

The GEW-BOSI Assessment

What's this all about?



What is BOSI?

A behavioral quadrant that segments entrepreneurs into four primary DNA groups - Builder, Opportunist, Specialist and Innovator.

Each group has distinct strengths, weaknesses, buying patterns and needs.

Subject of over 2 1/2 years of R&D with thousands of entrepreneurs participating.

5 minute **BOSI Assessment** generates each entrepreneur's unique BOSI Profile.



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.

This patent-pending process identifies how each individual is wired

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



The Report

Each individual 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 book mark 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)



Builder



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...)

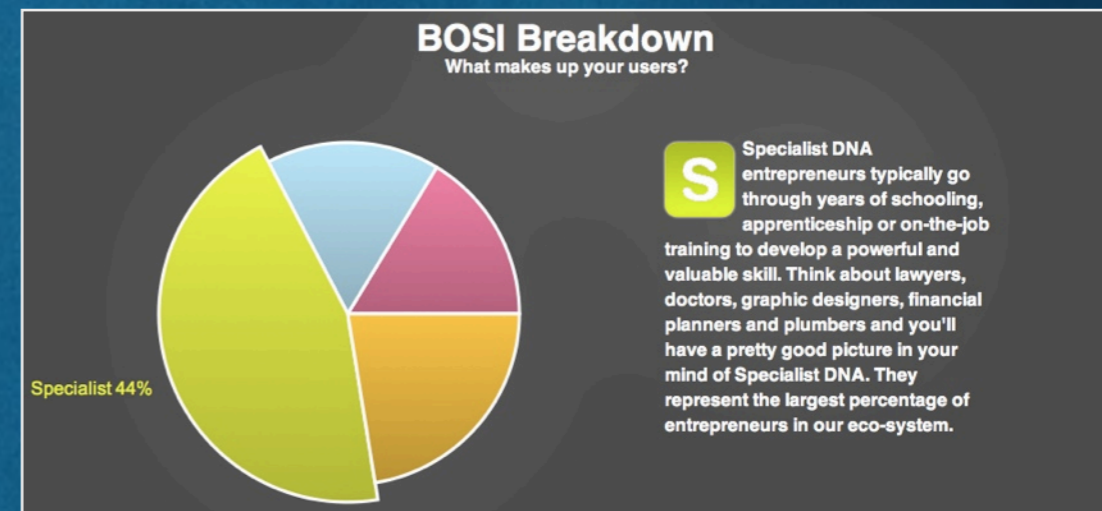
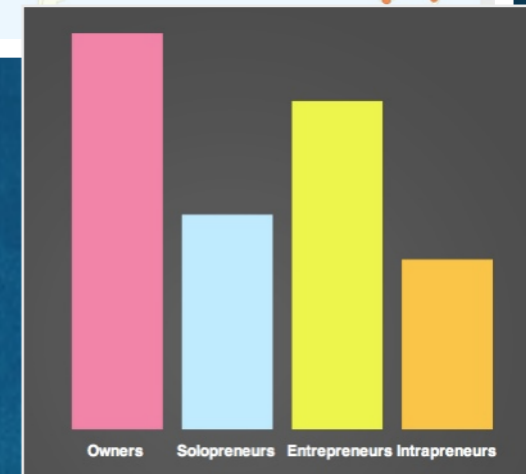
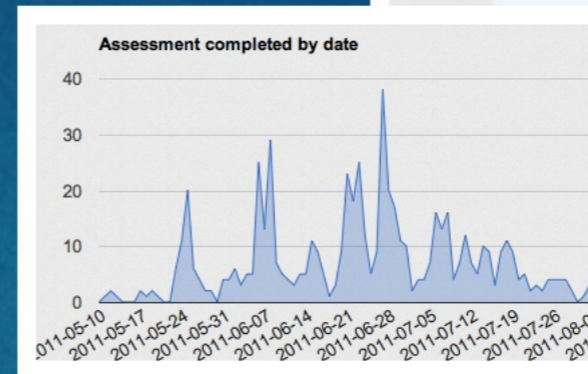
- You spend a majority of your time overseeing business development activities for the company.
- You have a marketing advisory with Innovator DNA helping you create breakthrough lead gen strategy.
- You are the face/voice of your company to staff, investors and customers.

Top Recommendations from BOSI

- Make sure you are part of a peer-to-peer advisory group for strategic insight and accountability.
- Consider a high performance leadership coach for yourself.

How it works

- Use one of our many **free tools** to promote the BOSI Assessment via email, website banner and blog post to your audience
- As individuals complete the assessment, you get rich **data and analytics** about the audience
- Your organization will be **featured in the study** we release after **GEW**



What's in it for you?

- A **value-added** tool for your entrepreneur audience
- Be **part of our global initiative** to study entrepreneurial behavior
- Get **more engagement at your event** as entrepreneurs share their DNA with each other and collaborate
- Get rich **insight into behavior** of your audience with free analytics
- **Global exposure** of your venture as a featured partner even after GEW is done
- Access **community** with complimentary ventures to **share best practices** and do joint ventures after GEW

What's in it for us?

- We continue our study of entrepreneurial behavior with a **growing data set**
- BOSI will be opening up a free community for organizations like yours that support the entrepreneur. We get to **bring you into that growing community**

Getting Started

- 1. Visit bosidna.com/gew for free registration**
- 2. Select the assessment tools (widget, custom link, QR code) ideal for you**
- 3. Add the QR code to your event materials. Include the custom link in your email campaigns and put the assessment widget on your home page**

Contact

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