



The hardest thing a potential investor has to do is to **estimate the level of future return** an investment in a start-up will reach. There are many potential investments, but how do you know which companies are just right? Due diligence will only get you so far. What about the actual doing? The selling, the work to get clients on board? **Wouldn't it be great** to know BEFORE investing whether the product will actually sell in the market?

Entrepreneurial passion does not always equate to a passion for sales. Some individuals have the personality and know-how needed to successfully drive a product or solution to its completion. This does not always mean that the same persons can then translate such success into the customer's language. **Wouldn't it be great** to have someone who identifies with the product, is versed in the language of the customer and has a network of potential clients around the world to reach out to immediately?



Nowhere does the success of a company depend to such an extent on the CEO's personality, as with a start-up. Drive, creativity, IQ and emotional intelligence determine how **willing and able the CEO is to succeed.** A quick and advanced method is needed to measure just how well success criteria are met. **Wouldn't it be great** to be able to have access to the premier tool for determining an individual's likelihood to succeed in business?

Our sales expertise and long-standing experience in working with all kinds of companies increases the value of your financial due diligence when analysing potential investments.

Quickly find out whether the investment you are planning can meet expectations in the real world. Send us into the companies in question and allow us to test the sales readiness of the product.

Get a robust assessment of your target's directors with our exclusive use of Red Bull Wingfinder, the most advanced personality assessment on the market.

