



# Paco

Financial Advisor in Cali, Colombia, 30 years old

“ I use most of my data on sports. I’m constantly getting updates, and if there’s no tv around, I stream matches from my phone.

### MOTIVATION

I need to be in the know, so I stay connected all day long. I grew up poor, but now have a good paying job.

### FRUSTRATIONS

I don’t want to share my personal info or location with anyone I don’t trust. If I use the wrong apps, these things could be revealed without me knowing.

### BUDGET

Monthly Income	\$900
Rent	\$123
Transportation	\$80
Groceries	\$70
Cell Phone	\$15
Utilities	\$50

### PHONE

- Galaxy S8
- 25 hours talk time
- 12.18 web browsing
- 12.45 video playback
- 64 GB, No SD
- 5 GB data per month

### FAVORITE APPS



I’m from a very poor family, in a rural area of Colombia. A few years ago, my brother and I moved to Cali for college. We’ve both graduated and are now working here in Cali. To cut down on expenses, my brother and I share an apartment and split all our bills. We have a family cell phone plan giving us each 5 GB of data per month. I use most of my data on soccer. Getting real time updates and streaming important matches during my day is essential. I use Rojo Directa app if there is not a tv around.

As a financial advisor, I know how important is to save and invest for the future. Unfortunately, I’m spending much too much money. Image is important to me and I am always buying new clothes, shoes and jewelry. Every year I’m buying a new car and getting the newest phone on the market.

I’m connected to the internet all day because I want to be in the know. I have wifi at work and home, but since I’m rarely home I mostly use data throughout the day. I stay in touch with family and friends using Telegram, because I know that it keeps my information confidential and my location private. In fact, I like Telegram so much I’ve convinced my friends, family and even co-workers to use it.

### LIFE OF THE PHONE

