# **PARTNER**

# DESIGNER



**Age** 44

Name Cathrine

Title Co-founder

### **Expertise**

Skilled expert within business development and good at recruiting the right talent and collaborators.

### **Characteristics**

Somewhat cautious and thorough in preparing for new business adventures. Not impulsive.

### Vision

Being part of impactful ventures that build on stability and that are thought through.





Name Amy **Age** 28 Title Designer

## **Expertise**

Coming up with new ideas for solutions and products that take advantage of latest technological advances.

### **Characteristics**

Really interested in new trends in lifestyle and technological innovation and guite the futuristic thinker.

### Vision

Making new, groundbreaking products that propel technology in a human-centric way.



# INVESTOR



Name James

**Age** 47

Title CEO

### **Expertise**

Finding people with groundbreaking ideas and concepts and turn them into successful entrepreneurs.

## **Characteristics**

Very direct, very honest and sometimes even confrontational. Does not want to waste time.

### Vision

Create a unicorn investment.

# **PRO-SUMER**



Name Michael

**Age** 28

**Title** Tech-specialist

### **Expertise**

First mover on new digital trends, always in the know about "what's new".

### **Characteristics**

Archetypical millenial. Always on the move, always online, very short attention span. Really bright mind. Prefers things that are free to use rather than paid services.

### **Vision**

Too young to have a grand vision for life, but all about having fun and meeting new friends online. @(i)(i)





# MAKER

# **DESIGNER**



Name Patrick

**Age** 25

**Title Software Engineer** 



## Expertise

Building quick prototypes and iterating towards a better result.

### **Characteristics**

Very impulsive and energetic, always working on 15 things at the same time. Really good creative resource, but hard to pin down.

#### Vision

Always the first to know about new technology, and always among the first to play with it.



Name Phillip

**Age** 33

Title Designer

# **Expertise**Finding people

Finding people's inner needs and explain their behaviour in order to create solutions that really matter in their lives.

### **Characteristics**

Focused on co-creation ideas that meet real needs, and that changes people towards better and more balanced lives.

#### Vision

To help build a more socially sustainable society.



## @**(†) (**)

# INVESTOR



Name June

**Age** 51

Title CEO

## **Expertise**

Specializes in green investments and is really good at finding start-ups and companies with maximum potential for positive environmental impact.

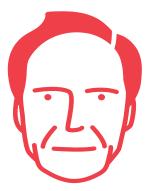
### **Characteristics**

Used to run a green tech-company herself and now wants to spend her earnings tackling climate change.

## Vision

Leading the way towards a sustainable planet through her investments and scaling a handful of companies to the international big league.  $\odot \odot \odot$ 

# **PRO-SUMER**



Name Chris

**Age** 42

**Title** Programmer

### **Expertise**

Geeky about gadgets and consumer products. Quite knowledgeable about new trends, but usually somewhat conservative when adopting new products and brands.

### **Characteristics**

Mature, yet still considers himself young. Picks up on new trends fairly quick, but is also sceptical towards issues such as privacy. Not afraid to pay for quality and security.

### Vision

Wants an easy life that ensures time to enjoy hobbies and spend time with family.

**(e) (9)** 



# PARTNER MAKER



Name Richard

**Age** 42

**Title** Economist

### **Expertise**

Is a tech-entrepreneur and former CTO who was previously part of a successful startup, so he knows the in's and out's of the tech scene.

## **Characteristics**

Very critical in assessing which companies and projects to join. He has limited funds and wants to make sure they are put in the right spot.

## **Vision**

Eager to work hard to build something great. Expects the same from those he works with.





Name Eric

**Age** 42

**Title** Tech-specialist

## **Expertise**

Great intuition towards understanding complex technologies.

### **Characteristics**

Nerdy type, really good at understanding how things work and reverse-engineer them. Often falls into technical rabbit holes to explore a problem rather than keep the big perspective.

### **Vision**

Wants to play with things more than inventing new ones or building a business.



