Create a Buyer Persona & Unique Selling Proposition

Company Name: Deepfactory.online
Date: 20.03.2018

1. Create a Buyer Persona

Who exactly are your customers and what specific problem are you solving for them?

1. **What are they trying to achieve: Buyer wants machine learning models for their own business**
2. **Name: Radu**
3. **Age: 35**
4. **Gender: M**
5. **Address: Romania**
6. **Occupation: Business Owner**
7. **Married (Y/N): N**
8. **Children (Y/N):N**
9. **Specific problem you can help with: Data Analysis and Predictions adapted to customer needs**
10. **5 Places they spend their time online/offline to resolve this problem:**
    - 1 upwork.com-global freelancing platform
    - 2 bestjobs.eu- job offerings from all over Europe
    - 3 Linkedin.com-business- and employment-oriented service
    - 4 Indeed.com-search engine for jobs
    - 5 Google.com-search engine

2. Identify Your Unique Selling Proposition

How will your product/service succeed in the marketplace where others may have failed?

1. **Product/Service Description: Creating machine learning models for all kind of tasks.**
2. **What are you not going to do:Not going to use technology if client ask for a particular technology and our team of experts considers that technology is not appropriate for machine learning task because we already use state of art technologies from our vast experience.**
3. **What will be unique: Own and unique feature engineering methods for improving machine learning models performance.**
4. **Proof can deliver on the promise: Show my portfolio of clients and delivered projects.**

5. **Pricing Strategy: Money received during the project : 30 % in the beginning,20 % midterm,50 % final stage**

[Example Buyer Persona & Unique Selling Proposition](#)