

Daring Dave

age: 33

residence: Illinois

education: College graduate

occupation: Rock climbing instructor

marital status: Single

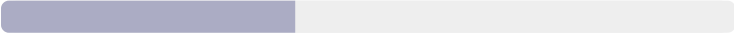


"It's not about the mountain we conquer, but ourselves."

Dave works as a rock climbing instructor and free climbs in his free time.

Comfort With Technology

INTERNET



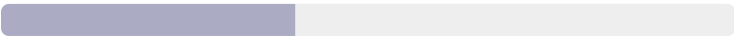
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Dave feels successful when reaching the summit of a cliff or mountain.

Needs

- Dave needs just enough to get by and continue to do what he loves.

Values

- Dave values meeting new people and enjoying new adventures.

Wants

- Dave wishes to continue his love for rock climbing for as long as he can.

Fears

- Working an office job is Dave's worst fear.