Rob, Chris, Will & Sam

#consumers

JOB TITLES	AGE	HIGHEST LEVEL OF EDUCATION
Economists	21+	Doctoral or Professional
Company Executives		
Investors		
Employees		

GOALS & MOTIVATIONS

- Pinpoint industry investment opportunities across developed and emerging markets
- Get information on a certain company's competitors
- Capture and assess the impact of global, regional or local industry trends on a portfolio
- Penetrate new markets
- Wants to trust the data models

FRUSTRATIONS

- Poor classifications of companies, sectors, and industries
- Outdated or subjective classification schemes
- Human error due to manual classification processes
- Lack of access to solid data (due to subscription-based products, etc.)
- Sometimes struggle to trust the data they have access to