

# Caucasian Male

age: 19

residence: Bates House

education: Undergraduate

occupation: part-time job at Bojangles

marital status: Single with several short term relationships



*I'm single, but only on paper*

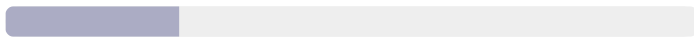
Every day, Caucasian Male wakes up with money on his mind. He is constantly on the go, whether it be work or school he keeps his hands full. He is at his happiest when he has a backup plan for every scenario in life. As he is always on the move, he tends to forget things every now and then like anyone else.

## Comfort With Technology

INTERNET



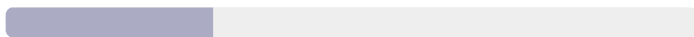
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- needs a backup plan
- 

## Values

- Values contingency planning

## Criteria For Success:

He needs to feel like he is making good time to be successful.

## Wants

- wants liquidity of important assets

## Fears

- Fears one of his side chicks will ask him to marry her
- Fears he will lose something when he needs it the most