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I work hard to support my family, but Saturdays are for the boys.

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## Bio

Leo is a visual learner, social media enthusiast, and financial advisor out of Chicago. He likes spending time with kids, but values his time out with friends.

# Leo Gerald

37 • Financial  
Advisor • Father

## Motivations

CONFIDENCE	*	*	*	*	
PERSONALIZATION	*	*	*		
SOCIAL	*	*	*	*	*

## Goals

- Organize fun hang out with friends on weekends
- Not lose out on time spent with family

## Pain Points

- Wants to maintain connection with children
- Doesn't have a ton of free time

## Frequently Used Apps

