**PERSONA TEMPLATE**

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| 1 | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| Take care of the company's important affairs, lead the company into the international market, let the company staff love. | The company has insufficient funds and limited membership. |
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| **QUOTATION** | |
| **More than an athlete** | |
| **NAME** | |
| Kearbo | |
| **AGE** | |  |  |
| 19 | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | Being cheated in the early days. | **BOOKS** |
| Male | | **“economic psychology”** |
| **LOCATION** | | **BLOGS** |
| Chinese zhejiang province | | **none** |
| **OCCUPATION** | | **CONFERENCES** |
| President | | **none** |
| **JOB TITLE** | | **EXPERTS** |
| President | | **none** |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| University | | **none** |
| **ANNUAL INCOME** | | **WEBSITES** |
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