



Communication & Collaboration



Creativity & Innovation



Critical Thinking & Problem Solving



Future Orientation



Opportunity Recognition



Comfort with Risk

## Category 1: Investigators

Investigators have a talent for thinking objectively, evaluating and analyzing opportunities, and discovering new solutions to customer pain points. Need to think through a complicated process? Need an objective opinion? Ask the investigator.



Jordi Muñoz  
3D Robotics

**MASTER PLANNER**



**Master Planners** use their keen analytical skills to anticipate and reduce risk in order to achieve long-term success.



Alexandr Wang  
Scale AI

**ARCHITECT**



**Architects** use their analytical lens to see past established barriers and ways of doing things to anticipate and reduce risk along the pathway to success.



Lori Greiner  
"Queen of QVC"

**AMBASSADOR**



**Ambassadors** know how to ask the right questions and work with others to create a plan to anticipate and reduce risk to achieve success.



Jessica O. Matthews  
Uncharted Power

**VOYAGER**



**Voyagers** see beyond the norm to find ways to solve customer pain points, even when it means setting and pursuing long-term goals to achieve success.



Sheila Marcelo  
Care.com

**DEFENDER**



**Defenders** see the world through a solution-oriented lens. They can set long-term goals and communicate their vision with others to keep the vision over time.



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## Category 2: Adventurers

Adventurers carry a number of talents and skills in their entrepreneurial tool kit to take a product or service through the journey from idea to success in the marketplace. Some adventurers are innovators and some are great advocates of innovative ideas.



Tristan Walker  
Walker & Co. Brands

**PROMOTER**



**Promoters** see through barriers to generate powerful ideas. They have more than ideas, however; they have the analytical skills to manage risk along the path to success.



Melanie Perkins  
Canva

**STAR GAZER**



**Star Gazers** see great opportunities and have the patience and grit to make them succeed over time. They manage risk and are willing to make sacrifices for long-term gain.



Shiza Shahid  
Malala Fund

**VISIONARY**



**Visionaries** have the skills to manage risk along the way to long-term success. They excel at communicating and collaborating with others to keep the vision over time.



Boyan Slat  
The Ocean Cleanup

**DISRUPTOR**



**Disruptors** combine a powerful blend of creative and analytical skills to deliver innovative solutions to customer pain points, even when it means pursuing long-term goals to succeed.



Jasmine Crowe-Houston  
Goodr

**CONQUEROR**



**Conquerors** see golden opportunities and know how to ask the right questions and use teamwork to overcome any obstacles along the road to success.



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## Category 3: Navigators

Like Adventurers, Navigators use a range of talents and skills to successfully chart their entrepreneurial journey. They spot opportunities, find innovative ways to capitalize on them, and have what it takes to create buy-in with stakeholders.



Iddris Sandu  
Spatial Labs

**TRAIL BLAZER**



**Trail Blazers** see great opportunities and use their creative and analytical skills to develop innovative products and services that capitalize on those opportunities.



Madam CJ Walker  
Beauty Products

**MOUNTAIN CLIMBER**



**Mountain Climbers** combine creative thinking with analytical skills to generate innovative ideas and build long-term plans to manage risk along the path to success.



Venus & Serena Williams  
Miami Dolphins

**GROUNDBREAKER**



**Groundbreakers** see opportunities and manage risk to capitalize on them. Their collaboration skills help them manage risk through teamwork.



Joshua Browder  
DoNotPay

**PATHFINDER**



**Pathfinders** see opportunities in trends and the value in short-term sacrifice for long-term success. They inspire others to share their vision and succeed over time.



Ben Francis  
Gymshark

**EXPLORER**



**Explorers** combine creative and analytical skills to find innovative solutions to customer pain points. They thrive in teams and communicating their vision with others.



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## Category 4: Visionaries

“What if?” is the favorite question for Visionaries. They don’t let established ways stand in the way of great ideas. They don’t just stop at the idea phase, however—they test their ideas to ensure they will be a success.



Daymond John  
Shark Group

**GAME CHANGER**



**Game Changers** see innovation through a solution-oriented lens. They embrace taking calculated risks to bring exciting new products and services to market.



Sara Blakely  
Spanx

**TACTICIAN**



**Tacticians** have a talent for recognizing great opportunities and creating innovative ways to achieve them. They have the patience to set long-term goals to make their visions succeed.



Mikaila Ulmer  
Me & the Bees Lemonade

**INFLUENCER**



**Influencers** are willing to take chances and excel at engaging others to share their vision. They know the value of teamwork in creating the best product possible.



Dr. Dre  
Beats Electronics

**CAPTAIN**



**Captains** understand that creating visionary products often requires long-term planning and the support of others. They excel at inspiring others to share their vision over time.



Beto Perez  
Zumba Fitness

**BRIDGE BUILDER**



**Bridge Builders** have a talent for spreading their innovative ideas and enthusiasm to others. They excel at collaborating with others to turn their visions into reality.