



Stats for Simon

Life-stage: mid-way through their career
Age: 25-30 years
Annual income: €11,000 - €30,000
Industry: small-medium business
Internet usage: many times a day
Social media usage: active

Relationships group

Marital status: single
Children: no

Education/skills school

Education level: an Undergraduate degree
Technical level: super comfortable
English level: native

"I really want to build my business and I know I have a good idea - I just need the right type of support to get me going"

Business owner Simon

Simon runs his own tech start up and is still in the early stages.

Simon lives on Strijp S in Eindhoven and is putting all his time and money into his new business ideas.

Simon is motivated by new technology and finding ways to monetize his. Simon is 25-30, lives in Strijp S and works in the city. Simon is single, has no children and is often kept busy with networking and building up his start up.

Simon is super comfortable with technology.

Simon wants to build his team using local talent but needs help getting his idea off the ground.

Jargon familiarity



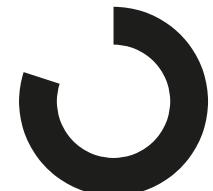
Simon is not familiar with the industry specific terms that are used in the industry at hand.

Spare Time



On an average day, Simon has a moderate amount of spare time.

Comfort with technology



Simon is super comfortable with technology.

Social Media usage

Of all the time spent on social media on an average day, the distribution of time is as follows:

Twitter

Instagram

Slack