

# Sir Bradford Henry Benjamin IV, Claude G. Reid III

age: 43

residence: Oxford

education: PhD in Business from Princeton University

occupation: Professional Wine Taster

marital status: Bachelor and Looking

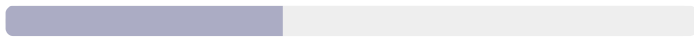


*"You are what you drink, never drunk and never sober. Always just a little above average. Beyond the peasant classes."*

Spends his in his beautiful mansion with several yachts in his personal ocean. Sir Bradford Henry Benjamin IV loves to spend his days tasting wines from his personal wine cellar. His life quest is the search for the perfect wine so, he will even attend lower-class bars and wineries to discover it.

## Comfort With Technology

INTERNET



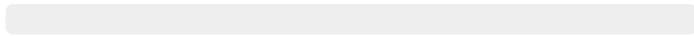
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- An amazing tasting drink
- Away from others who he finds to lower.

## Values

- Wealth.
- Power.
- Self Abilities even though has none.

## Criteria For Success:

Just existing makes him feel successful.

## Wants

- Money.
- Want a good drink that is classful.
- Wines that is oaky in texture and flavor.

## Fears

- Secretly afraid of the peasant classes.
- losing all his wealth.
- his businesses failing.
- him losing his pet lion Mu Mu.
- IRS