



Jens

dentist

professional

Time-sensitive

Money driven

Busy

Hates fees

TECHNOLOGY



Desktop



Excel

Facebook

QuickBooks

STAGE OF GROWTH:

STARTUP

GROWTH

EXPANSION

MATURITY

DECLINE/SELLING

NEEDS

- Buy equipment
- Access to operating capital
- Pay my employees
- Grow my practice
- Accept electronic payments
- Manage CRA payments

WANTS

- Stable business
- See my financial networth
- Expand my practice
- Know how much money my practice is making

BRIEF STORY