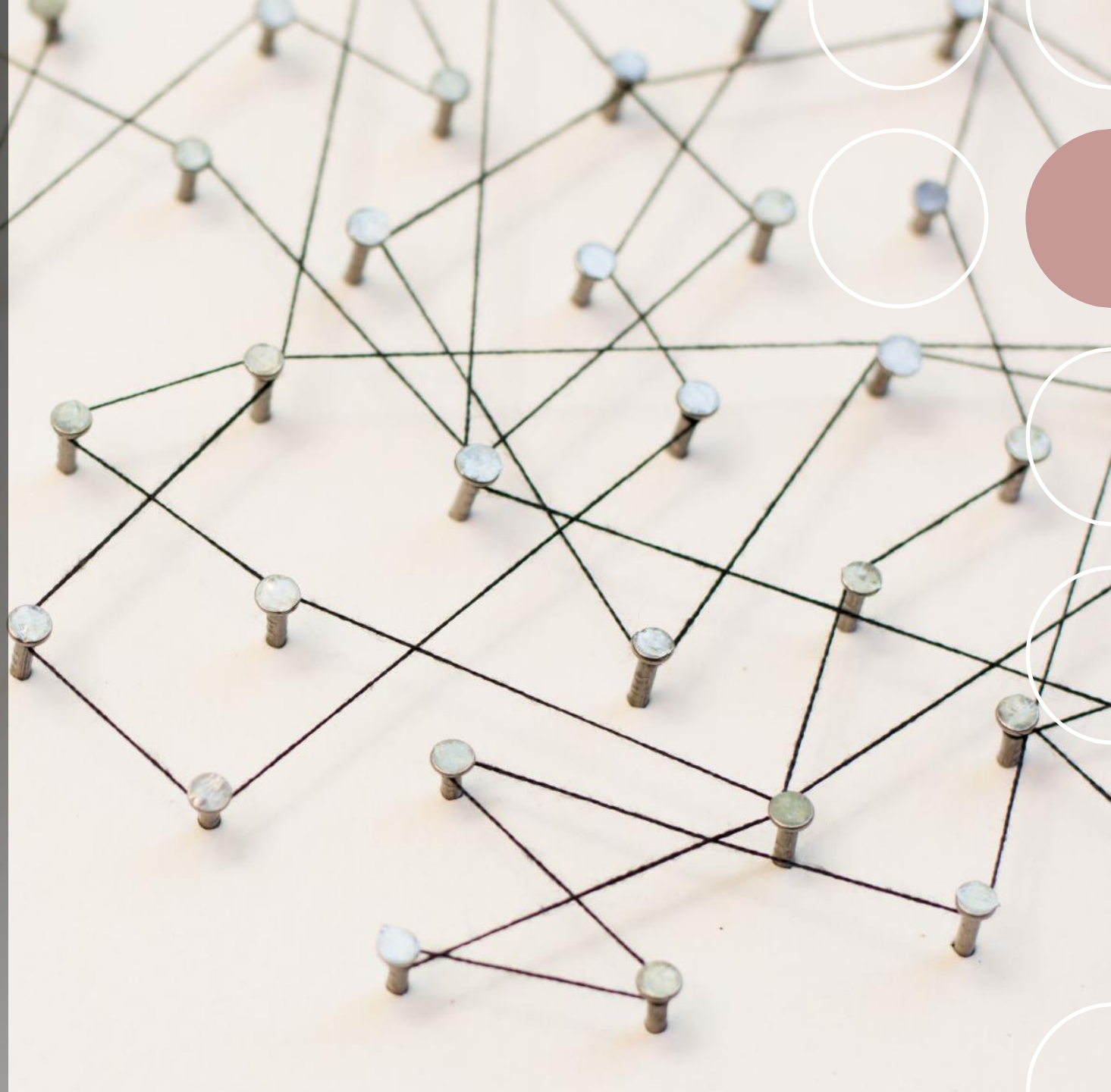


KrossLINK MVP

Dynamic Entrepreneur Scoring



How do you find Entrepreneurs?

- Let's face it – a lot of people strive to start something new.
 - But not many do.
 - There are a lot of quizzes:
 - <https://www.bbc.com/news/business-33851439>
 - <https://www.wesst.org/entrepreneur-quiz/>
 - <https://quiz.infusionsoft.com/>
 - <https://smallbiztrends.com/2019/10/entrepreneur-quiz.html>
 - <https://www.proprofs.com/quiz-school/story.php?title=are-you-entrepreneur>
 - How do you separate the serious contenders?
-



The KrossLINK Score

- A dynamic scoring system designed to filter and coach potential Entrepreneurs
 - Help them realize their dreams
 - Encourage them to create value
 - Entrepreneurs are made, not born
 - The spark is just the beginning
-



What's in a number?

- A number by itself isn't particularly helpful
- A LINK score is a dynamic attribute Entrepreneurs can use to guide their journey



Points for...

- Business Plan
 - Sounds intimidating but we can break that down
 - Actions that promote your value proposition
 - 0-6 – Detractors
 - 5-7 – Passive
 - 8-10 - Promoters
 - Recursive Testing
 - Keep them coming back
 - Simple & Quick
 - Quantifiable
 - Standardized
 - Benchmarkable
-

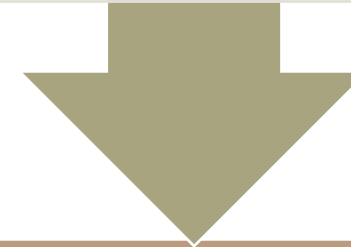
Calculation

LINK: Sum of Promoters – Sum of Detractors

Weekly Reminders

Progress Graph

Suggestions for next steps



Future goals

AI that asks questions related to their project

- Like Elisa (the Therapist) or a chatbot for Entrepreneurs

What are these questions?

- What is your business plan? (upload!)
 - Do you think your business creates value (social or economic)?
 - Can you describe the problem you're solving?
 - Do you know why you should start this business?
-

