

JOHN'S SEARCH FOR FINA...



THE AI-POWERED COACH ...



WITH THE COACH'S RECO...



THE INVESTMENT PAYS OFF AS JOHN'S VENUE BECOMES A...



FINDING A SOLUTION.



GETTING TAILORED OPTIO...



THE PERFECT MATCH FOU...



MAKING THE PURCHASE WITH EASE.



REDRAW



THESE ARE THE RESULTS OF THE INVESTMENT STRATEGY. THE RESULTS ARE POSITIVE, AND THE INVESTMENT STRATEGY IS WORKING. THE RESULTS ARE POSITIVE, AND THE INVESTMENT STRATEGY IS WORKING. THE RESULTS ARE POSITIVE, AND THE INVESTMENT STRATEGY IS WORKING.

Dyson Young

age: 25
residence: Charleston, South Carolina
education: Bachelor of Communication (BA)
occupation: Host and Comedian
marital: Married | 2 Children
status:



"To bring smiles and joy are my main goals in life"

Dyson is a comedian and host of his own talk show. A South Carolina graduate, he is looking to invest in an auditorium for his talk show, and investing in high quality equipments.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Smart budgeting

Needs

- A financial advisor
- Patients from others working with him

Wants

- Beginner friendly app
- To minimize costs while maximizing potential
- Learn when to take risk

Values

- Work ethics
- Communication
- Transparency

Fears

- Miscommunication
- Failure
- Mistakes when stakes are involve



Christina Nguyen

age: 22

residence: Columbia, South Carolina

education: Master of Fine Art (MA)

occupation: Producers and Animator

marital: Single | No children

status:



"Art is an expression, it reflects our wildest imaginations"

Christina is a 3rd year student at Clemson University, and she studies animation. She is currently an intern at a production company, working as a graphic designer. She loves to get involved with the local community and shares her love for animation to others.

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Criteria For Success:

Smart investment in high quality equipments that would help her succeed in her field of expertise

Needs

- Balancing between investment and debt
- A finance coach/advisor
- Plan must be backed by data

Wants

- Simplicity
- Realistic

Values

- Clear communication
- Must fit her budget and work style

Fears

- Confidentiality exposure
- Wasting money
- Wasting times

MOBILITY LABS

James DeBron

age: 24

residence: Akron, Ohio, United States

education: Bachelor Degree of Engineering (BS)

occupation: Programmer

marital Married | No children

status:



"A successful programmer requires commitment"

James is a newly graduated student at the University of South Carolina, he is looking into investing in his startup company for a music app.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

What's needed in order to make him or her feel successful.

Needs

- A finance coach/advisor
- Investment coaching

Wants

- Low risks and high rewards
- Time efficient

Values

- Communication
- Advises backed by data and experts

Fears

- Wasting money
- Wasting time

