

Jimmy Sanders



Hard-Working

Family Guy

Discerning

Goals

- Get his kids through university without financial strains
- Retire and move to a quiet area in the suburbs
- Achieve better work-life balance

Frustrations

- Not having much time to spend with his wife and kids
- Depending on others to get work done where the quality and the time spent is not to his standard
- Lack of recognition of his hard work and sacrifices

Motivation

Incentive

Fear

Growth

Power

Social

"Anything I do, I want to do it well."

Age: **45**

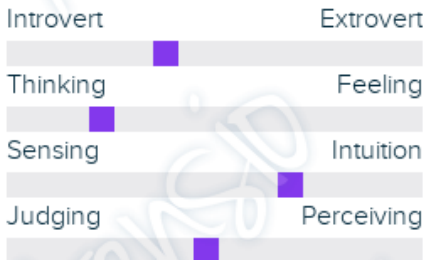
Work: **Job Title**

Family: **Wife, 3 kids**

Location: **City, State**

Character: **Humble**

Personality



Bio

Jimmy has a loving family and is a father of 3, his eldest is preparing to go to university in the US and he plans to finance his son's education and living costs fully to help him stay focused in school. He is currently an electrician and a landlord of a condominium in downtown Toronto where many students from UTSG and TMU seek to live during their studying semesters. This means that there are always newcomers every 4/8 months from when a semester starts and finishes. Because of this, he needs to provide a rental agreement contract to each renter quite often. He does not want to spend tons of money to hire a lawyer to create a rental agreement contract and have to reach out to them every time he wants to modify/add to it. Moreover, he does not have the time and patience to sit down with a lawyer to speak about this and would rather get it done himself as he has a lot on his plate.

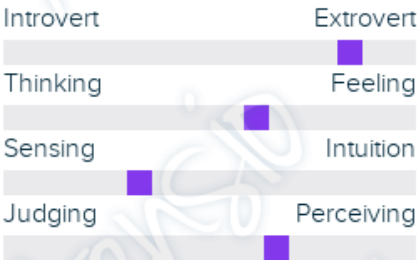
Penelope Yu



"My husband is an idiot"

Age: **22**
Work: **CEO**
Family: **Husband**
Location: **San Francisco, CA**
Character: **Ambitious**

Personality



Intelligent Go-getter Bossy

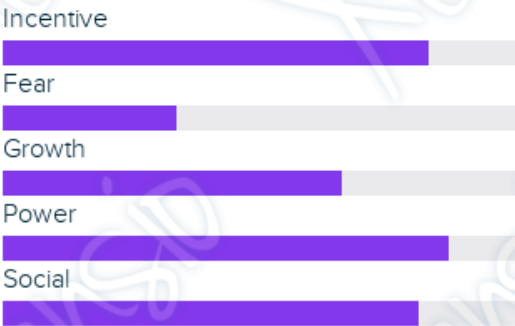
Goals

- Successfully launch Poctify and make a significant impact in the healthcare industry
- Safeguard Poctify’s intellectual property by ensuring NDAs are in place to prevent insider leaks

Frustrations

- Frustrated by the limited financial resources, as all available funds are directed towards research and development
- The urgency to secure NDAs and protect the company’s intellectual property adds significant stress

Motivation



Bio

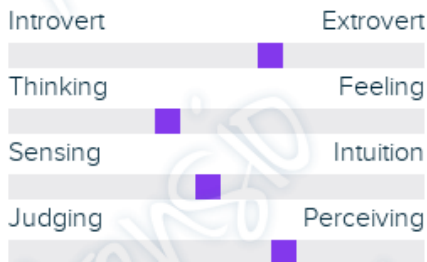
Penelope is an ambitious 22 year-old CEO who is looking to launch her first tech startup “Poctify” with a couple of friends, off of their passion for accessible medical diagnosis. She’s received a small amount of funding from investors for her outstanding product. Proud of her work, Penelope wishes to protect the company’s intellectual property in the case of any potential insider leaks. Therefore, she wishes to create NDAs and have her friends sign them to prevent such incidents. However, all of Poctify’s money is currently going towards research and development. Additionally, she needs to contract as soon as possible because they’re at the foothold of an amazing scientific breakthrough!



"Home, Sweet Home!"

Age: **32**
Work: **Real Estate Agent**
Family: **Fiancé (soon to be Ex-Fiancé)**
Location: **Hamilton, ON**
Character: **Leader**

Personality



Entrepreneur

Bright

Frugal

Goals

- Safeguard his hard-earned real estate portfolio and financial assets
- Continue expanding his successful career in the GTA real estate market

Frustrations

- Feels uneasy and insecure about his upcoming marriage
- Frustrated by the potential time and financial costs of creating a prenup through traditional legal channels

Motivation

Incentive

Fear

Growth

Power

Social

Bio

A 32 year-old man who has been in the real estate industry for 10 years and has built himself an impressive portfolio of 12 buildings/houses across the GTA. He has been engaged with his soon-to-be wife Jennifer for over a year and are in the preparation stages of their wedding. However, Jennifer owns a bakery that has been experiencing bad business and on the verge of bankruptcy and he is afraid that she's taking advantage of his financial security. To help him feel confident that Jennifer is not marrying him for his money, but for their loving he wants to quickly create a straightforward prenup without spending tons of money and time on finding and hiring a lawyer, to show Jennifer. ...she sees this prenup and admits she doesn't actually like him and they break up.