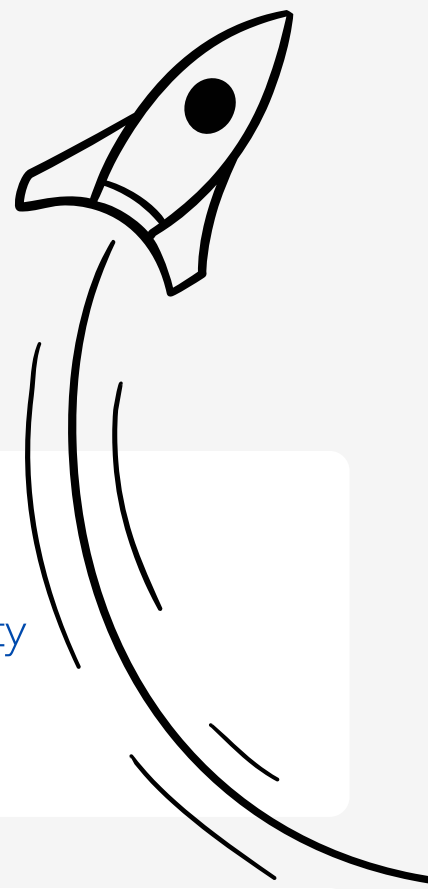
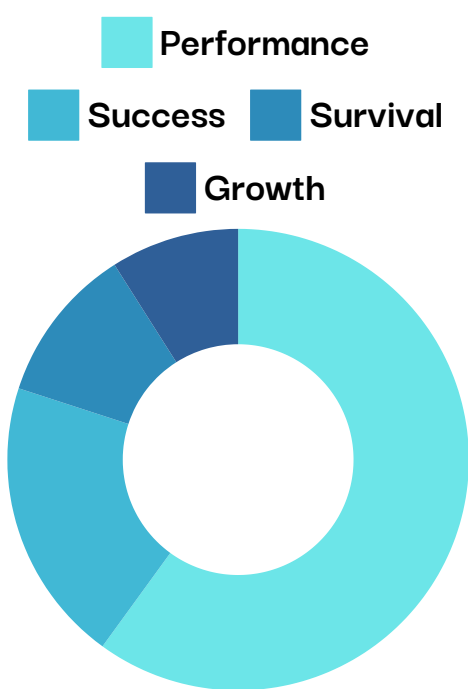


# The Impact of Founder Personality on Start-up Success

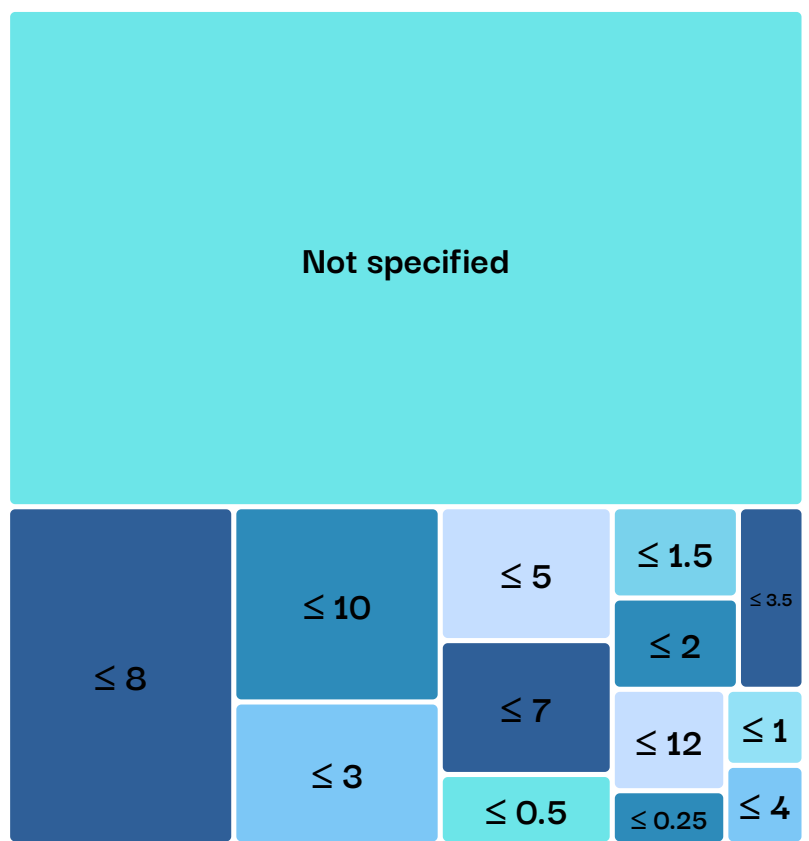


Founder personality research shows that **founder personality can have impact on start-up success**. The literature uses different measures to investigate personality traits as well as different start-up definitions and success metrics. However, **the findings are ambiguous**.

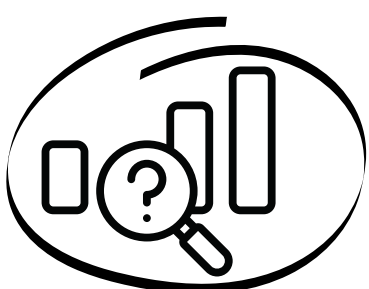
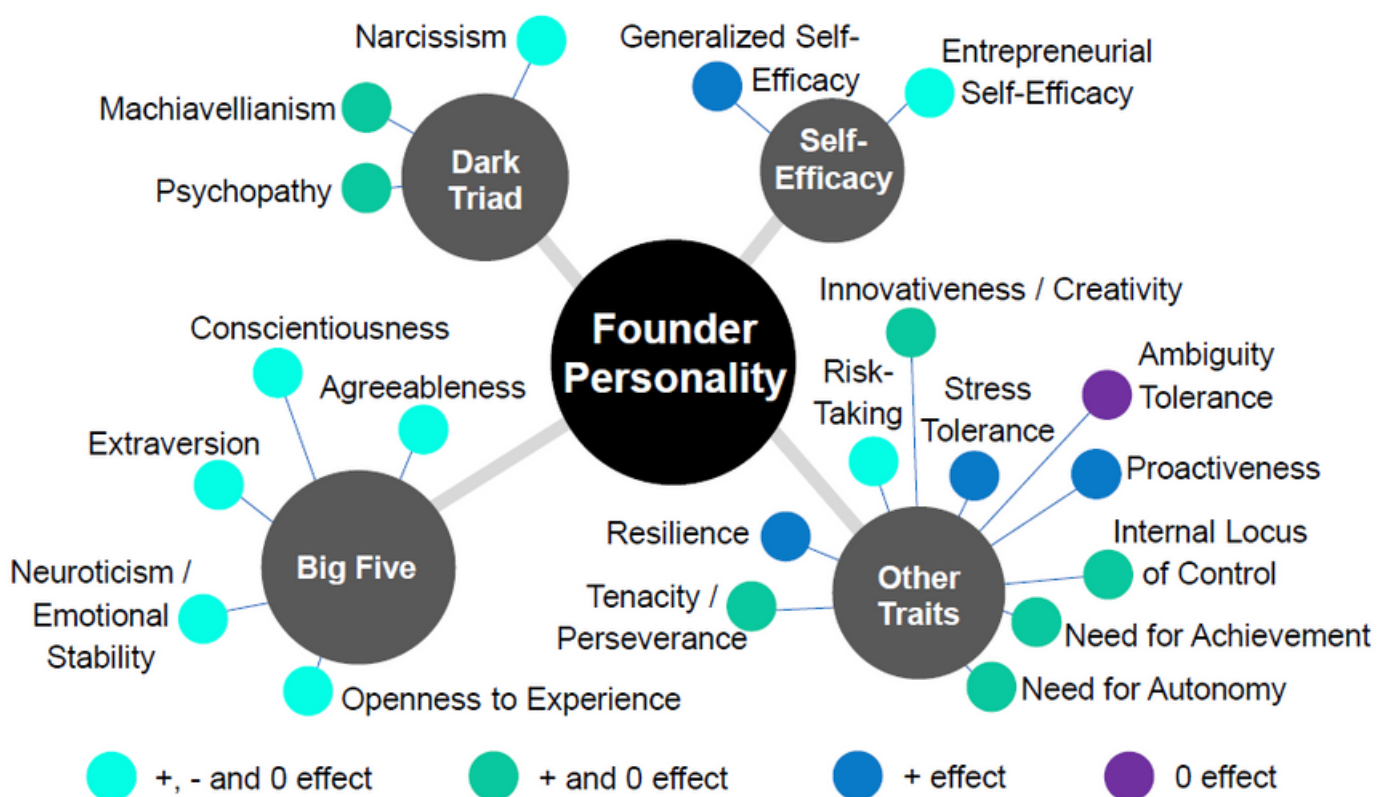
## 4 SUCCESS METRICS



## 14 START-UP DEFINITIONS [YEARS]



## 20 PERSONALITY TRAITS AFFECT START-UP SUCCESS



### CURRENT RESEARCH GAPS

Notable research gaps include the effect of personality traits covered only by few authors as well as the effect of using a universal definition of success and start-up.