



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Date:2/09/2023
NM
ID:NM2023TMID37223
PROJECT
TITLE:ESTIMATION OF
BUSINESS EXPENSES

ESTIMATE HOW
MUCH
YOU'RE EXPENSES
WILL COST

ADD UP YOUR
EXPENSES
FOR A FULL
FINANCIAL
PICTURE

USE YOUR
STARUP COST
CALCULATIONS
TO GET STARUP
FUNDING

OFFICE
SPACE

EQUIPMENT
AND
SUPPLIES

COMMUNICATIONS

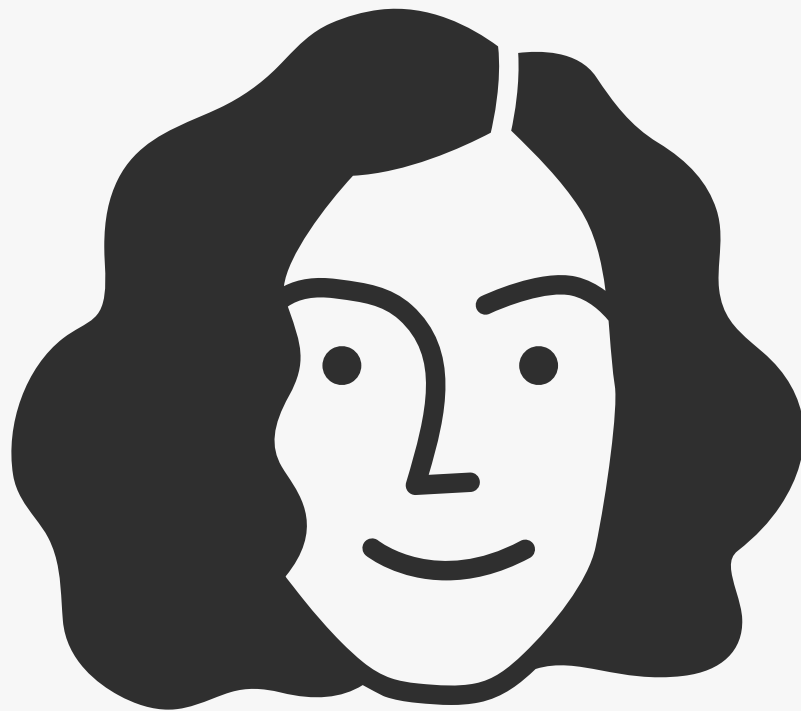
CALCULATE
YOUR
BUSINESS
STARUP COSTS
BEFORE YOU
LAUNCH

IT FACILITIES
CONTROL
OF EXPENSE

EMPLOYEE
SALARIES

ADVERTISING
AND
MARKETING

PRINTED
MARKETING
MATERIALS



Persona's name
Short summary of
the persona

EQUIPMENT
AND
SUPPLIES

GETTING
AND
FULFILLING
ORDERS

HIRING
EMPLOYEES

ESTIMATE
PROFITS

CONDUCT
A BREAK-
EVEN
ANALYSIS

SECURE
LOANS

SPACE

LEGALITIES

RESEARCH
WHAT
SELLS

ATTRACT
INVESTORS

SAVE
MONEY
WITH TAX
EDUCATION

LICENSE
AND
PERMITS



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?