



THE KINDNESS INDEX™ VC EDITION

BECAUSE WHAT A COMPANY LOOKS LIKE ON PAPER IS ONLY PART OF
THE STORY.

65%

The number of VC
backed start ups
that fail. (Inc.)

5X

Companies who
have CEOs with a
good character
outperform “self-
focused CEOs” by
FIVE TIMES.
(hbr.org)

80%

Professionals who
believe businesses
have a
responsibility to
look beyond profit
and make a positive
impact on society.
(salesforce.com)

BY HELPING THE COMPANIES YOU INVEST IN THRIVE,
WE'RE HELPING YOUR PORTFOLIO THRIVE TOO.

More promising start-ups fail than they should which means VC investments fail too. The Kindness Index™ helps you identify and invest in the ones that won't. Based on the largest global workplace Kindness data set, our index focuses on impact metrics- the foundational human competencies, practices and mindset that start-ups need to grow and thrive.

The Kindness Index™ identifies risks you haven't considered, helps you better predict success to strengthen your investment on the front end so you can realise potential through every investment you make. It's a crystal ball for business.