

Jakobi Lane by Luke Lane

age: 27

residence: Nashville, Tennessee

education: Masters in Economics

occupation: NFL wide receiver

marital status: Single with 13 kids



"I have a lot of money"

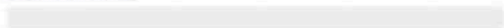
As an NFL wide receiver for the New England Patriots, Jakobi has a lot of incoming cash and is a big spender.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Jakobi needs a efficient way to monitor his money and be alerted when he's spending too much.

Needs

- Check on available balance
- Send money to friends
- Alerts when balance goes to low

Wants

- To keep track of money spent
- Be able to have enough for retirement by age 35
- Super bowl title