



Natascha Komopf
20 years old
Whole Foods Cashier

Environmentally aware.
Recognizes SpaceX and Tesla as environmentally conscious companies.
Wants to be informed about the decisions made by the company.



Ray Servetto
45 years old
Civil Engineer

Fascinated by the re-usability of the rockets of SpaceX and wants to learn more about the engineering work behind the launches.



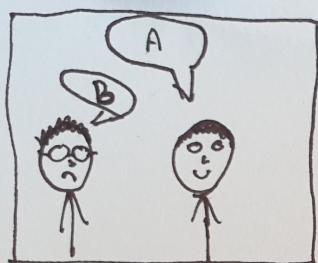
Tim Barrens
30 years old
Software Engineer

Interested in all modern tech. Likes to read blog posts and articles to keep up to date on current events.

TARGET AUDIENCE

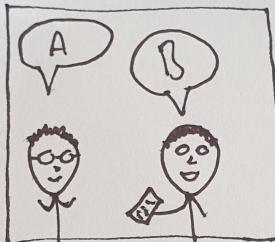
- Males age 18 - 55
- STEM field students/researchers
- Tech/IT Professionals

STORYBOARD



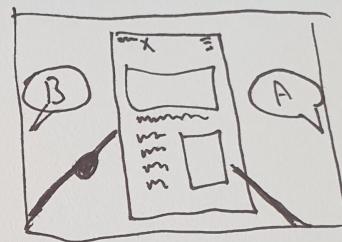
A: Hey, did you read about the new SpaceX rocket?

B: No, I don't know where to find that info.



A: Where did you read about it?

B: They have a website with it, it's all here on my phone.



A: Their articles are really clean and nice.

B: Yeah, and look, they even have all the launches.