



Carmen

entrepreneur

multiple business

Busy, no time

Tech-savvy

Flexible

Adaptive

Community-minded

NEEDS

- Make payments like my rent
- To understand cash flow (money in and money out)
- Save money
- Know when cash flow won't pay my bills
- To survive
- More time for accounting
- More time to meet with vendors
- Make sure my customers are happy
- Make payroll work
- Capital funding / investors
- Keeps business running and healthy
- Manage CRA payments

WANTS

- Be busy
- Meet new people
- Go on a vacation
- View financial split and compare
- My ideas to become successful
- Feel confident
- Get a rough idea of where I stand

BRIEF STORY

TECHNOLOGY



Smartwatch

Mobile-first



Excel

Instagram

Twitter



Turbotax

Google sheets

STAGE OF GROWTH:

STARTUP

GROWTH

EXPANSION

MATURITY

DECLINE/SELLING