

PARTNER



Name Cathrine
Age 44
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.



DESIGNER



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 quite 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 millennial. 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.



MAKER



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.



DESIGNER



Name Phillip
Age 33
Title Designer

Expertise

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.



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.



PARTNER



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.



MAKER



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.



