	PD	RB	PD	RB	AE	PT	AE	PT	
d)	AE	RB	PD	AE	PD	PD	AE	PD	PT	PD	PT	PD	PT	AE	

Abbreviation	Founder type
PD	Pragmatic doer
PT	Passionate team player
AE	Ambitious entrepreneur
RB	Rational businesswoman / rational businessman

Additional information on using this self-test:

- This self-test is not a substitute for professional advice regarding founding a company.
- It is for information and entertainment purposes only and is intended for your personal use (and not to assess others, for example). It has not been made available for any other purpose.
- We accept no liability for decisions you take based on the content provided.
- The information on the frequency of the profiles is based on the results of internal market research of the AXA Group.