

# Talents founders need according to their market

Which talents should founder have in order to be succesful in B2B SaaS? HR? Hardware? Great Fintech founders aren't the same as great consumer games founders.

You'll find in this table which behaviours to seek in order to choose the right founder for any given market.

*Note: please keep in mind that these are examples and they aren't exhaustive, we're focusing on key talents here. Many others talents make you successful in any given field, but look for these ones first.*

Market area	Talents to succeed	Why these behaviours?
SaaS B2B	<ul style="list-style-type: none"> <li>- Extremely focused</li> <li>- Strong decision makers who believe in their judgements</li> <li>- Excellent at delegating</li> <li>- Ambitious</li> <li>- Great at overseeing the situation, market and teams</li> <li>- Good at listening but able to make their own decisions without external influence</li> </ul>	<p>Strong competition, need to delegate and trust others to grow fast. Those founders will need to constantly take decisions while facing multiple options (features, options, client requests...) they need to be able to decide fast with an high conviction</p>
Legal	<ul style="list-style-type: none"> <li>- Ability to vulgarise</li> <li>- Rigorous/precise</li> <li>- Serious</li> <li>- Extremely patient</li> <li>- Calm</li> <li>- Respectful of rules</li> <li>- Strong focus</li> </ul>	<p>A good lawyer vulgarises well to clients. Same here: those founders should be clear in their explanations, seeks constant simplification in everything.</p> <p>Calmness inspires trust, focus allows precision</p>
Entertainment B2C	<ul style="list-style-type: none"> <li>- Fun</li> <li>- Playful</li> <li>- Seeking freedom</li> <li>- Extremely ambitious</li> <li>- Knows how to work around rules</li> <li>- Loves competition</li> <li>- Extremely focused on company culture, brand and values</li> </ul>	<p>A field with high competition where you need to shine. The product is the reflection of founders' personalities, THEY are the product.</p> <p>Those who build these companies constantly live in an entertainment mood (freedom, playfulness, jokes...)</p>

Market area	Talents to succeed	Why these behaviours?
Fintech	<ul style="list-style-type: none"> <li>- Rigorous</li> <li>- Serious</li> <li>- Patient</li> <li>- Respectful of rules</li> <li>- Problem solver</li> </ul>	A field in which you need to respect multiple regulations, accept complexity and build trust in everything you do
Hardware	<ul style="list-style-type: none"> <li>- Extremely patient</li> <li>- Calm</li> <li>- Curious</li> <li>- Passion for challenges (with patience)</li> <li>- Strong focus</li> <li>- Ambitious</li> <li>- Loves failure and learn from it</li> <li>- Avoids risk taking</li> </ul>	Takes time to succeed, multiple failures will occur, hardware is a constant challenge on the long term, they must avoid risk to build high quality devices
HR	<ul style="list-style-type: none"> <li>- Profound love and curiosity for people</li> <li>- Need for constant change and new discovery</li> <li>- Ability to convince effectively (sales)</li> <li>- Competition lovers</li> <li>- Extremely ambitious</li> <li>- Strong focus on product quality</li> </ul>	Every part of HR is about people. No matter the subject, emotions are involved all the time. Competition is key and differences are made on sales and product quality
Muses	<ul style="list-style-type: none"> <li>- Challenge lovers</li> <li>- Short term thinkers</li> <li>- Prefer concrete solutions to abstract and theoretical thinking</li> <li>- Take action ASAP constantly</li> <li>- Passion for learning constantly</li> </ul>	Muses solve short term issues with a scalable approach. Success is possible only for those who learn fast, test fast and act fast. Those generally love challenges and constant change since it gives them the same adrenaline than launching multiple small businesses

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