

Geoffrey Small, by Ethan Nikolaus

age: 54

residence: Pittsburgh, Pennsylvania

education: Masters in Business

occupation: Business Owner

marital status: Married, without children



"You get from your employees only what you invest into them"

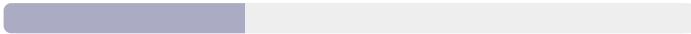
A local business owner that has built a successful grocery store. His wife works as a doctor, so the two have a comfortable amount of money. His business has recently started to make record profits and he is now looking to expand. He enjoys spending his free time with his wife, and their three dogs.

Comfort With Technology

INTERNET



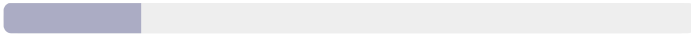
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- To higher reliable employees for his business
- A low-stress working environment

Values

- Efficient and reliable employees
- Innovation and resourcefulness

Criteria For Success:

Geoffrey needs his business to maintain profitability and to be stable enough for him to expand. Ideally, Geoffrey would like to be able to take a more hands-off approach to his business to allow more time with his wife.

Wants

- To spend less time working
- An employee that he would be comfortable handing the business over to

Fears

- He is too old to understand today's technology
- The stress of owning a business is taking a toll on his health