Act as a expert UI/UX designer and expert developing web based solution to develop Risk asessment tool wherein user can select their persona as per below and then complete the survey and at the end of survey user will be able outcome report to see Risk calculator with 5 segment of each persona with top strengths, Area of development, other components which can it make impressive and then enourage user to get solution to their problem from WinGrox AI ...Develop Risk Assessment Tool wherein user will select First Individual or Organization, If selected Individual • 9-10 Grade • 11-12 Grade • Working Professionals If Selected Organization then Organization: • Early-Stage Startup • Established Startup/SME Working Professionals: Part 1: Career Stagnation & Transition Challenges 1. How do you feel about your current career growth prospects? a) Growing steadily with many options ahead b) Growth feels steady but not exciting c) Plateauing, but comfortable for now d) Feeling stuck in a role with no clear path forward e) Unsure how to pivot to something new f) Frustrated by not knowing what’s next g) Facing resistance to moving up (age bias) h) Unsure if my skills are even relevant anymore i) My interests have evolved, but my role hasn’t j) Completely lost and directionless 2. What’s holding you back from changing or pivoting your career? a) Nothing—I feel ready! b) Just need a clear next step c) Limited time or resources d) Unsure how to apply my skills elsewhere e) Afraid of being irrelevant f) Worry about financial security if I switch g) Feeling too old to start over h) Lack of clear transferable skills i) Fear of rejection or failure j) Don’t even know what else I could do \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 2: Lack of Meaning & Purpose 3. How would you describe your current sense of purpose at work? a) Very meaningful and fulfilling b) Mostly meaningful but could be deeper c) Meaningful in parts, but not daily d) Work feels repetitive or transactional e) Wondering if this is really my purpose f) I feel like I’m not living up to my calling g) I’ve lost connection to my passions h) My work doesn’t excite me anymore i) My work feels like I’m just surviving j) No sense of meaning at all 4. How often do you question if your past career choices align with your true self? a) Rarely—my choices feel aligned b) Sometimes, but not worrying c) Occasionally, wondering “what if?” d) Often—I wonder if I missed my true calling e) Feeling a persistent identity crisis f) My choices don’t align with who I am now g) I feel I’m living someone else’s script h) Constantly doubting my path i) I feel stuck in a mismatch j) I have no idea who I truly am professionally \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 3: Skill & Learning Gaps 5. How do you feel about your current skills in today’s fast-changing world? a) Future-ready and constantly learning b) Learning actively but still have gaps c) Moderately upskilled, but unsure what’s next d) Overwhelmed by all the learning options e) No time to learn or prioritize upskilling f) Not sure which skills matter anymore g) Struggling to adapt to digital changes h) My skills feel outdated and irrelevant i) I’ve lost motivation to learn new things j) I feel completely unprepared for the future 6. How supported do you feel in upskilling and staying relevant? a) Fully supported and guided b) Some guidance, but need more c) Mostly on my own, some resources d) Fragmented help, no clear plan e) No clear pathways, just noise f) No mentorship or roadmap at all g) Feel lost in a sea of courses h) Struggling to find credible, relevant resources i) Don’t know where to even begin j) I feel completely alone and lost \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 4: Burnout & Work-Life Imbalance 7. How balanced do you feel between work and life? a) Fully balanced and healthy b) Mostly balanced, some busy spells c) Sometimes balanced, but often stressed d) Work often takes over personal life e) Feeling exhausted by constant demands f) Never enough time for family or self g) Health is suffering due to imbalance h) Feel guilty for not being fully present at home i) Work stress has become unmanageable j) Constant burnout, no sense of balance 8. How do you feel physically and mentally in this work-life juggle? a) Energized and resilient b) Some tiredness, but manageable c) Often drained, need more rest d) Constant fatigue, can’t recover e) Health issues (mental or physical) surfacing f) Stress is impacting my home life g) I can’t remember when I felt truly rested h) Health is a constant worry now i) I’m constantly running on empty j) I feel like I’m breaking down \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 5: Financial Pressures & Insecurity 9. How secure do you feel about your financial future? a) Confident and well-prepared b) Mostly secure, with plans in place c) Some gaps, but working on them d) Dependent on my job for stability e) Worried about retirement or children’s future f) Feel unprepared for financial disruptions g) No plan beyond the next paycheck h) Financial stress is constant i) Fearful it’s too late to create wealth j) Financially adrift and anxious 10. What worries you most about your finances? a) Nothing—I feel in control b) Just want to grow more stability c) Balancing career and future savings d) Sudden layoffs or market shifts e) Kids’ education or family security f) Managing daily expenses is hard g) No buffer for health or emergencies h) Too much debt, no exit plan i) No confidence in handling money j) I’m overwhelmed by financial chaos \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 6: Leadership & Influence 11. How recognized is your leadership at work? a) Fully seen and valued as a leader b) Growing steadily in influence c) Some influence, but limited d) Overlooked despite experience e) Struggling to build a leadership brand f) Not sure how to step up g) Younger colleagues overshadow me h) Leadership role feels out of reach i) No mentors to guide me up j) I don’t see myself as a leader at all 12. How do you feel about navigating power dynamics and influence? a) Confident and skilled b) Learning, but doing okay c) Unsure in new or digital settings d) Often feel excluded or undervalued e) No safe space to build influence f) Feeling stuck without trusted advisors g) I feel disconnected from leadership paths h) Politics and digital shifts confuse me i) I feel like an outsider j) I’m invisible in leadership spaces Part 7: Health & Energy Concerns 13. How would you describe your current physical health? a) Strong and healthy b) Generally good, some minor issues c) Often tired, need more exercise d) Lifestyle issues creeping in (weight, BP, etc.) e) Health concerns starting to affect work f) Energy is low, struggle to stay active g) I don’t prioritize health enough h) Health has become a daily worry i) Health issues are impacting my performance j) I feel physically and mentally exhausted 14. How often do you feel you have enough energy for work and life? a) Almost always energetic b) Mostly have energy, some dips c) Energy is up and down d) Often feel drained by end of day e) Hard to find time to recharge f) Constantly running low on energy g) Health issues reduce my stamina h) I can’t keep up with demands anymore i) Energy crashes affect my motivation j) I feel completely depleted \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 8: Navigating Organizational Politics & Cultural Shifts 15. How comfortable are you with workplace politics? a) Confident and navigate them well b) Generally comfortable, even if I dislike it c) Sometimes struggle with shifting alliances d) Find it hard to play office politics e) Feel caught in power struggles f) Struggle to voice opinions in flat cultures g) Feel left out of key decisions h) Workplace politics feel toxic i) I avoid them entirely, to my detriment j) I feel completely sidelined 16. How aligned do you feel with your organization’s culture and values? a) Fully aligned and happy b) Mostly aligned, with some concerns c) Unsure if I fit in here d) Cultural shifts make me uncomfortable e) My values clash with new ways of working f) Remote/hybrid setups make me feel invisible g) Digital-first culture feels alien h) Traditional practices hold me back i) I feel lost in shifting cultures j) I feel like I don’t belong \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 9: Fear of Obsolescence in a Digital World 17. How do you feel about digital transformation and your place in it? a) Excited and embracing new tech b) Curious, learning at my pace c) Cautious but trying to adapt d) Intimidated by new tools and platforms e) Worried about keeping up with younger talent f) Struggling to find relevance in digital work g) I feel overshadowed by digital natives h) Overwhelmed by constant change i) I fear becoming obsolete j) I feel completely left behind 18. How confident are you using new digital tools and platforms? a) Very confident, I love them b) Confident with a learning curve c) Somewhat comfortable, but gaps remain d) Hesitant with new tech, but trying e) Frustrated by tech complexity f) Afraid of making mistakes g) Tech adoption feels forced, not natural h) Digital change feels exhausting i) I actively avoid new digital tools j) I feel totally incapable with digital \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 10: Personal & Family Pressures 19. How much do family and caregiving demands impact you? a) Minimal—family is well supported b) Some balance issues, but okay c) Balancing family and career takes effort d) Juggling multiple family responsibilities e) Caregiving for parents strains my time f) My children’s needs are overwhelming g) Marital stress linked to my work issues h) Constantly sandwiched between needs i) My family pressures feel impossible j) I feel torn and stretched to the limit 20. How often do family issues weigh on your mind during work? a) Rarely—it’s under control b) Sometimes, but manageable c) Occasionally distracting d) Often worried about home issues e) Home stress impacts my focus f) I feel guilty for not doing enough g) Family stress drains my work energy h) I feel trapped in personal obligations i) I can’t separate work and family worries j) Family pressures constantly overshadow work \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 11: Regret & Missed Opportunities 21. How often do you think about things you could have done differently? a) Rarely—I’m proud of my path b) Occasionally, but I’ve accepted it c) Sometimes wonder about missed chances d) Frequently feel “I should have done more” e) Regret not pursuing passions earlier f) Comparing myself to more successful peers g) I feel stuck with unfulfilled potential h) My regrets feel like heavy baggage i) I constantly replay missed chances j) Regret dominates my thinking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 12: Social & Professional Isolation 22. How connected do you feel to peers and professional networks? a) Strong, vibrant community b) Moderately connected, some gaps c) Decent network, but could expand d) Peers feel distant or busy e) My network has shrunk recently f) Missing circles to exchange ideas g) No accountability or growth groups h) I feel isolated in my field i) I feel completely alone professionally j) My professional community has disappeared \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 13: Reputation & Brand Gaps 23. How would you describe your personal and professional brand? a) Strong, clear, and recognized b) Growing steadily and visible c) Moderate, needs more work d) Hard to differentiate from peers e) My presence is inconsistent f) Social media presence feels messy g) My brand feels invisible h) Unsure how to position myself i) No time or energy to build a brand j) I don’t have a brand at all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 14: Fear of Reinvention 24. How do you feel about the idea of pivoting or reinventing yourself? a) Excited—opportunities ahead! b) Curious and open to change c) Interested, but need guidance d) Nervous about leaving comfort zone e) Feel too late to start again f) Overwhelmed by how to even start g) Fear of failure or embarrassment h) Don’t know what else I’d do i) Reinvention feels out of reach j) I feel completely blocked \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 15: Decision-Making Paralysis 25. How decisive do you feel about career and life transitions? a) Very confident and clear b) Usually clear, with some doubts c) Some confusion, but manageable d) Often second-guessing choices e) Stuck analyzing every option f) Fear of making the wrong choice g) Unsure what’s right for me h) Decisions feel heavy and exhausting i) Constantly spinning in circles j) Can’t make decisions at all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part 16: Lack of Guidance & Structured Pathways 26. How supported do you feel in finding a structured life or career plan? a) Fully supported by mentors and systems b) Some trusted guides, gaps remain c) Mixed support, no single framework d) No holistic support system e) Generic, cookie-cutter advice f) Advice I get doesn’t fit me g) Don’t know where to turn for real help h) Overwhelmed by conflicting advice i) I feel alone in figuring it out j) No guidance at all—I feel lost ✅ Career Risk Calculator Suite 📊 Calculator: Consolidated Career Reinvention Risk Index Theme: Aggregated score across all 26 questions Scoring Logic: • Each of the 26 questions rated from 1 (best) to 10 (worst) • Total score range: 26 to 260 • Each user placed in one of 5 reinventor segments Segments: Score Range Segment Name Meaning 26–75 Purpose-Powered Navigator Clear, aligned, empowered to thrive 76–125 Watchful Re-inventor Some risk, but aware and coachable 126–175 Disengaged Explorer Directionless, needs deep clarity + energy reset 176–220 Midlife Breakdown Zone High risk across multiple dimensions 221–260 Reinvention Emergency Complete crisis of clarity, confidence, and energy Student in 9-10 Grade 🧠 Part 1: Clarity & Identity Confusion (Q1–Q5) Q1. How clear are you about what to do after 10th? “What should I do after 10th?” – Cluelessness about streams/careers. a) I have complete clarity and a strong plan. b) I have a good idea and have started preparing. c) I’m leaning towards 1–2 options but not 100% sure. d) I’ve shortlisted a few careers but don’t know how to choose. e) I feel influenced by others' suggestions more than my own research. f) I feel pressured to pick something quickly. g) I don’t know enough about the options available. h) I’m unsure how my interests fit into any real career. i) I’m just going with what my friends are doing. j) I have no clue what direction I want to go in. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q2. Do you feel connected to a deeper reason (“why”) for your studies? No sense of personal mission or motivation. a) I study with a strong purpose and personal drive. b) I know why I study and what I’m aiming for. c) I’m generally motivated but haven’t linked it to a bigger goal. d) I’m studying because it’s expected. e) I want to do well but don't know why. f) I feel disconnected from the school system. g) I often wonder why I need to study these subjects. h) I struggle to find meaning in what I’m doing. i) I study only because of pressure from parents or school. j) I feel lost and see no real point in most subjects. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q3. Whose dreams are shaping your future? Parental pressure vs. personal aspiration. a) Fully mine—my parents support my dreams. b) Mostly mine with some parental guidance. c) It's a mix, but I’m confident in my direction. d) I feel nudged toward what they think is “safe.” e) I get nervous when my dreams are different from theirs. f) I struggle to speak up about my real interests. g) They push me toward traditional careers. h) I’ve given up arguing and just follow their plan. i) I pretend to agree just to avoid conflict. j) I don’t even know what my dream is anymore. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q4. How well do you know your hidden talents or interests? Passion and talent awareness. a) I’ve explored and tested many of my interests. b) I regularly try new things to discover what excites me. c) I know a few areas I love, and I'm developing them. d) I have some hobbies but don’t take them seriously. e) I wish I had more time to explore interests. f) I don’t know how to identify my strengths. g) My parents don’t see value in my creative passions. h) I’ve never had a chance to test what I’m good at. i) I copy what others are doing because I’m unsure. j) I feel I’m not good at anything. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q5. Can you visualize where you want to be in 5–10 years? Future orientation and goal clarity. a) Yes, I can clearly see and describe it. b) I have a rough idea and I’m excited. c) I’ve started thinking about it and noting ideas. d) Sometimes I imagine things, but it’s not solid. e) I feel overwhelmed when I think about the future. f) I avoid thinking too far ahead. g) I feel stuck—nothing excites me about the future. h) I wish someone could help me see possibilities. i) I compare my lack of clarity with others. j) I feel blank—I can't imagine my future at all. 🏆 Academic & Performance Pressure (Q6–Q10) Each question continues the 10-choice format, scored from 1 (low risk) to 10 (high risk), to calculate a holistic Career Readiness Risk Score. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q6. How are you handling the pressure of board exams, coaching, and entrance test prep? Overwhelm juggling board exams, entrance tests (JEE, NEET, CUET), and tuitions. a) I feel calm, balanced, and in control. b) I’ve created a realistic plan and stick to it. c) I get stressed but bounce back quickly. d) Some days feel chaotic, but I manage. e) I constantly feel behind schedule. f) I don’t know how to prioritize everything. g) My health and sleep are being affected. h) I often cry or get irritated due to pressure. i) I think I’m not cut out for this kind of pressure. j) I feel completely overwhelmed and helpless. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q7. What emotions do you feel when you think about marks and expectations? Fear of not meeting marks-based expectations (self or parents). a) I’m confident and prepared. b) I feel a healthy sense of challenge. c) I feel a bit anxious but it motivates me. d) I fear disappointing myself. e) I worry about not matching my previous scores. f) I feel scared before every exam. g) I can’t stop thinking about what others will say. h) I feel worthless if I score less. i) I panic and avoid tests altogether. j) I feel like giving up. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q8. How do you balance academics with your hobbies or extracurriculars? Difficulty balancing extracurricular passions vs. academics. a) I manage both well with a clear routine. b) I give equal time to both when possible. c) I sometimes miss hobbies due to studies. d) I study more, but still keep up with one passion. e) I’m told hobbies are a “waste of time.” f) I want to pursue my interests, but get discouraged. g) I feel guilty when I do things outside studies. h) I’ve stopped doing anything except studying. i) I don’t even know what I enjoy anymore. j) I feel like I’ve lost touch with who I am. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q9. What is your relationship with time management? Procrastination and lack of rhythm. a) I plan my time and mostly stick to it. b) I use a planner or app to stay organized. c) I’m a bit inconsistent but improving. d) I struggle with deadlines. e) I keep postponing tasks till last minute. f) I get distracted easily when I sit to study. g) I waste a lot of time scrolling or daydreaming. h) I feel busy but not productive. i) I often forget important assignments or topics. j) My entire day feels like a blur. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q10. What do you feel when your performance drops? Paralysis when performance dips—“I’m not good enough” loops. a) I reflect and improve without self-judgment. b) I analyze mistakes and try again. c) I feel a little sad but move on. d) I beat myself up a bit. e) I get scared about what it means for my future. f) I feel I’ve failed everyone. g) I lose interest in trying again. h) I avoid feedback or seeing my marks. i) I pretend it doesn’t matter but feel terrible inside. j) I feel like I’ll never succeed no matter what I do. 🚀 Decision-Making Challenges (Q11–Q14) This section helps uncover confusion around stream selection, influence from others, and lack of structured career decision-making. Each question again has 10 options (scored 1–10) contributing to the Decision Clarity Index. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q11. How confident are you in choosing a stream that fits your personality and interests? Confusion about stream fit (science, commerce, humanities). a) I’ve done personality and interest tests to choose my stream. b) I’ve researched streams that align with my skills and goals. c) I’ve spoken to seniors/mentors to validate my choices. d) I chose based on subjects I enjoy, but I’m not 100% sure. e) I picked a stream because of marks cut-offs. f) I followed what friends or siblings picked. g) My parents chose the stream for me. h) I’m constantly doubting if this is right for me. i) I have no clue what stream suits me best. j) I feel I’m stuck with a stream I don’t enjoy. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q12. How do you evaluate new-age careers like AI, entrepreneurship, design, or sports science? No framework for evaluating new-age careers. a) I’ve explored multiple emerging career options in detail. b) I regularly attend career webinars or events. c) I’ve shortlisted a few new-age paths and researched them. d) I’m aware of some but unsure how viable they are. e) I hear about them online but don’t know where to start. f) I’m told they’re risky or “not real careers.” g) I get mixed messages from adults about these careers. h) I want to try them but feel afraid of judgment. i) I don’t understand what these careers even mean. j) I’ve never heard of most of them. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q13. How do you feel when you receive conflicting advice from parents, teachers, or social media? Overwhelmed by too many opinions. a) I evaluate all opinions and decide calmly. b) I listen but filter based on my goals. c) I get confused sometimes but try to stay focused. d) I feel pressured to follow what “sounds smart.” e) I switch opinions often because I’m unsure. f) I try to please everyone and lose my own view. g) I argue or feel irritated when pushed too much. h) I get mentally exhausted trying to decide. i) I feel lost—there’s too much noise. j) I avoid making any decisions to escape pressure. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q14. Do you have a structured way of making big career decisions? Lack of decision-making frameworks. a) Yes, I use pros-cons, mentor inputs, and self-assessments. b) I follow a logical process before deciding. c) I take time to reflect before choosing. d) I ask for advice but don’t have a system. e) I decide based on what feels right in the moment. f) I delay decisions until I’m forced to make them. g) I go with what seems easiest or least risky. h) I feel anxious every time I have to choose. i) I avoid tough decisions as long as I can. j) I have no method—I feel stuck when choices arise. 🎭 Emotional & Social Struggles (Q15–Q18) This section uncovers emotional turbulence, peer pressure, and identity-related anxiety. Each response contributes to the Emotional Readiness & Resilience Index. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q15. How do you feel when your friends seem more focused, accomplished, or clear than you? Peer comparison stress. a) I celebrate their success and focus on my journey. b) I sometimes compare, but it doesn’t bother me much. c) I feel inspired to do better. d) I feel slightly behind but motivated. e) I question my own choices. f) I feel I’ll never catch up to them. g) I feel insecure and try to hide it. h) I avoid talking about their achievements. i) I feel like a failure in comparison. j) I withdraw or lose confidence when I see their success. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q16. How do you deal with fear of failure or low self-esteem? Low self-worth and “I’m not enough” feelings. a) I treat failure as a chance to grow. b) I bounce back quickly after setbacks. c) I remind myself of past achievements. d) I feel nervous but still try. e) I feel like I’m always lagging behind. f) I avoid trying new things out of fear. g) I blame myself and overthink small mistakes. h) I often feel I’m not smart or capable. i) I cry or shut down when I fail. j) I don’t believe I’m good at anything anymore. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q17. Do you have a safe space to talk about your fears, confusion, or identity? Isolation, lack of emotional expression. a) I have a strong support system of parents, mentors, or friends. b) I talk openly with at least one trusted adult. c) I share my worries with close friends. d) I write a journal or express myself creatively. e) I hesitate to open up about deep things. f) I feel no one will understand me. g) I’ve tried talking but felt judged or dismissed. h) I avoid talking and keep everything inside. i) I feel completely alone with my thoughts. j) I’ve stopped trusting people with my feelings. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q18. How do you deal with mood swings, irritability, or stress about growing up? Adolescent mental well-being. a) I understand it’s normal and manage it well. b) I do regular exercise or mindfulness to handle it. c) I talk to someone when I feel stressed. d) I feel slightly anxious but can distract myself. e) I’m moody often and don’t know why. f) I get angry or irritable easily. g) I feel emotionally exhausted and tense. h) I cry often or feel sad without reason. i) I worry a lot about the future and life. j) I feel numb or lost, like I’m not myself anymore. 📱 Digital Distractions & FOMO 👨‍👩‍👧‍👦 Parent-Child Misalignment (Questions Q19–Q24) Each question includes 10 choices scored from 1–10 to assess Digital Dependency, Family Friction, and Environmental Readiness. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q19. How does screen time (social media, gaming, etc.) impact your life? Excessive screen-time and digital addiction. a) I use screens mostly for learning and limit social use. b) I manage screen time with breaks and boundaries. c) I scroll sometimes but stay in control. d) I lose track of time on Instagram/YouTube. e) I try to cut back but fail often. f) I spend more time online than with people. g) I delay tasks because of screen time. h) I feel anxious without my phone. i) I’m aware it’s a problem but don’t change. j) I feel addicted—my day revolves around my screen. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q20. What do you feel when you browse through others’ posts or achievements online? FOMO and negative self-image from social feeds. a) I feel inspired and motivated. b) I enjoy others’ success without comparing. c) I smile at posts but stay neutral. d) I feel I’m missing out on fun/life. e) I compare myself and feel less. f) I feel jealous or anxious seeing perfect posts. g) I feel pressured to post and look “successful.” h) I feel invisible or not good enough. i) I feel socially left out often. j) I hate how social media makes me feel about myself. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q21. How has phone use impacted your sleep, attention, or studies? Sleep disruption and reduced focus from mobile use. a) I keep a strict no-phone bedtime. b) I limit use 1 hour before sleep. c) I use it but not during study or sleep. d) I sometimes use my phone late into the night. e) I find it hard to sleep without scrolling. f) I wake up tired because of late screen use. g) I feel distracted all day due to phone. h) My attention span is very low lately. i) I try to concentrate but my mind goes back to the phone. j) My performance is dropping because I can’t disconnect. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q22. How are career-related conversations with your parents or family? Arguments over career choices—parental pressure. a) They support and guide me based on my strengths. b) We have open, respectful discussions. c) They have strong opinions but hear me out. d) They suggest careers I’m unsure about. e) I feel afraid to share what I really want. f) We often end up arguing. g) They dismiss modern careers as “unstable.” h) I feel forced into their expectations. i) I’ve stopped sharing my real dreams. j) I feel emotionally disconnected from them. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q23. Do your parents understand the careers you are excited about? Parents’ gap in understanding new-age aspirations. a) Yes, they’re curious and learning with me. b) They try to understand what excites me. c) They’re slowly getting used to modern careers. d) They prefer “safe” or traditional careers. e) They question digital-age jobs. f) They say “these are not real careers.” g) They think I’m wasting time with these ideas. h) They laugh or ignore my interests. i) They compare me to kids pursuing engineering/medicine. j) They discourage me from dreaming “too big.” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q24. How would you describe the emotional connect with your parents around your future? Emotional gap, tense conversations. a) We share a strong, honest bond. b) We discuss life goals with mutual respect. c) I wish we talked more deeply, but we try. d) They focus more on marks than my feelings. e) I feel unseen when I share struggles. f) They push without listening. g) I get anxious when career topics come up. h) I avoid talking to avoid fights. i) I cry after these conversations. j) I feel like they don’t know who I truly am. 🌱 Real-World Career Exposure (Q25–Q27) Q25. How much do you know about real jobs beyond textbooks and Google? No exposure to real-world roles. a) I’ve shadowed professionals in real jobs. b) I’ve spoken to industry experts directly. c) I’ve watched career day videos and podcasts. d) I’ve researched many job descriptions online. e) I’ve only read a few “Top 10 Careers” articles. f) I’ve mostly seen jobs only in movies or YouTube. g) I’ve never met anyone in the careers I’m curious about. h) I have no idea what people actually do at work. i) I can’t picture myself doing any job. j) I feel scared because careers seem too confusing. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q26. Do you have mentors or role models in your dream career field? Lack of guidance. a) I have a mentor guiding me closely. b) I know professionals I can approach for guidance. c) I follow industry leaders on social media. d) I have seniors I ask for help. e) I watch videos but haven’t interacted with anyone. f) I have no access to real people in my interest area. g) I don’t know how to find a mentor. h) I feel lost without real-life examples. i) I feel stuck in my own bubble. j) I think success is only for “gifted” or “lucky” people. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q27. Have you explored or tested any career options practically? Lack of trial-and-error exposure. a) I’ve done internships, projects, or workshops. b) I’ve created or built something real in my field. c) I’ve participated in competitions or career fests. d) I’ve done mock interviews or career challenges. e) I’ve taken a few online courses. f) I’ve read articles but never tried anything hands-on. g) I’m waiting for someone to guide me. h) I don’t know where to start. i) I feel I’m already late in exploring. j) I’ve done nothing yet toward testing any career. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🌟 Passion & Purpose Gaps (Q28–Q30) Q28. How well have you explored your passions in a structured way? Lack of self-discovery systems. a) I’ve mapped my interests with help from coaches. b) I use tools like Ikigai, StrengthFinder, etc. c) I maintain a passion journal or vision board. d) I reflect often but not in a formal way. e) I have many interests but feel scattered. f) I’m not sure what I’m passionate about. g) I only focus on academics due to pressure. h) I feel stuck in the “school-study-repeat” cycle. i) I want to explore but don’t know how. j) I feel numb—I don’t think I have any passion. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q29. Do you believe creative passions (music, art, sports, writing, etc.) can be real careers? Viability doubt around passions. a) Yes, and I’m already pursuing mine seriously. b) I’m working on combining creativity and career. c) I follow examples of people who’ve done it. d) I feel hopeful, but unsure of the path. e) I love it, but don’t think I can earn from it. f) My parents think it’s just a hobby. g) I’m told to “get real” and stop dreaming. h) I’ve stopped pursuing my passion due to pressure. i) I feel guilty when I think about artistic goals. j) I’ve buried my dreams—what’s the point? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q30. Do you feel trapped in an academic-only system? Feeling boxed-in. a) I feel free to explore and express myself. b) I balance school with curiosity projects. c) I make time for personal growth beyond books. d) I often feel tired of routine learning. e) I feel judged when I try different things. f) I’m bored with syllabus-driven schooling. g) I feel stuck but afraid to experiment. h) I feel invisible for anything other than marks. i) I’ve stopped questioning anything. j) I feel like I’m in a box with no escape. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 💪 Life Skills & Confidence Deficits (Q31–Q34) Q31. How confident are you expressing ideas in interviews or group settings? Communication gaps. a) I’m a strong communicator and feel natural. b) I practice public speaking or debate regularly. c) I’ve spoken in a few group situations. d) I speak up when I’m fully prepared. e) I get nervous but try anyway. f) I fumble often under pressure. g) I struggle to find the right words. h) I avoid raising my hand or speaking up. i) I feel invisible in group discussions. j) I fear I sound foolish or awkward. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q32. Have you ever been encouraged to make your own decisions? Micro-risk taking and autonomy. a) I take full ownership of my life choices. b) I’m given space to try things on my own. c) I often propose ideas to parents/teachers. d) I ask before doing most things. e) I second-guess my choices a lot. f) I avoid decisions to play it safe. g) I feel I’m always being told what to do. h) I panic when decisions are left to me. i) I’ve never made a major choice on my own. j) I don’t trust my ability to decide anything. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q33. Do you understand how to manage or plan money? Financial literacy. a) I track spending, saving, and investing habits. b) I’ve learned money basics from parents or school. c) I maintain a piggy bank or budget app. d) I’ve started exploring money videos or books. e) I know the value of money but no details. f) I don’t know how money works beyond spending. g) I feel money talk is for adults only. h) I get anxious when people talk about money. i) I’ve made bad choices with money. j) I’ve never learned anything about saving or managing money. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q34. How strong is your critical thinking or problem-solving ability? Mindset development. a) I enjoy solving problems and thinking deeply. b) I do brain puzzles, games, or logic exercises. c) I analyze multiple options before acting. d) I ask “why” and challenge assumptions. e) I follow instructions more than explore. f) I feel stuck when faced with new problems. g) I prefer not to take risks or guess. h) I copy answers instead of figuring them out. i) I avoid creative thinking—it stresses me. j) I don’t believe I’m smart enough to solve anything new. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 🌈 Health & Wellness Stress (Q35–Q37) Q35. How are your habits around sleep, food, and exercise? Lifestyle impact. a) I sleep early, eat well, and exercise daily. b) I maintain a consistent wellness routine. c) I’m conscious and improving my habits. d) I sleep okay but skip exercise. e) I often eat late or skip meals. f) I use energy drinks to stay awake. g) I sleep irregular hours due to screen time. h) I feel tired and sluggish most days. i) I’ve lost control over basic habits. j) I feel burnt out, always drained. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q36. How do you feel about your body image and self-esteem? Physical insecurity from social pressure. a) I feel confident in my skin. b) I take care of my health and appearance. c) I feel okay and accept myself. d) I compare but try to focus on growth. e) I worry about how I look in photos. f) I feel judged by others' comments. g) I avoid mirrors or group photos. h) I feel ugly, unfit, or not enough. i) I try extreme diets or workouts. j) I feel ashamed of how I look. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q37. How do you release stress or manage emotions positively? Healthy coping mechanisms. a) I do regular mindfulness, prayer, or journaling. b) I use music, exercise, or art to release stress. c) I speak to people I trust. d) I take breaks and reset often. e) I scroll or binge-watch to feel better. f) I bottle everything up inside. g) I often snap or lash out. h) I cry quietly and feel helpless. i) I wish I had tools to manage stress. j) I feel like no one understands what I go through. Passion, Agency & Self-Mastery Risk Calculator (All Risk) Theme: Inner motivation, creative viability, decision-making power, real-life skills Purpose: Gauge how strongly a 9-10 grader feels in charge of their own future—able to pursue passions, make independent choices, and master essential life skills beyond academics. Segment Tags (shared 5-segment model) Segment Score Range Snapshot 🟢 Self-Driven Creators 5 – 15 Passion + agency high; life skills budding 🟡 Emerging Adventurers 16 – 25 Believe in passions but need structure & skill-building 🟠 Conflicted Seekers 26 – 35 Doubt creative viability, shaky on money & decisions 🔴 Boxed-In Bystanders 36 – 45 Feel trapped, low autonomy, weak critical skills ⚫ Agency-Lost 46 – 50 See no viable passions, no decision power, no life-skill base Students in 11-12 Grade Part 1: Career Confusion & Decision Paralysis 📊 Questions with 10-Choice Scale (scored 1–10) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q1. How clearly can you see a career that fits your personality, passion, and future economy? (Vision clarity & career identity) a) I’ve mapped my strengths and chosen a clear career b) I’m sure of the domain, just exploring specializations c) I have 2–3 strong options in mind d) I switch between options regularly e) I rely on parents or others to decide f) I feel unsure whether I’ll enjoy anything I choose g) I have no framework—just guessing h) I scroll endlessly for inspiration but get confused i) I copy what my friends are doing j) I’m completely clueless and overwhelmed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q2. How do you feel about choosing between traditional careers (doctor, engineer, commerce) and new-age ones (AI, design, sports, etc.)? (Decision tension between legacy and future careers) a) I’ve made a confident choice based on research b) I lean toward one but keep an open mind c) I like both—evaluating based on skills and interest d) I swing between old and new options every week e) I fear traditional paths might limit my creativity f) I fear new-age options won’t be “respected” g) I’m overwhelmed and frozen between choices h) My parents only trust traditional paths i) I just follow what others suggest j) I don’t want to think about this at all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q3. Are you clear on whether you want to study in India or abroad? (Study destination confusion) a) I’ve chosen my destination and aligned everything b) I’m 90% sure, working on applications/funding c) I’m exploring options in 1–2 countries d) I keep changing based on new info e) I’m confused about future value of either f) My parents and I disagree on where to study g) I feel abroad is a dream I can’t afford h) I’ve done no serious research yet i) I’ll go where my rank allows j) I’m too stressed to think about this at all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q4. Are you anxious that your stream (science/commerce/humanities) might not match your future goals? (Stream–career alignment anxiety) a) My stream fits perfectly with my goals b) I’ve planned alternate paths if needed c) I’m confident, but sometimes wonder “what if” d) I think I chose too early without proper info e) I’m curious about fields outside my stream f) I want to switch but don’t know how g) I feel boxed in by my current stream h) I fear I’ll waste years on the wrong path i) I regret my stream choice already j) I feel doomed by a mismatch I can’t fix \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q5. How do you feel about the number of entrance exams (JEE, NEET, CUET, SAT) you’re preparing for? (Overload and pressure management) a) I’ve strategically selected only what I need b) I have a clear plan for 2–3 focused exams c) It’s intense, but manageable d) I feel like I’m doing too much but can’t stop e) I’m exhausted from juggling prep + boards f) I signed up for exams without real thought g) I’m worried I’ll burn out before the exams h) I cry or break down often due to pressure i) I’ve lost track of what I’m even aiming for j) I want to quit everything—it’s too much \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q6. Do you have a solid Plan B if your top career or college choice doesn’t work out? (Backup plan readiness) a) I have a backup I’m excited about b) My Plan B is clear and research-based c) I’ve identified several realistic alternatives d) I’m thinking about backups, but not sure e) My parents and I disagree on Plan B f) I hope Plan A works so I can avoid this g) Thinking about failure gives me anxiety h) I pretend Plan B doesn’t exist i) I have no clue what I’d do otherwise j) I believe everything is over if Plan A fails Part 2: Entrance Exam Pressure & Study Burnout Q7. How do you feel about the pressure of juggling entrance exams, board marks, coaching, and school life? (Feeling stuck in a rat race) a) I have it under control—balance is working b) Slight pressure, but I’m managing well c) Stress exists, but I’ve found support systems d) I often feel like I’m sprinting without rest e) I sacrifice hobbies to stay afloat f) I have frequent anxiety but keep going g) I cry or break down occasionally from overload h) I’ve lost interest in everything else i) I feel like I’m drowning and no one notices j) I want to escape or give up entirely \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q8. Do you have a structured study system that balances coaching, school, breaks, and sleep? (Lack of structured study planning) a) Yes—daily and weekly plans with breaks b) Mostly, with minor tweaks every few days c) I loosely follow a routine, not rigid d) I try, but I fall behind often e) I rely on coaching centres for structure f) I plan in my head but don’t follow through g) I have no real plan—just crisis-mode studying h) My sleep and nutrition are suffering i) I’m surviving on caffeine, guilt, and alarms j) I’m completely disoriented and reactive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q9. What is your physical and emotional state like during your prep journey? (Poor stress management → low energy, burnout) a) I feel energetic and motivated b) I take regular wellness breaks (yoga, walking) c) I get tired, but know how to recharge d) I often feel drained and irritable e) I skip meals or sleep to study f) My head and eyes hurt often g) I can’t focus or retain anything h) I’m emotionally numb or zoning out i) I feel like crying or screaming often j) My body feels like it’s collapsing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q10. Do you ever question whether you’re “smart enough” to crack these entrance exams? (Self-worth, doubt, and negative loops) a) I know I’m capable and trust my process b) I remind myself everyone has a unique path c) I sometimes compare, but bounce back d) I fear I won’t meet my own standards e) I feel my performance defines my worth f) I think I’m not as smart as others g) I avoid tough questions to feel good h) I feel like a failure already i) I’ve thought about quitting everything j) I believe I’m not meant to succeed academically Future-Readiness Blind Spots Q11. How much exposure do you have to real-world careers beyond entrance exam paths? (e.g., digital careers, social impact roles, creator economy, etc.) a) I’ve attended internships or shadowed professionals b) I’ve done online/offline career trials or challenges c) I actively follow role models in new industries d) I’ve watched career content (podcasts/videos) with curiosity e) I read articles but don’t deeply explore f) I get info from school brochures or parents only g) I assume my chosen career is the “only” one h) I don’t know what any real job looks like i) I feel nervous thinking about the “real world” j) I avoid thinking about work life entirely—it scares me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q12. Do you have mentors or networks in future-facing careers (AI, climate, digital marketing, etc.)? (Mentorship and modern industry insight) a) I’m in touch with mentors I learn from b) I ask questions to seniors, alumni, or online communities c) I follow mentors on LinkedIn, YouTube, or podcasts d) I’ve emailed/talked to someone in a new-age field e) I feel curious but don’t know where to start f) I’ve attended career fairs but found them generic g) I feel disconnected from future-facing industries h) No one around me works in my dream field i) I feel these fields are for “other” smart kids j) I feel completely unsupported and lost about the future \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q13. Do you understand how college funding works—scholarships, loans, internships, etc.? (Financial readiness for higher education) a) I’ve created a clear college funding plan b) I know major scholarships, deadlines, and costs c) I’m discussing fees and options with my family d) I’ve attended sessions but still confused e) I assume my parents will figure it out f) I feel guilty about the cost of college g) I haven’t started exploring any of this h) I avoid thinking about financial realities i) I’m scared we won’t be able to afford it j) I feel totally blocked—money is my biggest worry \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q14. How confident are you in essential life skills—like presenting yourself, making decisions, or solving real problems? (Life-readiness beyond academics) a) I’ve done debates, projects, or team leadership roles b) I’ve practiced interviews or presentations c) I can express ideas clearly in essays or SOPs d) I sometimes hesitate but try to speak up e) I avoid volunteering for presentations f) I feel shaky in group work or public speaking g) I find decision-making very difficult h) I fear being judged or looking foolish i) I can’t explain my own ideas well j) I feel I lack the basic skills to thrive outside exams Mindset & Emotional Turmoil Q15. When you look around, does it feel like everyone else has clarity except you? (Imposter syndrome & “I’m falling behind” mindset) a) I focus on my own growth—not others’ timelines b) I admire others but stay rooted in my plan c) I sometimes compare, but I bounce back quickly d) I feel slightly behind but hopeful e) I question if I’m “good enough” like others f) I feel fake—even when I achieve something g) I overthink others’ success and my failures h) I feel like a misfit in every group i) I believe I’m years behind everyone else j) I feel lost and broken inside, hiding it from others \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q16. Who are you beyond marks and achievements? Can you describe yourself confidently? (Identity beyond academics) a) I know my core strengths, values, and interests b) I’m clear about what excites me beyond results c) I’m building a personal identity actively d) I’m beginning to explore who I am e) I define myself mostly by academics f) I feel hollow when not performing well g) I pretend to be someone I’m not h) I struggle to express who I really am i) I feel like I’m just surviving to please others j) I don’t know who I am without marks or labels \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q17. How confident do you feel about living up to parental or societal expectations? (Fear of disappointing others) a) I set my own realistic expectations b) My parents and I align on most goals c) I communicate openly about what I want d) I feel nervous but still hopeful e) I feel under constant pressure to prove myself f) I’m afraid of failing their dreams g) I feel like I’m never “enough” h) I often cry or break down due to pressure i) I hide my real interests from my parents j) I feel suffocated and resentful about others’ expectations \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q18. How is your emotional connection with your parents or caregivers? (Disconnection, conflict, lack of understanding) a) We have regular honest conversations b) They respect my autonomy and support my choices c) They don’t always understand, but try d) Conversations turn tense sometimes, but we recover e) They push me to follow a “safe” path f) I feel judged or dismissed when I speak g) We argue regularly about future choices h) I hide a lot from them to avoid conflict i) I’ve stopped expressing my real feelings j) I feel emotionally disconnected from my parents completely \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q19. How do mood swings, loneliness, or digital distractions affect your focus and mental well-being? (Emotional instability + tech-fueled isolation) a) I manage my emotions with support tools and habits b) I bounce back quickly after bad days c) I feel low sometimes, but I talk to someone d) I scroll when I’m sad, but limit it e) I often feel lonely even in a crowd f) My mood changes disrupt study routines g) I use social media to escape anxiety h) I get overwhelmed and numb often i) I feel invisible and mentally exhausted j) I feel stuck in a cycle of sadness, guilt, and distraction Digital & Screen Addiction + 🎭 Life Skills & Confidence Gaps Q20. How does your use of social media (likes, reels, followers) affect your self-esteem and focus? (Validation trap & attention crash) a) I use it to learn and grow—no FOMO b) I enjoy it but keep clear boundaries c) I feel okay even with less engagement d) I get affected but recover quickly e) I compare myself constantly to influencers f) I delete posts that don’t get enough likes g) I spend hours creating perfect reels/posts h) My confidence depends on online approval i) I feel anxious when offline too long j) I feel like social media defines my worth \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q21. Has phone/screen usage affected your sleep, focus, or energy levels? (Dopamine hijack & lifestyle impact) a) I switch off screens 1 hour before bed b) I use apps to track & control usage c) I’m mindful, but sometimes lose time d) I scroll a bit late but bounce back e) I sleep late due to reels or chat f) My eyes or head hurt after too much screen g) I feel tired every morning due to screen-time h) I feel addicted and guilty i) I can’t concentrate without checking my phone j) I’ve lost sleep, energy, and motivation completely \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q22. Do you have alternate hobbies or “dopamine-safe” routines that excite you more than screens? (No joyful offline alternatives) a) Yes—art, music, reading, building projects, etc. b) I practice hobbies daily without screens c) I unwind through sports, yoga, or nature d) I try, but struggle to be consistent e) I forget about my hobbies during exams f) I’m too tired to do anything offline g) I feel bored without screens h) I want a hobby but don’t know where to start i) I feel numb unless I’m scrolling j) I don’t remember what joy feels like without my phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q23. How confident are you in public speaking, interviews, or pitching your ideas? (Communication and articulation skills) a) I love presenting and do it often b) I’ve trained in debate/SOP writing/interviews c) I’m confident in 1:1 or small groups d) I try but still hesitate publicly e) I speak well when fully prepared f) I avoid speaking unless I have to g) I get nervous and forget my points h) I fear being judged or laughed at i) I stay silent even when I have good ideas j) I freeze, stammer, or completely avoid speaking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q24. Do you have a personal brand or portfolio that makes you stand out (LinkedIn, projects, essays, blog, etc.)? (Differentiation gap in competitive world) a) I’ve built a public portfolio of my work b) I regularly showcase skills via blogs/videos/projects c) I maintain a basic portfolio/LinkedIn d) I’ve drafted an SOP or digital profile e) I know I need one but haven’t built it f) I’m unsure how portfolios even work g) I feel I don’t have anything to show h) I feel too average to build a personal brand i) I fear I’ll be rejected if I show myself j) I feel invisible and irrelevant compared to others Parental Dynamics + 🔥 Passion Misalignment + 💪 Health + 🌟 Invisible Gaps Q25. How aligned are you with your parents or guardians on your future plans? (Safe career pressure vs. personal freedom) a) We’ve co-created a plan together b) They support and adapt with me c) They’re curious about my interests d) We disagree sometimes, but talk it out e) They want “safe” careers; I want something else f) They listen but don't understand my passions g) I often feel pushed into their plans h) We argue often about my future i) I’ve stopped discussing my goals at home j) I feel trapped in their dreams, not mine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q26. Do your parents understand modern career options like AI, UX, YouTube, climate innovation, etc.? (Awareness of today’s career landscape) a) They are well-informed and proactive b) They try to learn with me c) They accept what makes sense logically d) They’re warming up to newer options e) They still compare to traditional careers f) They feel new-age paths are unstable g) They discourage creative or uncertain fields h) They dismiss anything “non-engineering” i) They mock or ignore my modern interests j) They say, “That’s not a real career.” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q27. Do you have a safe way to align your dreams with your parents' expectations? (Shared roadmap creation) a) We use frameworks, guidance, or counselling together b) We journal or reflect together sometimes c) I have relatives/mentors helping bridge the gap d) I initiate conversations and they try to meet me halfway e) I’ve tried, but it gets emotional or tense f) They want my success but not on my terms g) They shut down when I bring up creative careers h) I avoid all future talks with them i) We live in totally different realities j) I feel like I’ll never be understood by them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q28. Do you make time for hobbies, side projects, or curiosity-driven experiments? (Passion alignment, creativity) a) I actively pursue projects outside school b) I build or create things for fun c) I balance study with creative expression d) I want to, but rarely find time e) I’m told hobbies are a “waste” f) I wish I had more freedom to explore g) I feel guilty when I do anything fun h) I’ve let go of everything but academics i) I feel I’ve lost my spark j) I don’t even remember what used to excite me \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q29. Do you feel connected to a deeper purpose—something that energizes you internally? (Meaning and motivation) a) I know what drives me deeply b) I have a vision I care about c) I feel curious about the world d) I’m trying to find what excites me e) I sometimes feel disconnected or blank f) I feel like I’m just surviving the day g) I’ve lost the “why” behind my studies h) I feel dull and forced every day i) I fear I’ll never feel truly alive j) I feel completely purposeless and numb \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q30. How would you describe your physical and mental wellness right now? (Sleep, body image, stress release) a) I sleep well and feel balanced b) I take care of my body and mind consciously c) I have coping mechanisms that help d) I feel tired but know how to recover e) I overwork and feel fatigued f) I skip meals/sleep to finish tasks g) I feel unwell but push through h) I dislike my body or appearance i) I have no healthy routine at all j) I feel mentally and physically drained constantly \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q31. If your entrance exam plan fails, do you have a resilient mindset and next steps? (Navigating failure and finding alternative paths) a) I’m confident in multiple pathways b) I know how to pivot quickly c) I’m emotionally ready for ups and downs d) I’ll be disappointed, but have a fallback e) I feel anxious about what comes next f) I’m scared I’ll let everyone down g) I feel like my life depends on one exam h) I’ve never thought of an alternative i) I feel failure would define my worth j) I think I’ll collapse if Plan A fails Unified Total Risk Meter Use aggregate scoring from all 5 calculators to place students in one of these 5 total risk profiles: Score Band Label Action 0–20 🔵 Self-Driven Achiever Suggest Passion Projects & Leadership Role 21–40 🟢 Curious Explorer Guide to expand exposure & deeper reflection 41–60 🟡 Growth-Seeker Invite to Clarity Journey Starter Pack 61–80 🟠 Confused Voyager Recommend Career+Mindset 90-Day Plan 81–100 🔴 High Risk Zone Urgent need for mentorship, burnout care, and career redirection Early-Stage Startups: ⚙️ PART 1: CORE FOUNDING & STRATEGY ALIGNMENT 1. How aligned are you and your co-founders (if any) on long-term vision, risk appetite, and roles? a) 100% synced on vision, priorities, and commitment b) Mostly aligned with occasional disagreements c) Aligned on product, not on money or timeline d) We rarely revisit vision or alignment e) We each have our own view of “success” f) Conflict bubbles up when things go wrong g) Avoiding tough conversations about goals h) Passive disagreements slowing momentum i) Alignment was never clearly discussed j) I don’t have a co-founder or we’re misaligned \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2. How clearly have you validated the problem you're solving with real users? a) Deep validation—interviews, signals, willingness to pay b) We’ve tested pain points across key personas c) Anecdotal support from friends and early users d) Limited external validation, mostly gut feel e) Unsure what counts as "validation" f) Built an MVP without clear validation g) Users say it's interesting but don’t use it h) Constantly pivoting based on weak feedback i) No user interviews or real signal yet j) We guessed the problem and built fast \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3. What’s your current confidence level in your idea or solution hypothesis? a) Extremely confident—backed by user feedback b) Confident, with some assumptions left to test c) Somewhat confident, but with big blind spots d) Doubtful about whether this is a real problem e) Our target customer isn’t clearly defined f) Feel stuck—don’t know what to test next g) We’re afraid to validate and get it wrong h) Idea keeps shifting week to week i) Can’t distinguish our idea from others j) Not confident at all—it’s a shot in the dark \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 4. How realistic and grounded is your understanding of market size and opportunity? a) Data-backed TAM, SAM, SOM clearly defined b) Rough estimates, but directionally confident c) Leaning on external reports, not real data d) Still unsure who the true buyer is e) We’ve only sized the market based on buzz f) Our target market keeps changing g) We overestimated initial demand h) Customers are too fragmented i) No formal market sizing done j) Just a guess based on competitor claims \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 5. How differentiated is your product or offering from existing players? a) Clear, strong UVP users rave about b) We’ve mapped the competition and stand apart c) Our messaging is strong, but features still blend in d) Not sure how users perceive our uniqueness e) Feels like we’re reinventing something that exists f) Still trying to craft a real differentiator g) UVP exists but not visible to users h) We’re competing on price or speed alone i) Users confuse us with competitors j) No clear UVP—we just built something cool 🛠️ PRODUCT & MVP-STAGE CHALLENGES 6. How disciplined are you in preventing feature creep while building? a) Laser-focused on a single core use-case b) One or two small “nice-to-haves” only c) We discuss every new request but defer most d) Some extras sneak in under pressure e) Road-map keeps stretching each sprint f) Users suggest features and we add quickly g) Founders can’t resist building “cool” extras h) MVP backlog now feels like a full product i) Team is confused what’s truly core j) We keep building everything that pops up \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 7. When deciding what qualifies as a Minimum Viable Product (MVP), where are you? a) Crystal-clear: simplest testable version defined b) MVP spec documented and agreed upon c) MVP mostly defined, a few grey zones d) Debating “is this MVP or post-MVP?” weekly e) MVP keeps expanding with “must-have” features f) Unsure if users will accept a slimmed build g) Team members have different MVP definitions h) MVP deadline slips because scope grows i) We’ll know the MVP when we see it j) MVP feels like a moving target with no end \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 8. How confident are you in your tech-stack and architecture choices for speed and future scale? a) Chosen after deep research and expert review b) Proven stack for similar startups in our space c) Confident but still validating scalability limits d) Selected quickly to get started, some doubts e) Tech debt is building faster than we’d like f) Unsure if stack will survive user growth g) Swapping components mid-build already h) Each engineer champions a different stack i) Tech choices driven by convenience, not strategy j) We have no clear tech roadmap—winging it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 9. How frequently do you capture real user feedback on the product you’re building? a) Continuous feedback loops baked into every sprint b) Weekly user tests or interview checkpoints c) After each major feature push d) Monthly, but need more structure e) Sporadic feedback when we remember f) Relying on internal team as proxy users g) Only gather feedback post-launch beta h) Users rarely respond; we build on assumptions i) Feedback is anecdotal and unstructured j) No real user feedback yet—building in a bubble \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 10. How well do you prioritize product decisions under tight time and resource constraints? a) Clear prioritization matrix—data decides b) Priorities reviewed every sprint and adjusted c) Mostly data-driven, some gut calls d) Founders debate priorities every week e) Pet features sometimes jump the queue f) Urgent requests often derail the roadmap g) Priorities shift with every new idea h) Too many “top” priorities—team overwhelmed i) Everything seems equally urgent—no filter j) We handle tasks reactively, not proactively 📣 GO-TO-MARKET (GTM) CONFUSION 11. How clear is your GTM (Go-To-Market) strategy for the next 6–12 months? a) We’ve defined ICP, channel, CAC, and messaging—fully mapped b) Strategy documented with KPIs and phase plans c) GTM storyboarded but still refining priorities d) Top 1–2 channels selected, but plan is hazy e) Strategy exists but no timeline or traction goals f) Conflicting GTM ideas between founders g) Tactics being tried randomly without structure h) GTM owned by one person with little team alignment i) No GTM doc yet, just assumptions j) No idea where to start for GTM \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 12. How are you approaching early traction channels? a) Focused deeply on 1–2 best-fit channels b) Testing 2–3 channels with hypotheses c) Clear roadmap to test performance per channel d) Spread across a few, but leaning toward one e) Jumping between channels weekly f) Social media-heavy without conversion logic g) Trying everything: cold email, SEO, ads, etc. h) Delegated to interns or freelancers without strategy i) No consistent marketing activity j) Still unsure what a traction channel means \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 13. How strong is your brand storytelling right now? a) Our brand story connects emotionally and clearly b) Core story and tagline tested with users c) Founder story integrated into positioning d) Some story assets made, not fully used e) Multiple brand directions—confused messaging f) People don’t “get” what we do in 1 line g) Focused on features over emotional connect h) Pitch deck story ≠ website ≠ social posts i) Our brand feels generic or imitative j) No real story—we’re just “another startup” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 14. How well does your messaging resonate with your ideal customer persona (ICP)? a) Users say “this is exactly what I need” b) A/B tests show messaging conversions c) Feedback loop from ICPs informs copy d) Some validation, some confusion e) Getting views but few leads f) High bounce rates or low engagement g) Feedback: “sounds like every other product” h) Users say: “I don’t get what this does” i) Messaging built by assumptions j) We haven't defined our ICP clearly yet 💰 CUSTOMER & REVENUE GENERATION 15. How consistent is your early revenue generation? a) MRR is growing steadily with good unit economics b) Small but sticky customer base; strong word-of-mouth c) Revenue is lumpy but showing repeatability d) Got pilot customers but no recurring income yet e) Free users show interest, but few conversions f) High churn and pricing confusion g) Only a few one-off sales so far h) Revenue depends on one client or founder’s network i) Haven’t monetized yet—purely building j) We have no idea how we’ll make money \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 16. How confident are you in your current pricing model? a) Pricing tested and optimized based on real feedback b) Multiple tiers based on segment/user behavior c) Pricing clarity improved after customer objections d) Still experimenting with packages e) Revenue is blocked due to pricing confusion f) Users constantly ask for discounts g) We’re undercharging but scared to raise prices h) We copied competitor pricing without context i) We give everything away free—hoping for scale j) Pricing never seriously thought about \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 17. How well are you retaining your early customers or users? a) Churn is low, users keep coming back b) Retention improved after onboarding fixes c) Feedback loops led to feature refinements d) First-time user experience still being tweaked e) Users like us but don’t stick beyond a few uses f) Usage drops within a week of sign-up g) Customers leave after first billing cycle h) Support issues hurt retention i) No idea what our retention rate is j) Users are churning fast—we’re panicking \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 18. How scalable is your sales process right now? a) Sales playbook defined and repeatable b) Multiple team members can close deals c) Clear sales funnel with conversion metrics d) Founder-led sales but learning e) Still figuring out objection handling f) No sales structure—just word-of-mouth g) Product-led but struggling with upsells h) Inbound leads come randomly, not predictably i) Sales = cold emails with low reply rates j) Only the founder can close deals 💸 FUNDING & FINANCIAL BOTTLENECKS 19. How prepared are you for raising external funding (if applicable)? a) Clear pitch, traction metrics, and investor pipeline b) Deck is ready, and a few intros have been made c) We’ve spoken to some investors, but no clear fit yet d) Still refining our pitch and business model e) Not sure what kind of funding suits us (VC, angel, bootstrapped) f) No warm intros or investor network g) Unsure how to value the company h) We get ghosted after first investor meeting i) Haven’t thought about fundraising yet j) Fundraising feels overwhelming and confusing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 20. How well are you managing your startup’s finances and runway? a) Real-time cash flow tracking and scenario planning in place b) We have a monthly burn tracker and forecast c) Runway known, but forecasting is manual d) Some basic tracking via Excel/Notion e) Spend decisions are made ad hoc f) We don’t have clear burn or runway visibility g) No separation between business and personal funds h) Panic every time salary or server bills are due i) Financial planning = looking at the bank balance j) We’re flying blind financially \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 21. How aligned are you with potential or existing investors? a) Strong synergy on vision and values b) Open, transparent relationship with occasional disagreements c) Some value alignment, but differing expectations on growth d) Investor pressure is forcing us into unnatural pivots e) We’re stuck over term sheet terms f) Advice we receive is confusing or contradictory g) Misalignment on product vs. market scale priorities h) Too many cooks—unclear who’s calling the shots i) Investor involvement feels like surveillance j) Took money from wrong-fit investors—regret it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 22. How confident are you in your financial storytelling (metrics + narrative)? a) Confident in articulating growth, CAC, LTV, runway, etc. b) Solid story, working on connecting metrics to it c) Some traction, but unsure which metrics matter d) Good narrative, but weak financial data e) Numbers are okay, but story lacks coherence f) Rely too much on vanity metrics g) Struggle to explain why our model will work h) Story changes every week based on audience i) We avoid talking about numbers j) We have neither a narrative nor data 🧠 TEAM & CULTURE CHALLENGES 23. How confident are you in hiring your first few key team members (founding or core team)? a) We’ve already hired stellar early members b) Have a clear talent strategy and hiring funnel c) Actively interviewing but facing talent gaps d) Getting interest but not from the right fit e) Struggling to afford or attract strong candidates f) Unsure how to sell our vision to top talent g) Hiring decisions are rushed and gut-based h) Team is mostly friends/family, not strategic hires i) No time to build a hiring process j) Still running solo or with co-founders only \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 24. How clearly are team roles, ownership, and responsibilities defined? a) Everyone knows what they own and deliver b) Roles are clear, but we need better documentation c) Slight overlaps but manageable d) Some confusion on accountability in projects e) Many tasks fall between the cracks f) Founders micromanage due to lack of clarity g) Ownership often shifts without communication h) Tension brewing due to role conflicts i) No defined roles—everyone does everything j) It’s chaotic—no structure or clarity \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 25. How would you describe your startup’s internal culture today? a) High trust, ownership, and alignment b) Early signs of strong culture, evolving fast c) Collaborative but sometimes reactive d) Mostly founder-led with little team voice e) Workload dominates, no time for team culture f) Cultural values exist but not practiced g) Confusion on “how we work” or make decisions h) Morale issues due to stress or silos i) Culture defaults to chaos or burnout j) No culture—just survival mode \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 26. How ready are you to build and sustain a values-driven culture as you scale? a) Values are clear and embedded into hiring & rituals b) We’ve started defining values, but not operationalized c) Some alignment, but not part of daily behavior d) Team looks to founder for all decisions e) No rituals to reinforce culture yet f) Not sure what values matter at this stage g) We’re trying to fix cultural cracks as they show h) Toxic habits (blame, avoidance, silos) are emerging i) New hires struggle to adapt due to unclear norms j) No attention paid to culture building at all 🧠 FOUNDER MENTAL HEALTH & IDENTITY 27. How often do you feel emotionally or mentally drained by your startup journey? a) Rarely—I’ve built great mental boundaries b) Occasionally, but I recover quickly c) Weekly stress peaks, but manageable d) Frequently overwhelmed, need more balance e) Sleep, rest, or social life suffers regularly f) Burnout cycles come and go g) I feel numb—just powering through h) Constant state of stress and fatigue i) Emotional outbursts or shutdowns are frequent j) I feel like I’m mentally collapsing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 28. How strongly are you dealing with imposter syndrome? a) I feel deeply grounded and self-aware b) Minor doubts, but I know my value c) Sometimes I compare myself to other founders d) Feel insecure when pitching or in investor circles e) Struggle to own my achievements f) I overcompensate to mask insecurity g) I feel like I don’t belong in this role h) Fear being “exposed” as a fraud i) Doubt clouds every major decision j) I’m paralyzed by fear of not being good enough \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 29. How supported do you feel emotionally in your founder journey? a) I have mentors, peers, and support systems b) A few trusted allies to confide in c) Peer founder groups help occasionally d) Mostly lean on co-founder or partner e) No emotional outlet, but coping f) Feel isolated even with people around g) Can’t share openly with team or investors h) Scared to reveal weakness to anyone i) Feel alone with all the weight j) I have no one to talk to about this \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 30. How aligned do you feel with the original reason you started this startup? a) Fully aligned—purpose drives me daily b) Mostly aligned, even if things evolved c) Slight drift, but still meaningful d) Struggling to reconnect with that mission e) I’m chasing survival more than meaning now f) Original passion feels buried in operations g) I’ve lost clarity on why I’m doing this h) This isn’t what I envisioned at all i) I feel trapped in a machine I built j) I feel like I betrayed my own vision 🔍 EXECUTION BLIND SPOTS & SCALING TRAPS 31. How do you prioritize tasks, experiments, and new ideas each week? a) Clear OKRs and weekly planning system b) Prioritized backlog + founder gut c) Intuitive but semi-structured process d) Constant reprioritizing as things change e) Reaction-based—whatever is urgent f) Overwhelmed with too many to-dos g) Struggling to say “no” to new ideas h) We chase what feels exciting vs. strategic i) No clarity—team often confused j) We’re lost in chaos without priorities \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 32. How operationalized are your internal functions (hiring, onboarding, support)? a) Well-documented SOPs and playbooks b) Semi-structured systems, improving steadily c) Some checklists, not scalable yet d) Different teams use different approaches e) Too early to systematize anything f) Constant firefighting due to missing processes g) Processes live in people's heads h) We reinvent the wheel every time i) No ownership of workflows j) We’re operationally broken—pure instinct mode \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 33. How does your team handle tough or high-uncertainty decisions? a) Clear decision frameworks + team input b) Data + experience + fast iteration c) Founder instinct with some feedback d) Often delayed due to over-analysis e) Internal conflict slows down decision-making f) Decisions made but not well communicated g) Gut-based calls, often reversed later h) We default to playing it safe i) Always chasing consensus, no speed j) Decision paralysis or reckless guessing is common \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 34. How well do you manage scaling risks (hiring, spend, GTM) before true readiness? a) Very measured—scale post-PMF with data b) Conscious of runway, track key metrics c) Scaling cautiously, checking for signals d) Some premature hiring or overbuilding e) Spend decisions made on hope f) Pressure from investors leads to rushed scaling g) We’ve scaled before validating retention/revenue h) Too afraid to scale—missed chances i) Fear of letting go delays systems j) No plan—growth and scale are reactive 🌍 EXTERNAL ENVIRONMENT, FOUNDER REALITY & REPUTATION FEARS 35. How confident are you about navigating regulations, licenses, and compliance in your industry? a) We’ve done the legal groundwork b) Some areas covered, still checking others c) Working with advisors or legal firms d) Aware, but not yet acted upon e) Vague idea of what applies f) Too confusing—avoiding it for now g) Unsure of country/state-specific rules h) Compliance is slowing us down i) We’ve faced issues or warnings j) We’re exposed, and don’t know how to fix it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 36. What’s your approach to early market entry — niche/local vs. global/broad? a) Clear phased plan with rationale b) Starting narrow, but adaptable c) Trying both with experiments d) Team debates often — no alignment e) Pivoted multiple times without traction f) Global dream, but no pathway g) Going broad to please investors h) Unsure what local users need i) Broad ambition, but no execution j) Constant tug-of-war, causing confusion \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 37. Do you feel the “original dream” or spark of your startup is still alive? a) Stronger than ever — we’re inspired b) Still there, but evolving c) Fading at times, depends on the week d) Lost some clarity, but pushing on e) Doubt creeping in quietly f) Emotionally drained by constant pivots g) Dream now feels naïve h) Doing it for survival, not spark i) Team feels disconnected from the ‘why’ j) Lost all clarity — surviving on inertia \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 38. How deeply does fear of failure or damage to your reputation affect you? a) Doesn’t bother me — part of the game b) Present, but manageable c) Quiet worry I carry in private d) More afraid of public perception than failure e) I avoid risks that could expose me f) I second-guess due to fear of judgment g) Fear impacts my boldness in decisions h) Social media/image pressure is high i) Reputation risk holds me back from pivoting j) I feel trapped by the fear of what others will say FUNDING CLARITY & CAPITAL RISK CALCULATOR 39. How confident are you in your fundraising strategy for the next 6–12 months? a) Clear roadmap + target investors already engaged b) Active pitch deck and warm intros ongoing c) Plan is in place but not yet executed d) Exploring options, but no outreach started e) Unsure who we’re targeting f) Strategy changes based on latest trends g) Waiting until “traction improves” h) Fundraising feels like a black box i) No strategy, just hoping for luck j) Actively avoiding fundraising due to overwhelm \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 40. How aligned are your potential/incoming investors with your startup’s long-term vision? a) Fully aligned — strategic + values fit b) Mostly aligned with minor differences c) Still evaluating who fits d) We compromise a bit for capital e) Prior experience with misaligned backers f) Unsure how to assess investor fit g) Opportunistic: whoever funds us h) Conflict brewing between investor and team i) No clarity on what “alignment” looks like j) Already regretting one investor relationship \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 41. How well do you understand your current and future cash runway scenarios? a) Live dashboards with clear forecasts b) Monthly tracking + scenario models c) Some awareness, but not updated often d) Gut sense of burn rate and runway e) Depends on finance person or advisor f) Metrics unclear, financials lagging g) Founders debate cash priorities often h) Panicked every month near payroll i) Scaling decisions made without clarity j) We don’t know how long we’ll survive \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 42. What’s your pricing/monetization strategy maturity today? a) Tested, validated with positive revenue signals b) Iterating actively on packages and pricing c) Some traction, but unclear monetization model d) Working on product first, revenue later e) Customers not yet willing to pay f) Monetization conversations are awkward g) Investors pushing us to charge h) Confused between B2B vs. D2C strategies i) Revenue goals unclear across team j) Monetization anxiety is high — no path forward Whole-Startup Survival Risk Calculator Scope All 42 questions (1-42) – a single composite score. Segments • 🟢 Trailblazer Builders (very low aggregate risk) • 🟡 Strategic Optimizers (low-moderate risk) • 🟠 Scrappy Hustlers (mid-level risk; red flags emerging) • 🔴 Overwhelmed Navigators (high risk; urgent fixes) • ⚫ Burnout / Breakdown Zone (critical risk; multi-front intervention) Established Startup/SMEs 🚀 PART 1 — Growth & Strategy Confusion Q1. How clear is your three-year growth roadmap? a) Crystal-clear milestones, metrics, and phased objectives b) Roadmap documented; minor details evolving c) Big-picture targets set, but not fully costed d) Annual goals only; medium-term fuzzy e) High-level vision, no written plan f) Plans live in founder’s head, not shared widely g) Different leaders quote different numbers h) We chase opportunities ad-hoc each quarter i) We react to whatever customers request next j) We’re moving month-to-month without a plan \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q2. What best describes your current revenue trajectory? a) Sustained double-digit growth quarter on quarter b) Growth slowing but still healthy c) Flat for a few quarters, analysing causes d) Small upticks mixed with declines e) Plateaued despite new offers f) Slipping gradually each month g) One-off spikes, no pattern h) Heavily discounting to keep numbers up i) Revenues shrinking and unpredictable j) Unsure of real revenue trend \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q3. How successful are you when launching products or services into new segments? a) Consistent wins, clear PMF in each vertical b) Two of three new launches hit targets c) Some traction; refining fit now d) Early interest, poor conversions e) Mixed results, unclear why f) Most pilots fizzle after launch g) Churn high in new segments h) We stop after an expensive flop i) Afraid to try new verticals now j) Never attempted any new segment \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q4. What is the state of your Go-to-Market (GTM) playbook? a) Documented ICPs, channels, CAC/LTV math, repeatable funnel b) Core GTM defined; optimisation in progress c) Founder networks plus two proven channels d) Rely mostly on referrals; dabbling in marketing e) Channels tried randomly, no attribution clarity f) Different teams pull in different directions g) GTM decisions change with every deal h) No formal GTM—founder still closes most sales i) Waiting to “perfect” product before GTM j) GTM? We’ve never written one \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q5. How confident are you about expanding into new geographies or markets? a) Phased market-entry framework, risk matrix, local partners in place b) Pilot market selected; clear budget and KPIs c) Research done, timing undecided d) Gut feel says we should expand, but data lacking e) Debating between two very different regions f) Expansion delayed—fear of mis-execution g) Previous expansion under-performed; licking wounds h) Pulled back from a new market recently i) Leadership split: expand vs. consolidate j) We talk about expansion but never act ⚙️ PART 2 — Operational Inefficiencies Q6. How reliant is day-to-day operations on the founder(s)? a) Fully decentralized, founder free for strategic work b) 80% decentralized—founder only steps in during crises c) Founder handles only critical relationships d) Some dependencies in specific departments e) Founder involved in daily approvals f) Founder still signs off everything g) Teams wait on founder before executing h) Founder is default decision-maker for all issues i) Chaos begins if founder takes 3 days off j) We are the founder \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q7. How robust and standardized are your core processes? a) SOPs defined, documented, and followed by all b) Key departments have working SOPs c) Most teams follow “template” processes d) SOPs exist but not enforced e) Some informal handovers or checklists f) Team depends on memory and legacy behavior g) Processes vary team to team h) Frequent errors due to process gaps i) Always firefighting to fix past mistakes j) No idea what process means here \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q8. How clear are roles and accountability across the organization? a) Every team has clear roles, KRAs, escalation matrix b) Org chart exists with clarity across verticals c) Leadership roles are clear; mid-layer evolving d) Multiple overlapping roles but manageable e) Often confused who owns what f) Employees wear too many hats g) Teams blame each other during slip-ups h) Lack of accountability is slowing projects i) No one owns outcomes beyond founder j) No clarity or documentation of roles \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q9. How efficient is your inventory or supply chain management? a) Real-time tracking, low waste, reliable vendors b) Monthly reconciliations and working reorder systems c) Some automation, minor issues arise d) Some vendor delays but manageable e) Frequently out of stock on key items f) Overstocking and understocking both occur g) Vendor disputes or unreliability increasing h) Manual tracking via Excel sheets i) Lost money due to stock mismanagement j) No system — always reacting to crises 🧠 PART 3 — Talent & Team Challenges Q10. How successful have you been in hiring your next layer of leadership? a) Strong leadership team in place with defined ownership b) Hired 1–2 dependable second-in-command roles c) Actively looking for leadership but selective d) Interviewed some strong candidates, none joined e) Reluctant to delegate key leadership responsibilities f) Tried but failed to attract high-caliber talent g) Still doing CXO-level tasks myself h) Too early—don’t think we need them yet i) Don’t know what to look for in leadership roles j) We’ve given up—“Nobody good wants to work in SMEs” \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q11. How is your employee turnover and retention across key roles? a) Very low attrition; people stay & grow b) Occasional exits but generally stable c) Retain core team, lose junior staff often d) High attrition in specific departments e) People leave after 12–18 months f) Struggling to retain high performers g) Culture issues lead to exits h) People leave silently—no exit feedback i) Hired competitors’ people who also left j) Team changes every 6–9 months—no stability \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q12. How engaged and motivated is your current workforce? a) Highly engaged—aligned with vision and hungry to grow b) Some departments are highly proactive c) Employee-led initiatives and collaboration visible d) Need constant nudging and follow-up e) Internal politics or lack of direction visible f) Clock-in, clock-out mentality prevails g) Mid-managers seem disconnected h) Culture of compliance, not ownership i) Energy missing—team just follows orders j) Most are here for a paycheck, not purpose \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q13. How equipped are your teams with skills required for scale? a) We invest in regular upskilling across roles b) Managers exposed to strategy and digital learning c) Some functional L&D has started d) Ad hoc trainings with no structure e) Skill gaps visible during growth sprints f) Digital, data, or automation capabilities are missing g) Firefighting hides capability gaps h) We rely on external consultants instead of upskilling i) Senior roles don’t mentor juniors j) Entire team lacks next-level skill maturity 💡 PART 4 — Sales & Customer Growth Gaps Q14. How systematized is your sales process? a) Fully repeatable sales engine with defined stages & playbooks b) CRM usage with clear tracking of leads, conversions, follow-ups c) Standard templates used but not consistently d) Sales happens, but largely driven by founder charisma e) Only 1 or 2 people know how to close deals f) No structured funnel or nurturing process g) Leads pile up, no systematic follow-through h) Every sale feels like starting from scratch i) We improvise everything j) No sales strategy—just rely on word of mouth \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q15. How strong and differentiated is your brand positioning? a) Clearly positioned in the market with strong recall b) Known for something specific (e.g., speed, trust, value) c) Messaging consistent across all channels d) Our customers understand us, but market doesn’t e) Still experimenting with brand language f) Looks generic—similar to competitors g) Not clear on what makes us stand out h) Confused between low-cost vs. premium play i) Customers often compare us on price alone j) Our brand is just our name—nothing more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q16. How well do you retain customers and reduce churn? a) Strong retention rates, repeat customers form a majority b) Have loyalty programs or regular upsells c) Retention is decent but not consistent d) Feedback loops exist, but implementation is slow e) Customers like us but often don’t come back f) High churn in specific segments or geographies g) Poor onboarding leads to early drop-offs h) No formal retention efforts or measurement i) Every quarter we lose major clients j) No idea how many we lose or why \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q17. How diversified is your customer base? a) Well-diversified across industries/segments b) Top 10 customers form less than 25% of revenue c) Working on diversifying further d) One client forms 30–40% of revenue e) Two-three key clients drive half our business f) Over-reliant on few legacy accounts g) Revenue concentration is a known risk h) We try but fail to onboard new customers i) Lost big clients recently—feeling the pinch j) If one client leaves, we collapse 💰 PART 5 — Financial & Risk Management Q18. How healthy and predictable is your cash flow? a) Consistent positive cash flow with a clear buffer b) Seasonal dips, but we plan well ahead c) Occasional crunches—manageable with reserves d) Delayed payments often disrupt operations e) Payroll stress shows up some months f) Too much working capital stuck in receivables g) Vendor payments often delayed h) Constant borrowing from informal sources i) No clarity on burn rate or cash runway j) Monthly survival depends on closing new sales \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q19. How robust is your financial planning and forecasting? a) Quarterly and yearly forecasts updated with real-time dashboards b) Budgeting and scenario planning done annually c) Founder reviews P&L regularly; not data-driven yet d) Plans exist but aren't followed e) No forecast—just monthly statements f) Growth decisions made without financial inputs g) Not sure how revenue will grow in 6–12 months h) Forecasts are unrealistic—never align with actuals i) Financial team exists but not empowered j) We run on gut feel and bank balance alerts \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q20. How effectively have you raised or structured funding? a) Strong funding with aligned partners b) Debt/equity split is well-planned for future flexibility c) Bootstrapped but with a buffer from previous profits d) Raised funds but now facing pressure to deliver e) Angel investors expect short-term outcomes f) Diluted too early—loss of control g) Burned by predatory debt or bad terms h) Investors don’t understand our industry i) Fear of raising again due to past experience j) We avoid funding—scarcity mindset dominates \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q21. How scientific is your pricing strategy? a) Data-backed value-based pricing model b) Adjusted pricing for segments and geographies c) Benchmarked with competitors and aligned to costs d) Founder-driven instinct-based pricing e) Price changes happen only when clients complain f) No framework for discounting—completely reactive g) Struggle to communicate our pricing value h) Undercharging to stay in the game i) Clients negotiate heavily—we cave j) Pricing gives us zero margin clarity 🌐 PART 6 — Digital & Tech Readiness Q22. How modern and integrated is your tech infrastructure? a) Cloud-based, modular, and API-integrated systems b) CRM, ERP, and financial tools sync with each other c) We use basic tools like Google Workspace + Tally d) Have bought tools but underutilized e) Processes partly manual, partly digital f) Data is scattered across tools and spreadsheets g) Still using legacy desktop software for key operations h) Tech purchases made reactively, not strategically i) No IT manager or tech consultant on board j) Entire business runs offline or on WhatsApp \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q23. How effective is your digital customer engagement? a) Strong digital funnels via website, email, social, WhatsApp b) Engaged customer base with good response metrics c) Social media used regularly, but not for leads or retention d) Website exists, but not optimized for conversion e) Sporadic campaigns—no continuity f) We post, but don’t track what works g) Most customers come through offline or word-of-mouth h) No CRM or retargeting capability i) No structured digital journey for leads or customers j) No digital customer touchpoints at all \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q24. How vulnerable is your business to digital threats? a) Strong cybersecurity policies and regular audits b) Role-based access, MFA, and encrypted backups in place c) Antivirus & firewalls exist, but no real cybersecurity planning d) Sensitive data shared over unsecured channels (email, WhatsApp) e) Cloud tools used, but no data governance policies f) Internal passwords shared casually g) We’ve had near misses (data loss, hacks) h) One ransomware/malware scare already i) Unsure who has access to what j) No idea what cybersecurity even means 🧭 PART 7 — Culture & Identity Q25. How clearly defined is your company’s culture and “way of working”? a) We have documented values that guide hiring, reviews, and daily work b) Culture is reinforced through rituals, feedback, and leadership role-modeling c) Everyone talks about culture, but nothing is written or tracked d) We have values on posters but rarely refer to them e) Culture varies wildly between teams f) New hires struggle to understand “how things are done here” g) Culture depends entirely on founder mood or priorities h) Office politics and passive aggression creep in i) There’s tension between old-timers and newer employees j) Culture? We’re just focused on survival \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q26. How is decision-making handled in your leadership team? a) Balanced mix of data, instinct, and collaboration b) Functional leaders are empowered and accountable c) Most decisions bottleneck with the founder/CEO d) Some leaders dominate while others stay silent e) Family members influence decisions without clear roles f) Too many meetings, too few outcomes g) Decision quality depends on fire-fighting, not foresight h) We often reverse decisions too late i) Employees don’t know who makes what decisions j) Nobody’s sure who’s really in charge \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q27. How well does your business transition from family-run to professionally managed? a) We’ve created clear boundaries between ownership and operations b) Professionals are trusted and empowered to lead c) Family members are still learning to let go of control d) Professionals face silent resistance or unclear expectations e) There’s tension between loyalty-based and performance-based culture f) Professional hires leave quickly due to unclear authority g) Important decisions revert to family-run instincts h) Culture is built on people, not systems i) Family members hold titles without day-to-day roles j) We're not sure if we even want to professionalize 🌍 PART 8 — Market & External Pressures Q28. How confident are you in navigating evolving regulations and compliance requirements? a) We have a compliance officer or advisor monitoring all regions b) We proactively adapt to legal/regulatory changes with SOPs c) We manage okay but sometimes react late d) We’ve faced penalties or close calls due to compliance gaps e) Regulations feel like a black box—we’re unclear what applies f) Different departments interpret rules differently g) We rely heavily on vendors to handle compliance h) We’ve delayed launches due to legal uncertainty i) New markets seem riskier because of compliance complexity j) We avoid certain sectors just to escape regulation \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q29. How are you positioned against competition, especially from larger players or agile startups? a) We’re seen as a differentiated brand with clear positioning b) Our value and customer experience outperform competitors c) We struggle to articulate our USP to the market d) We win on price but lose on brand/trust e) Big players are entering our space and squeezing margins f) Startups are offering more tech-savvy solutions g) Our team is stretched thin trying to “outdo everyone” h) We’ve lost key accounts to competitors recently i) We often imitate competitors instead of innovating j) We don't track competitors—just focus on ourselves \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q30. How aligned are you with fast-changing customer expectations? a) We run frequent feedback loops to stay ahead of trends b) Customer input shapes our innovation roadmap c) We hear complaints but don’t act fast enough d) Expectations have shifted—our value proposition feels outdated e) Customers demand digital-first, we’re catching up f) NPS or satisfaction scores have dropped but we’re unsure why g) Frontline staff escalate recurring issues, but no resolution happens h) We’ve lost relevance with younger buyers or newer segments i) We haven't revisited our customer personas in years j) We rely on assumptions from when the business started 🔍 PART 9 — Founder & Leadership Gaps Q31. How frequently do you feel mentally or physically burned out by business operations? a) Rarely—I’ve designed systems that support me b) Sometimes, but I recover with short breaks or delegation c) I feel drained weekly but keep pushing d) I'm juggling everything—I can’t switch off e) The stress is affecting my sleep and health f) I feel like I’m the bottleneck to our growth g) Vacations or downtime feel impossible right now h) I secretly dread Mondays i) I wonder if this is what I signed up for j) I’ve considered quitting or selling just for relief \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q32. Do you have a personal advisory board or mentors guiding your big decisions? a) Yes—3+ trusted advisors across strategy, finance, and people b) I have a few mentors I reach out to regularly c) I only speak to my CA, lawyer, or vendor network d) I bounce ideas off my leadership team, but that’s it e) I mostly rely on gut feel and past experience f) I get mixed signals and conflicting advice from well-wishers g) I wish I had more objective outside support h) I tried advisory groups, but they didn’t add value i) My network is too busy for deep, strategic conversations j) I feel alone in making the big calls \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Q33. How clear are you on your own role as the business scales? a) I’m evolving from operator to strategist intentionally b) I’m balancing execution with vision-building c) I often get pulled into firefighting despite efforts to step back d) I handle everything important—no one else is ready e) My calendar is 90% operations, 10% strategy f) I want to shift roles, but the team isn’t ready g) Investors/team expect me to always “lead from the front” h) I’m not sure what my ideal future role even is i) I struggle to relinquish control j) I feel stuck in the operator mindset Holistic SME Survival Index (uses all 33 questions, Q1 – Q33) Global Segments 🟢 Scale-Ready Masters 🟡 Growth-Mode Tuners 🟠 Plateau-Risk Operators 🔴 Turnaround Targets ⚫ Crisis-Stage SMEs 1. Score every answer (a = 1 … j = 10). 2. Sum 33 answers (range 33–330). 3. Place into one of the five Survival segments.