

# Startup Mary



## Age

25 to 34 years

## Highest Level of Education

Professional degree (e.g. MD,

## Social Networks



## Industry

Technology

## Organization Size

Self-employed

## Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Face-To-face

## Tools They Need to Do Their Job

- Accounting and Bookkeeping Systems
- Invoicing Software
- Project Management
- Email
- Business Intelligence Dashboards
- Cloud-Based Storage & File Sharing Applications

## Job Responsibilities

The whole venture relies on them to succeed.

## Their Job Is Measured By

Leads, revenue and overall success.

## Reports to

Free market forces

### Goals or Objectives

To maximize profit by persuing startup mission.

### They Gain Information By

Conferences and online courses.

### Biggest Challenges

- Change Management
- Resources
- Problem Solving & Decision Making
- Project Management & Disorganization

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