**PERSONA TEMPLATE**

|  | **PERSONA PHOTO** |  | **GOALS AND MOTIVATIONS** |  | **CHALLENGES AND OBSTACLES** |
| --- | --- | --- | --- | --- | --- |
| **Want everyone to drive a electric car**  **Being the biggest player in crypto**  **Being the first to make it to mars** | **Cannot go to mars because of too much workload about the cars.** |
|  |  |
| **QUOTATION** | |
| **“If you need a place to live that is mars”** | |
| **NAME** | |
| **Elon Musk** | |
| **AGE** | |  |  |
| **31** | | **FRUSTRATIONS** | **SOURCES OF INFORMATION** |
| **GENDER** | | **People still buy cars that run on petrol, diesel.**  **He is not being to mars yet.** | **BOOKS** |
| **Male** | | **Military guide lines Vol I, II , III.5** |
| **LOCATION** | | **BLOGS** |
| **Los Angeles, USA** | | **Talking Point Memo TPM** |
| **OCCUPATION** | | **CONFERENCES** |
| **Busineesman** | | **Cyber Security** |
| **JOB TITLE** | | **EXPERTS** |
| **CEO** | |  |
| **HIGHEST LEVEL OF EDUCATION** | | **MAGAZINES** |
| **High School** | | **Computers weekly** |
| **ANNUAL INCOME – 218 million usd** | | **WEBSITES** |