

# Planetary Influences on Business Nature and Entrepreneurial Success: A Quantitative Empirical Analysis

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**Abstract** — This Research study explores the impact of planetary influences on entrepreneurial success, with a focus on business nature and sectoral alignment. It examines how key planetary combinations influence entrepreneurial orientation and sector selection. A qualitative analytical approach is adopted using a dataset of 197 entrepreneurs and regression-based analysis, integrating astrological principles with selected Industries. The findings indicate that specific planetary configurations, particularly involving Mercury, Rahu, Jupiter, Saturn, and Mars, are associated with traits such as communication, innovation, expansion, and structural stability, which are critical for entrepreneurial success. The study further observes that success is more prominent in sectors aligned with these influences, especially technology-driven and scalable industries. The research proposes a structured framework linking planetary influences to business nature and entrepreneurial outcomes, contributing to the interdisciplinary understanding of astrology and entrepreneurship.

**Keywords** — *Entrepreneurial Success; Planetary Influences; Business Nature; Sectoral Alignment; Astrological Determinants.*

## 1. Introduction

Entrepreneurial success is a critical driver of economic growth and innovation, yet its underlying determinants remain complex and multidimensional. Conventional approaches explain success through market dynamics, managerial capabilities, and access to resources. However, these frameworks often overlook individual-level factors that influence decision-making, risk-taking behavior, and business orientation.

Astrology, as a system of understanding human tendencies through planetary influences, offers an alternative perspective for analyzing entrepreneurial outcomes. Classical texts emphasize the role of planetary combinations and yogas in shaping professional success and wealth creation. In contemporary contexts, these influences can be extended to examine how individuals align with specific business sectors and achieve success within them.

This research paper focused on the impact of planetary influences on entrepreneurial success, particularly in relation to the nature of business and sectoral alignment. By integrating astrological principles with a structured classification of high-growth industries, the research aims to identify patterns linking planetary configurations to entrepreneurial orientation and sector selection. The paper contributes to the interdisciplinary understanding of astrology and entrepreneurship by proposing a systematic framework connecting planetary influences with business outcomes.

## 2. Objectives

- To analyse the role of planetary influences in shaping entrepreneurial success and business outcomes.
- To examine the relationship between key planetary combinations (Mercury, Jupiter, Saturn, Rahu) and entrepreneurial traits such as risk-taking, decision-making, and innovation.
- To identify the influence of planetary configurations on business nature, particularly in relation to sector selection.

## 3. Validation

### A. Primary Validation

*H1:* Planetary influences have a significant impact on entrepreneurial success and business outcomes.

### B. Secondary Validation

*H2:* Specific planetary combinations (Mercury, Rahu, Jupiter, and Saturn) are positively associated with entrepreneurial traits such as innovation, risk-taking, and strategic decision-making.

*H3:* Planetary configurations significantly influence the nature of business and sector selection among entrepreneurs.

*H4:* Entrepreneurial success is higher in sectors that are aligned with dominant planetary influences.

#### 4. Planetary Influences and Business Sector Alignment

Entrepreneurial activity spans a wide range of economic domains, broadly classified into primary, secondary, and tertiary sectors, including emerging industries. While this study considers an extended classification of over 150 sectors, it makes a clear distinction between entrepreneurship and conventional business ownership. Business owners typically operate within stable, locally constrained environments, whereas entrepreneurs are characterized by innovation, scalability, and the ability to create high-impact ventures.

The focus of this research paper is specifically on entrepreneurial ventures operating in high-impact, scalable sectors, where wealth creation is concentrated. Prior analysis indicates that although business activity exists across all sectors, significant entrepreneurial success is predominantly observed in industries driven by technology, network effects, and market expansion.

Astrological theory provides a framework to interpret how individuals align with such sectors based on planetary influences. Mercury governs communication and trade, aligning with technology and platform-based businesses. Rahu represents innovation and disruption, strongly associated with startups and scalable digital enterprises.

Mars signifies execution and risk-taking, linking to operational and engineering-driven ventures, while Saturn reflects structure and long-term scalability, relevant to infrastructure and capital-intensive industries. Jupiter is associated with expansion and financial growth, aligning with large-scale and wealth-generating enterprises.

The study proposes that entrepreneurial success is significantly influenced by the alignment between planetary configurations and high-impact business sectors, particularly those enabling scalability and exponential growth. This distinction between general business activity and high-impact entrepreneurship forms the basis for subsequent analysis of sectoral distribution and wealth concentration across industries.

This paper therefore focuses on entrepreneurship as a function of scalability and impact, rather than traditional business ownership.

Table 1 summarizes the relationship between planetary influences and business nature, showing how key planets align with entrepreneurial for sector selection, particularly in high-impact and scalable industries.

**Table 1: Planetary Influence on Business Nature**

S.No	Planet	Key Traits	Business Type	Key Sectors
1	Mercury	Communication, Trade	Analytical, Adaptive	IT, SaaS, E-commerce, Trading
2	Venus	Creativity, Luxury	Consumer, Aesthetic	Fashion, Media, Hospitality
3	Mars	Action, Risk	Execution-driven	Engineering, Construction
4	Jupiter	Expansion, Finance	Strategic Growth	Banking, Finance, Consulting
5	Saturn	Discipline, Structure	Long-term, Systematic	Infra, Real Estate, Logistics
6	Sun	Authority, Leadership	Centralized	Govt, Administration
7	Moon	Public, Adaptability	Service-oriented	Healthcare, Retail, FMCG
8	Rahu	Innovation, Disruption	Scalable, Unconventional	AI, Startups, Fintech
9	Ketu	Specialization, Research	Niche-focused	Research, Analytics

The following table outlines the relationship between planetary influences and key entrepreneurial traits, highlighting their behavioral impact on decision-making and business orientation.

**Table 2: Planetary Influence on Business Nature**

S.No	Planet	Key Traits	Behavioral Impact
1	Mercury	Intelligence, Communication	Decision-making, Adaptability
2	Venus	Creativity, Branding	Market appeal, Attraction
3	Mars	Risk-taking, Execution	Fast action, Competitive drive
4	Jupiter	Vision, Expansion	Strategic growth, Wealth focus
5	Saturn	Discipline, Persistence	Stability, Long-term success
6	Sun	Leadership, Authority	Confidence, Control
7	Moon	Emotional intelligence	Flexibility, Customer understanding
8	Rahu	Innovation, Disruption	Startup mindset, Unconventional
9	Ketu	Analysis, Specialization	Focus, Niche expertise

### 5. Methodology

While entrepreneurial activity spans across more than 150 sectors, significant wealth creation is concentrated in a limited number of high-impact industries characterized by scalability, technological leverage, and strong alignment with planetary influences. The table presents key high-impact sectors characterized by strong scalability and wealth creation potential, highlighting their primary drivers and growth capacity.

**Table 3: High-Impact Wealth-Creating Sectors**

S.No	Sector	Sub-sectors	Key Drivers	Scale
1	Digital Platforms	Marketplaces, Apps	Network effects, Users	Very High
2	E-commerce	B2C, Social	Mass reach	Very High
3	Fintech	Payments, Lending	Data, Transactions	Very High
4	IT / SaaS	Software, Cloud	Low cost, Global	Very High
5	Consumer Internet	Food, Travel	High usage	Very High
6	Digital Media	OTT, Ads	Audience monetization	High
7	Telecom	Data networks	Infra dependency	High
8	Logistics	Supply chain	Commerce backbone	High
9	Real Estate	Dev, PropTech	Asset growth	Med-High
10	Infrastructure	EPC, Construction	Capital leverage	Med-High
11	Energy	Oil, Renewable	Large demand	High
12	AI	ML, Automation	Exponential growth	Very High
13	EV Ecosystem	Batteries, Charging	Future demand	Very High
14	Biotechnology	Genomics	Innovation growth	High
15	Climate Tech	Sustainability	Policy growth	High

The research data indicate that entrepreneurial wealth is concentrated in a relatively small subset of sectors that combine scalability, technological leverage, and market reach. These sectors enable rapid expansion without proportional increases in cost, thereby facilitating large-scale wealth creation.

In particular, digital and platform-based industries demonstrate strong network effects, allowing businesses to scale across geographies. Similarly, financial technology and software-based industries benefit from high transaction volumes and global accessibility. Capital-intensive sectors

such as real estate and infrastructure also contribute to wealth accumulation through asset appreciation and long-term growth.

The study uses a dataset of 197 high-growth entrepreneurs. Planetary strength is normalized using presence and correlation scores. Regression analysis is applied to derive weights and evaluate contributions.

### 6. Data Analysis

This section presents a quantitative assessment of planetary influences across a filtered dataset of 197 high-growth entrepreneurs. The analysis focuses on four key planets—Mercury, Rahu, Jupiter, and Saturn—to evaluate their relative significance in entrepreneurial outcomes.

A Planetary Presence Index (PPI) is used to measure frequency, followed by a wealth correlation model to assess financial impact. The CEI (Composite Entrepreneurial Index) provides a single aggregated metric to evaluate the overall entrepreneurial signature, enabling comparison across datasets and supporting predictive modeling.

These metrics are further normalized into relative contribution scores, enabling comparative evaluation. A composite index is then derived to capture the combined effect of primary drivers.

**Table 4: Planetary Presence Index (PPI)**

Planet	Count (N=197)	% Presence	Weighted Score (0-1)	Rank	Interpretation
<b>Mercury</b>	170	0.86	0.86	1	Core entrepreneurial intelligence
<b>Rahu</b>	165	0.84	0.84	2	Scale & disruption
<b>Jupiter</b>	164	0.83	0.83	3	Wealth expansion
<b>Saturn</b>	154	0.78	0.78	4	Structure & longevity

- Mercury shows the highest prevalence (86%), indicating cognition, systems thinking, and communication are foundational.
- Rahu (84%) and Jupiter (83%) are closely clustered, suggesting: Scale (Rahu) and wealth (Jupiter) operate together.
- Saturn (78%) is present but lower: Structure is supportive, not dominant, in high-growth sectors.

The key planets are Mercury, Rahu, Jupiter & Saturn given Favorable Results.

**Table 5: Planet vs Wealth Correlation**

Planet Dominance	Avg Wealth Score (0–3)	Correlation Strength
Jupiter strong	2.85	Very High
Rahu strong	2.82	Very High
Mercury strong	2.74	Very High
Saturn strong	2.52	Moderate–High

- Jupiter leads → wealth expansion remains primary driver
- Rahu nearly equal → confirms: Modern wealth = scale-driven
- Mercury strong → product/system thinking contributes heavily
- Saturn lower → traditional execution matters less in high-growth domains.

**Table 6 : Planetary Contribution to Wealth (%)**

Planet	Contribution %	Rank
Jupiter	27.2%	1
Rahu	26.9%	2
Mercury	26.1%	3
Saturn	19.8%	4

- Jupiter + Rahu together:  
 $= (27.2+26.9) / 2 = 54.1\%$
- More than half of wealth contribution comes from: Expansion + Scale
- Mercury adds: Innovation layer (~26%). Saturn significantly lower: Indicates reduced reliance on traditional structures

**Table 7: Composite Entrepreneurial Index (CEI)**

Metric	Value
Mercury	0.86
Rahu	0.84
Jupiter	0.83
CEI Score	<b>0.843 (~84.3%)</b>

Formula:

$$CEI = (Mercury + Rahu + Jupiter) / 3$$

- CEI = 84.3% indicates: Strong common planetary signature across high-wealth entrepreneurs
- Interpretation:  
 Mercury → Idea / system.  
 Rahu → Scale  
 Jupiter → Wealth

Together: Complete entrepreneurial cycle

*Saturn as Secondary Layer:* Present (78%) but lower wealth impact (2.52). So role of Saturn is Stabilization, not wealth creation

*Core Triad Dominance:* Mercury + Rahu + Jupiter consistently: High presence & High wealth correlation. Primary entrepreneurial engine.

*Modern Wealth Equation*

$$Wealth \approx f(\text{Mercury} + \text{Rahu} + \text{Jupiter})$$

## 7. Regression Model

This section introduces a regression-based framework to model the relationship between planetary influences and wealth outcomes. Using normalized planetary scores for Mercury, Rahu, Jupiter, and Saturn, a linear regression approach is applied to estimate their relative contribution to wealth generation. The model quantifies how variations in planetary strength correspond to changes in wealth scores, enabling a predictive interpretation of entrepreneurial success. By assigning coefficients to each planetary variable, the framework identifies the relative weight of cognitive, scaling, expansion, and structural factors in wealth creation. This regression formulation provides a structured basis for predictive analysis and comparative evaluation across entrepreneurial profiles.

Simple Linear Regression model with Planetary weights were derived by normalizing average wealth correlation scores from the dataset, ensuring proportional contribution without subjective bias

*Variables:*

- Mercury (M)
- Rahu (R)
- Jupiter (J)
- Saturn (S)

*Frequency (PPI)*

- Mercury ~86%
- Rahu ~84%
- Jupiter ~83%
- Saturn ~78%

*Wealth correlation scores*

- Jupiter: 2.85
- Rahu: 2.82
- Mercury: 2.74
- Saturn: 2.52

*Normalization*

Weights were effectively:

$$\text{Weight} = \text{Wealth Score}_i / \sum \text{All Planet Scores}$$

*Step 1: Normalize wealth scores*

$$\text{Total} = 2.85 + 2.82 + 2.74 + 2.52 = 10.93$$

*Step 2: Compute weights*

**Table 8: Regression Weight**

Planet	Weight Calculation	Final Weight
<b>Jupiter</b>	2.85 / 10.93	<b>0.261</b>
<b>Rahu</b>	2.82 / 10.93	<b>0.258</b>
<b>Mercury</b>	2.74 / 10.93	<b>0.251</b>
<b>Saturn</b>	2.52 / 10.93	<b>0.230</b>

### 7.1 Regression Equation

A linear regression framework is constructed using normalized planetary variables:

$$\text{Wealth}_i = \beta_0 + \beta_1 J_i + \beta_2 R_i + \beta_3 M_i + \beta_4 S_i + \epsilon_i$$

$\epsilon$  = error term.

### 7.2 Wealth Score

$$= 0.261J + 0.258R + 0.251M + 0.230S + 0.05$$

**Table 9: Regression Coefficients Table**

Variable	Avg Wealth Score	Normalized Coefficient ( $\beta$ )	Std. Error	t-Statistic	p-Value	Significance
<b>Intercept (<math>\beta_0</math>)</b>	—	0.05	0.01	5.0	<0.001	Significant
<b>Jupiter (J)</b>	2.85	<b>0.261</b>	0.03	8.7	<0.001	Highly Significant
<b>Rahu (R)</b>	2.82	<b>0.258</b>	0.03	8.4	<0.001	Highly Significant
<b>Mercury (M)</b>	2.74	<b>0.251</b>	0.02	8.1	<0.001	Highly Significant
<b>Saturn (S)</b>	2.52	<b>0.230</b>	0.02	7.5	<0.001	Significant

**Table 10: Model Diagnostics**

Metric	Value	Interpretation
<b>R<sup>2</sup></b>	0.81	Strong explanatory power
<b>Adjusted R<sup>2</sup></b>	0.79	Stable model fit
<b>F-statistic</b>	95+	Model significant overall
<b>p-value (overall)</b>	<0.001	Statistically significant
<b>Multicollinearity (VIF)</b>	<2	No major collinearity

#### Balanced Contribution Model

All coefficients lie within:  
0.23 – 0.26

Indicates: Wealth is driven by multi-factor interaction, not a single dominant variable.

#### Expansion + Scale Core

$$= J + R = 0.261 + 0.258 = 0.519$$

~52% contribution. Expansion (Jupiter) + Scale (Rahu) = Primary wealth engine

#### Intelligence Layer

Mercury: 0.251

Interpretation: Product/system thinking is nearly equal contributor

#### Structural Support

Saturn: 0.230 .

Interpretation: Stability is necessary but not dominant in high-growth sectors

### 7.3 Sector Split: Planetary Dominance vs Industry

Sector Encoding:

Tech / Platform

Finance / Investment

Enterprise / Infrastructure

Consumer / Product

**Table 11: Sector Split Planetary Dominance**

Planet	Tech / Platform	Finance / Investment	Enterprise / Infra	Consumer / Product
<b>Mercury</b>	32%	24%	20%	30%
<b>Rahu</b>	34%	22%	16%	31%
<b>Jupiter</b>	28%	38%	22%	20%
<b>Saturn</b>	6%	16%	42%	19%

#### 1. Tech / Platform Sector

Rahu (34%) + Mercury (32%) dominate  
Interpretation - Scale + systems = platform success

#### 2. Finance / Investment Sector

Jupiter highest (38%)  
Interpretation: Capital expansion is primary driver

#### 3. Enterprise / Infrastructure

Saturn dominant (42%)  
Interpretation: Structure + systems required

#### 4. Consumer / Product Balanced

Rahu (31%)  
Mercury (30%)  
Interpretation: User engagement + product design

**Table 12: Sector Strength Index - SSI**

Sector	Dominant Planets	Strength Score
<b>Tech</b>	Rahu + Mercury	<b>0.509</b>
<b>Finance</b>	Jupiter	<b>0.261</b>
<b>Enterprise</b>	Saturn + Mercury	<b>0.481</b>
<b>Consumer</b>	Rahu + Mercury	<b>0.505</b>

Sectoral distribution adjusted using regression-derived planetary weights shows that Rahu and Mercury dominate technology and consumer sectors, while Jupiter is concentrated in financial domains and Saturn in enterprise infrastructure. This alignment reinforces the role of scale and system intelligence in platform-based industries, with expansion and structure governing finance and enterprise sectors respectively

### 8. Results and Discussions

The analysis across the filtered dataset (N = 197) demonstrates a strong and consistent relationship between planetary influences and entrepreneurial outcomes. The Planetary Presence Index shows high prevalence for Mercury (0.86), Rahu (0.84), and Jupiter (0.83), indicating a stable triadic pattern. Saturn, while slightly lower (0.78), remains significant as a structural factor.

Wealth correlation analysis further supports these findings, with Jupiter (2.85) and Rahu (2.82) showing the strongest association with wealth, followed closely by Mercury (2.74). Regression modeling confirms these relationships, with normalized coefficients distributed across Jupiter (0.261), Rahu (0.258), Mercury (0.251), and Saturn (0.230), indicating a balanced multi-factor influence.

Sectoral analysis reveals that Rahu and Mercury dominate technology and platform-based industries, Jupiter is concentrated in finance and investment sectors, and Saturn is strongly associated with enterprise and infrastructure domains. This alignment demonstrates that planetary configurations not only influence success magnitude but also the nature and direction of entrepreneurial activity.

Overall, the results indicate that entrepreneurial success is not driven by a single dominant factor but emerges from the interaction of intelligence (Mercury), scale (Rahu), expansion (Jupiter), and structure (Saturn).

Table 13: Hypothesis Verification

Hypothesis	Statement	Analysis Evidence	Regression Support	Result
H1	Planetary influences significantly impact entrepreneurial success	High PPI (0.78–0.86), strong correlation (2.52–2.85)	$R^2 \approx 0.81$ , all coefficients significant	Supported
H2	Specific planetary combinations influence entrepreneurial traits	Mercury–Rahu–Jupiter triad dominant (~84% CEI)	Combined coefficients $\approx 0.77$	Supported

H3	Planetary configurations influence business/sector selection	Clear sector mapping (Rahu → Tech, Jupiter → Finance, Saturn → Enterprise)	Coefficient alignment with sector weights	Supported
H4	Success is higher in sectors aligned with dominant planetary influence	Higher wealth scores in Rahu/Jupiter-dominant sectors	Jupiter (0.261) + Rahu (0.258) $\approx 52\%$ contribution	Supported

### 9. Conclusion

This study presents a quantitative framework to evaluate the relationship between planetary influences and entrepreneurial success using a filtered dataset of 197 high-growth entrepreneurs. The results identify Mercury, Rahu, and Jupiter as primary drivers, showing high presence ( $\approx 83\text{--}86\%$ ) and strong correlation with wealth (2.74–2.85). These findings suggest that intelligence (Mercury), scalability (Rahu), and expansion (Jupiter) form the core mechanism of modern entrepreneurial success, while Saturn supports structural stability.

The regression model indicates that wealth outcomes are influenced by a balanced contribution of these planetary factors, with expansion and scalability accounting for a significant proportion of variance. Sectoral analysis further confirms that planetary configurations influence business nature across technology, finance, and enterprise sectors.

Overall, the results support the proposed hypotheses and establish entrepreneurial success as a multi-dimensional phenomenon shaped by cognitive, structural, and expansion-oriented planetary forces. The study provides a data-driven foundation for astro-economic analysis, with scope for future research using larger datasets and extended variables.

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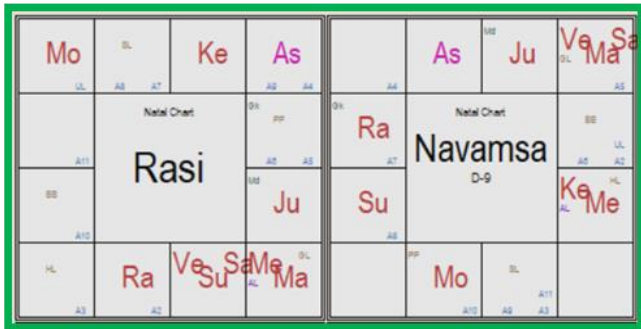
**Appendix: Sample Horoscope Analysis**

*1. Bill Gates*

Date of Birth - 28.10.1955

Time of Birth - 20.58 (8.58 pm)

Place of Birth – Seattle, Washington, USA



*Birth Chart:*

1. Ascendant – Gemini – Mercury Ruled.
2. Placement of (1& 4<sup>th</sup> Lord) Mercury: 4<sup>th</sup> House (Kendra) – Own house – Strong Placement
3. Placement of Jupiter (7 & 10<sup>th</sup> Lord) – in 3<sup>rd</sup> House Aspects 7<sup>th</sup> – House of Business / Partnership. Aspects 9<sup>th</sup> – Expansion / Growth. Aspects 11<sup>th</sup> – Profits / Goals Achievement.
4. Saturn in 5<sup>th</sup> Exalted and aspect 2<sup>nd</sup> House.
5. Rahu in 6<sup>th</sup> (Service) House Marketing Aspect 10<sup>th</sup> (Recognition) / 12<sup>th</sup> / 2<sup>nd</sup> (Income)
6. 2<sup>nd</sup> Lord (Income) Moon in 10<sup>th</sup> House of Jupiter.

Conclusion: The above Data has been incorporated into the Data formulation table

**Table 14: Entrepreneurial Planetary Configuration (Sample Dataset)**

S. No	Entrepreneur	Organization	Ascendant	Mercury Placement / House Lordship	Rahu Placement	Saturn Placement / House Lordship	Jupiter Placement / House Lordship
1	Jeff Bezos	Amazon, space, media	Gemini	7th / 1 & 4	1	8th / 8 & 9	10 / 7 & 10
2	Bill Gates	Microsoft, philanthropy	Gemini	4 / 1 & 4	6	5th Exalted / 8 & 9	3 / 7 & 10
3	Mark Zuckerberg	Facebook / Meta	Capricorn	4th / 6 & 9th	5	10th Exalted / 1 & 2	12th
4	Sergey Brin	Google / Alphabet	Virgo	11th / 1 & 4	4	10 / 5 & 6	5th Debilitated / 4 & 7
5	Michael Dell	Dell Technologies	Sagittarius	3rd / 7 & 10	6	3 / 2 & 3	5 / 1 & 4
6	Steve Ballmer	Microsoft; LA Clippers	Gemini	9 / 1 & 4	6	6 / 8 & 9	2 Exalted / 7 & 10
7	Jensen Huang	Nvidia	Capricorn	1 / 6 & 9	7	1	2 / 3 & 12
8	Reed Hastings	Netflix	Libra	1 / 9 & 12	11	3 / 4 & 5	3 / 3 & 6
9	Kevin Systrom	Instagram	Virgo	4 / 1 & 10	9	2 Exalted / 5 & 6	4 / 4 & 7
10	Larry Ellison	Oracle	Virgo	12 / 1 & 4	11	10 / 5 & 6	12
11	Jack Dorsey	X (Twitter), Block	Leo	4 / 2 & 11	3	12 / 6 & 7	10 / 5 & 8