

Entrepreneurial Failure Risk Report

INTRODUCTION

Dina, entrepreneurship is an inherently challenging journey, and understanding failure risk can provide you with valuable insight into areas for growth and resilience. Research has linked certain behaviors and traits to entrepreneurial success. By analyzing data from three primary domains—Emotional (what you feel), Cognitive (what you think), and Behavioral (What you do)—we can gain a comprehensive picture of factors influencing your entrepreneurial performance, such as motivation, mindset, and action orientation.

In this beta-version report, we explore a few specific traits that may signal a greater risk to your entrepreneurial success. For instance, emotional traits like enthusiasm or distress can shape emotional resilience, while cognitive traits like curiosity influence strategic thinking. Behavioral factors, such as risk attitude, reveal how you might approach and respond to uncertainty. ***Note that this report is still in the research phase and you are helping us refine and pinpoint entrepreneurial risk areas. Thank you!***

By identifying areas of high risk and equipping you with actionable insights, this analysis can help you become more aware of blind spots and proactively address potential challenges, ensuring a more direct pathway to success.

RESULTS SUMMARY

1. PERSONALITY

Openness	Low	Medium	High
Conscientiousness	Low	Medium	High
Extraversion	Low	Medium	High
Agreeableness	Low	Medium	High
Stress Sensitivity	Low	Medium	High

2. AFFECT

Net Affect	Low	Medium	High
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3. COGNITIVE TRAITS

Self Efficacy	Low	Medium	High
Present Bias	Low	Medium	High
Loss Aversion	Low	Medium	High
Being	Low	Medium	High

4. BEHAVIORAL TRAITS

Risk Attitude	Low	Medium	High
Action Bias	Low	Medium	High
Doing	Low	Medium	High
Oscillation	Low	Medium	High

5. FAILURE RISK

Failure Mode	Failure To Dream	Failure to Launch	Failure to Learn	Failure To Grow	Failure to Enjoy	Failure to Exit
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BEHIND THE SCENES

This report utilizes a data-driven approach to assess entrepreneurial failure risk across three primary domains: Affective, Cognitive, and Behavioral. Using a combination of self-reported surveys, established psychological scales (e.g., the OCEAN Personality Framework and General Self-Efficacy Scale), and domain-specific assessments of risk factors, we gathered quantitative data on traits that influence entrepreneurial success. Each trait within these domains was scored and analyzed to determine potential risks and areas of resilience. The analysis combines statistical measures to produce a profile that highlights an individual's unique strengths and potential challenges, providing a personalized and strategic assessment for entrepreneurial growth.

DETAILED REPORT

1. PERSONALITY: Personality in entrepreneurship refers to the generally hard-wired traits and behavioral tendencies that shape how you approaches risk, decision-making, leadership, and problem-solving in your venture."

Openness: Reflects your curiosity, creativity, and preference for novelty and variety.

Low	Medium	High
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Wave Rider: You're a mix of grounded and imaginative—rooted in routine yet inspired by new experiences. You find joy in connecting with different people and perspectives, but you also appreciate structure and stability. This balance makes you adaptable, allowing you to navigate change without losing your footing.

To keep your creativity sharp while maintaining focus, try introducing counter-cyclical activities—something different from your usual rhythm—to spark fresh ideas. Setting short-term creative goals within your projects can help, especially if you commit to them verbally with an accountability partner. A little bit of novelty can go a long way in keeping your mind engaged and your efficiency high.

Conscientiousness: Measures your degree of organization, dependability, and work ethic.

Low	Medium	High
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The Free Spirit: You're always the first person to propose the most spontaneous plan in the group—and most likely the one making sure everyone has a great time! But do you ever find yourself struggling to follow through on long-term goals, like finally committing to reading for 30 minutes a day?

Taking a simple pause before jumping into an impulsive decision (like convincing yourself that gadget is a must-have for your business!) can make a big difference. Try something as simple as a 10-second countdown before committing to anything new—it helps put things into perspective before enthusiasm takes over.

Extraversion: Reflects how outgoing, energetic, and sociable you are.

Low	Medium	High
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The Balanced Connector: You value moments of quiet reflection but also know how to show up for people when it counts. You easily adapt to different circumstances and

personality types, making it effortless to build and maintain relationships. But do you ever catch yourself leaning too much on external feedback when making decisions? Or finding it difficult to sustain engagement with others for extended periods?

A structured approach could help. Identify the specific collaboration needs of those around you so that your interactions stay purposeful and energizing rather than draining. Also, try engaging with your network beyond the initial connection—deepening relationships with a select group of trusted peers could help you create a strong support system you can rely on in the future.

Agreeableness: Assesses your kindness, empathy, and cooperative nature.

Low	Medium	High
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The Independent Thinker: People often look up to you for having a mind of your own. Your ability to critically evaluate an argument and assertively negotiate complex situations only adds to this! You're not one to follow the crowd, and your confidence in your opinions is admirable. However, do you find yourself unable to end a conversation without having the last word? Even when your intentions are good, this can sometimes come across as inflexible or overly critical.

Try reframing feedback as an "I" statement to express concerns constructively without sounding confrontational. Engaging in active listening and empathy exercises can also be helpful. Ask yourself questions like, "How might this situation look from their point of view? What nuances might I be missing?" The goal isn't to back down—it's to ensure your ideas are heard without pushing others away.

Stress Sensitivity: Measures your emotional reactivity and inclination towards stress, anxiety, and mood swings.

Low	Medium	High
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The Calm Strategist: Your calm, strategic thinking has saved the day more than once. You have a knack for spotting risks early and navigating tough situations with logic and foresight. But do you ever catch yourself getting stuck in over-analysis or struggling to switch off? Do you sometimes wonder if your measured approach can come across as too detached?

To keep your emotional balance in check, try simple mindfulness techniques—counting down before reacting, sleeping on a big decision, or even journaling alternate ways a past situation could have unfolded. These small shifts can help you stay as thoughtful as ever—without overburdening yourself with unnecessary worry.

2. AFFECT: Your immediate emotions (e.g., excitement, fear, frustration) and long-term mood states (e.g., optimism, burnout, resilience) that shape how you perceive opportunities, handle setbacks, and interact with stakeholders.

NET AFFECT: the balance of positive and negative emotions influencing your overall ability to navigate the challenges of building a business.

Low	Medium	High
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Thriving in the Sunshine: You naturally lean toward optimism, and that's a powerful asset in entrepreneurship. Your emotional resilience fuels creativity, momentum, and a proactive mindset—qualities that inspire both yourself and those around you.

That said, even bright skies can hide approaching storms. While it’s great to focus on the positive, don’t let potential risks or challenges catch you off guard. Every so often, take a step back and assess what obstacles might be lurking ahead and how you’d handle them. And if tough emotions do show up? Let yourself feel them—acknowledge, process, release. It’s all part of the journey.

3. COGNITIVE TRAITS: Mental processes and patterns that influence how you perceive, analyze, and respond to challenges, shaping your ability to navigate uncertainty and drive business success.

Self-efficacy: Your belief in your ability to successfully navigate challenges, make decisions, and execute actions that drive business success. It influences your risk-taking, adaptability, and persistence in the face of uncertainty.

Low	Medium	High
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Steady Hands, Ready Moves: You take your time thinking things through, but when it’s go-time, you’re ready. You’re steady in the face of uncertainty and know when to act—but do you always know when to pause? Striking that balance between action and rest is key to maintaining your long-term effectiveness.

A simple habit: Reflect on past decisions. When did taking action feel right? When did you push through when your body or mind needed a break? Regular self-audits help you fine-tune this balance. And don’t go at it alone—loop in trusted mentors and peers. Their perspective can highlight blind spots and offer insights you might have missed.

Present Bias: Your tendency to prioritize immediate rewards over long-term benefits.

Low	Medium	High
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Balancing the Present and Future: You know how to walk the line between celebrating now and planning ahead. You recognize the power of small wins to keep the team energized while staying focused on the bigger picture. This ability to switch gears helps your venture stay adaptable and thriving.

That said, even the best balancers can tilt too far in one direction. Are there times when you lean a little too much into the now? Or maybe you get so caught up in long-term strategy that immediate opportunities pass you by? Keep checking in. A simple habit: after every major decision, ask yourself, “Am I serving both present motivation and future success?” If the answer leans too far one way, adjust accordingly.

Loss Aversion: Your tendency to avoid losses rather than seek equivalent gains.

Low	Medium	High
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Risk-Aware & Cautious: You prefer to protect what you’ve built rather than gamble on uncertain rewards. Your careful, measured approach helps you avoid unnecessary pitfalls, keeping your venture stable and secure. This mindset is a valuable asset—it prevents reckless moves and ensures long-term sustainability.

But here’s the question: Is your caution keeping you from the kind of growth that requires stepping into the unknown? If risk makes you hesitate, try reframing it as an experiment, not a gamble. Instead of an all-or-nothing mindset, ask: “What’s one small step I can take to test this idea without major downside?” Thoughtful, controlled risks can be the bridge between stability and expansion.

Being: Your capacity for self-awareness, emotional regulation, and alignment with purpose.

Low	Medium	High
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Cultivating Emotional Strength: You show moderate strength in emotional regulation, personal alignment, and social sensitivity. You can manage emotions and relationships effectively, but there’s always room to sharpen these skills. Consider practicing emotional reappraisal—when setbacks arise, how can you reframe them to fuel growth rather than frustration? Building deeper self-awareness and intentional responses will help you navigate challenges with even greater clarity and confidence.

4. BEHAVIORAL TRAITS: Actions and habits that influence how you operate, lead, and respond to challenges, shaping your ability to execute ideas, build teams, and sustain business growth.

Risk Attitude: Your willingness to embrace uncertainty and take risks.

Low	Medium	High
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The Bold Innovator: You’re the one chasing moonshots, turning wild ideas into reality while others hesitate. Your appetite for risk fuels innovation, pushing boundaries and opening doors that others wouldn’t dare approach.

But could your focus on the next big leap sometimes mean missing a near-certain win? High-risk thinking is a superpower, but even visionaries need a safety net. Try building a simple stopgap—something that forces a brief pause before a major decision. Whether it’s a 24-hour delay, a trusted advisor’s gut check, or a quick back-of-the-napkin scenario analysis, this small buffer could help you secure both the big breakthroughs and the guaranteed wins along the way.

Action Bias: Your tendency to act quickly rather than delay for further analysis or planning.

Low	Medium	High
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The Precision Thinker: You like to take your time, gathering information and weighing your options before making a move. This careful approach helps you avoid hasty decisions and minimizes unnecessary risks. But here’s the question—are you ever caught waiting for perfect conditions that never actually arrive?

Perfection is a moving target. Sometimes, action itself is the missing piece. Try experimenting with low-stakes decisions—small steps that move you forward without requiring absolute certainty. Think of it as testing the waters instead of waiting for the tide to be just right.

Doing: Your drive to take action, execute decisions, and persist in overcoming challenges.

Low	Medium	High
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Steady Pathfinder: You take initiative and are willing to act, but there are times when caution or hesitation slows your response to challenges. This balance allows for thoughtful decision-making, but it may also cause you to miss time-sensitive opportunities. Strengthen your skills by experimenting with structured decision-making—set clear criteria for when to act versus when to pause. And when plans don’t go as expected? Stay agile by testing alternative approaches rather than stalling.

Oscillation: Your ability to balance reflection with action with emotional regulation.

Low	Medium	High
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Strengthening Transitions: You handle the push and pull between planning and action relatively well but may occasionally struggle to find the right balance. Some situations require fast execution, while others demand patience and strategy—the challenge is knowing which is which. Strengthen your adaptability by practicing intentional reflection—set aside time to assess decisions in ambiguous situations. And don’t just reflect—turn insights into action plans that refine your approach moving forward.

5. FAILURE RISK: This section highlights specific patterns or traits that may increase your likelihood of entrepreneurial failure. Understanding these failure modes can help you proactively mitigate risks. Note that this section is still in Beta and is improving regularly.

Likely Failure Mode

Failure To Dream	Failure to Launch	Failure to Learn	Failure To Grow	Failure to Enjoy	Failure to Exit
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The Progress Illusion: You might be so focused on moving forward and gaining traction that you’re overlooking the power of the pause. Reflection isn’t a slowdown—it’s an accelerant. If you’re unclear on how to leverage your skills or resources, hesitant to ask for help, or reluctant to incorporate feedback that challenges your perspective, you might be missing critical opportunities for growth. Sometimes, pride, ego, or attachment to a set plan can make it difficult to adapt. Resistance to change can feel like control, but in reality, it may be keeping you stuck.

The key? Intentional self-inquiry. Pause and ask:

- What am I missing here?
- What do I need to learn more about?
- Who can offer valuable insight that I haven't considered?
- What’s not working, and how do I need to adjust?

Learning isn't just about acquiring new knowledge—it’s about having the flexibility to apply it. Enlist trusted collaborators, invite diverse perspectives, and commit to listening with openness and curiosity. And then, check in with yourself: How much of my resistance is tied to ego? Am I holding on to a plan just because it’s mine? True growth comes from challenging yourself to be more adaptable, more self-aware, and more willing to evolve—because the best entrepreneurs aren’t just those who move fast, but those who learn fast.

Possible Entrepreneurial Failure Risk

Skipping Reflection For Execution: Research from CB Insights shows that 42% of startups fail due to lack of market need, often because founders resist adapting when their initial approach isn’t working. Additionally, a study in the Journal of Business Venturing found that entrepreneurs who engage in regular reflection have significantly higher success rates—yet many skip this critical step. In the rush to scale, it’s easy to stay locked in execution mode, focusing on the next move instead of analyzing what’s working (or not). Without reflection, inefficiencies compound, mistakes repeat, and opportunities for growth go unnoticed.

In the rush of execution, it's easy to ignore feedback and repeat mistakes. Failing to pause and reflect can lead to:

- Missed Signals from the Market – Customers may be engaging differently than expected, but without learning from real-world usage, adjustments are slow or nonexistent.
- Inefficiencies That Scale – Small issues left unchecked can grow into major operational or strategic roadblocks.
- Fixation on the Original Plan – Some founders double down on a failing approach instead of adapting to new insights.

The best entrepreneurs don't just execute—they learn in motion. Every setback or unexpected result is data that can drive better decisions. To build a learning-driven mindset:

- Create Intentional Reflection Moments – After key decisions or product launches, ask: What worked? What didn't? What should we do differently next time?
- Seek Feedback from Outside Your Bubble – Customers, advisors, and even competitors can offer fresh insights that challenge blind spots.
- Track Patterns in Successes & Failures – Identifying recurring trends early can help you adjust before minor missteps become major obstacles.

Reflection isn't about slowing down—it's about making smarter, more strategic moves. Growth isn't just about speed; it's about learning fast enough to adapt and improve at every stage.

NEXT STEPS:

Congratulate Yourself

Thank you for participating in this research and helping us refine the Entrepreneurial Failure Risk Index (EFRI). You've made a contribution to science and to entrepreneurship!

Reflect on Your Insights

Your results highlight key traits and tendencies that shape how you navigate entrepreneurship—take a moment to reflect on the insights that resonated most with you. Consider how these traits impact your approach to risk, decision-making, and resilience. Identifying the patterns that support or hinder your success can be a powerful step toward growth. Use this awareness to strengthen your entrepreneurial journey.

Get Personalized Guidance

If you'd like deeper insights, [book a 1:1 session](#) with a live coach to decode your results and explore actionable strategies tailored to you.

Stay Connected for Future Updates

Come back and track your progress by taking the assessment again in 6 months OR stay on our mailing list for updates as we refine the EFRI into a more powerful tool. Your feedback is invaluable, and we look forward to supporting you as you build and grow!

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