



These are some people that would be interested in the product:

Jack Mccater

age: 33
residence: Washington, DC
education: Bachelors Degree (BA)
occupation: Mayor
marital status: Single | No children



I think this idea could work, I just need to put more energy into it.

Sean is juggling many projects and priorities. He appreciates help from his vendors and employees.
When tackling something new he prefers to do some research then consult an expert.

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SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Tangible results
- To have project self manage

Wants

- improvements/quality of life changes
- See results before spending more money

Values

- Detailed planning
- Concrete expectations
- Decisions backed up by analytics or data

Fears

- Failure
- Wasting money
- Being too hasty



Henry Latavis

age: 47
residence: Atlanta, GA
education: None
occupation: Governor
marital status: Married | 3 children



This is a great idea, I could take it to the next level

Henry is the governor of GA and he is constantly looking for ways to advance his state or even the country.

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Criteria For Success:

Ensuring you surround yourself with the right people will make you better.

Needs

- Things done quickly
- The most advanced system

Wants

- To modernize his country
- Make others around him succeed

Values

- Time management
- Modernization
- Happiness and peace

Fears

- Letting people around him down
- Not getting reelected



George Bush

age: 56
residence: Washington, DC
education: Yale University
occupation: President of United States
marital status: Married | 2 children

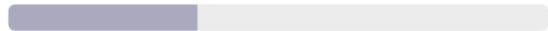


This is what we needed to take the world to the next level

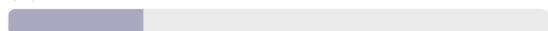
George Bush is the president of the United States who is willing to do anything for his people. He is interested in this product because it could revolutionize the US.

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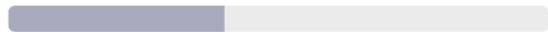
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Criteria For Success:

Become the smartest, best person you can be.
Surround yourself with likeminded people.

Needs

- Effectively run the government
- Smart associates

Wants

- The best of the best
- no one to waste his time

Values

- Personal Time
- Loved ones
- United States

Fears

- Letting his people down
- Not getting stuff done
- Being too nasty

