

Aisha Brown

TITLE Finance Specialist

BACKGROUND

曲 28 years old

: Finance Specialist at a corporate company

66K / Year

TECH PREFERENCES

₽

iPhone

iPad

Persona Designation

Aisha is a young woman living outside of Chicago who has a passion for the environment and living in a healthy way. Whilst she doesn't have a job or and major hobbies revolving around sustainability, it's something she feels strongly and wants to stay informed about.

Key Characteristics

- -Values ducation and awareness
 --Values her community and those around her highly
 --Doesn't have much spare time to dedicate to things that don't directly benefit her in regard to the environment
 --Doesn't work in an industry with significant connections to sustainability
 --Lives under a tight budget, having high expenses and student loan debt

Goals

- --To be active and informed for free
 --To be active and informed without spending much time
 --To be valued despite not having much expertise, influence etc.
 --To be around people who care similarly and also can bring change



Carlos Greene

TITLE Owner & Founder of ToyCo

BACKGROUND

曲 55 years old

• Owner & Founder of local Toy Store

\$ 80K / Year

TECH PREFERENCES

₽ Windows Laptop

Google Pixel

Persona Designation

Carlos is a middle-aged man who owns and operates a local toy store. While he isn't very passionate about the environment, he recognizes that making his business more sustainable and advertising that could attract potential customers.

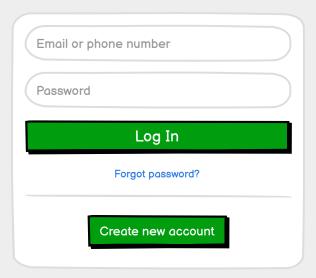
Key Characteristics

- --Has the resources to make a meaningful, local impact
 --Doesn't know what changes would be the most impactful or visible
 --Cares deeply about making environmentally friendly changes to his business swiftly, locally and abundantly clear to those around him

- --Would like to make a significant impact on his community
 --Would like to make a long-lasting impact on his community
 --Would like to make an obvious impact on his community

Ecotopia

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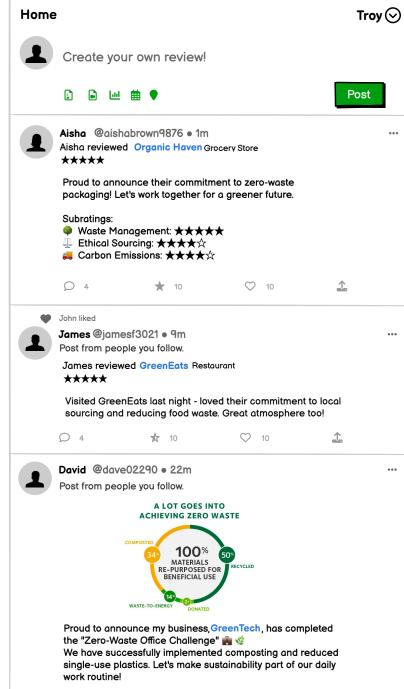
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GreenEarth Innovation Challenge

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Veganuary: Plant-Based Living

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89 participants

Current Leader: VeggieExplorer



Recommended Businesses:

EcoEats Cafe ★★★★★

RenewTech Solutions ★★★★★

SustainStyle Boutique ★★★★☆

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