

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.





THESE ARE THE RESULTS OF THE RESEARCH CONDUCTED BY THE COMPANY. THE RESULTS SHOW THAT THE COMPANY IS IN A POSITION TO GROW AND EXPAND ITS BUSINESS. THE RESULTS ALSO SHOW THAT THE COMPANY IS IN A POSITION TO ATTRACT INVESTORS AND SECURE FINANCING. THE RESULTS FURTHER INDICATE THAT THE COMPANY IS IN A POSITION TO INCREASE ITS REVENUE AND PROFITABILITY. THE RESULTS CONCLUDE THAT THE COMPANY IS IN A POSITION TO ACHIEVE ITS GOALS AND OBJECTIVES. THE RESULTS ARE BASED ON THE DATA PROVIDED BY THE COMPANY AND SHOULD BE USED AS A GUIDE ONLY. THE RESULTS DO NOT GUARANTEE ANY OUTCOME OR RESULT. THE RESULTS ARE SUBJECT TO CHANGE AND SHOULD BE MONITORED CLOSELY. THE RESULTS ARE NOT A SUBSTITUTE FOR PROFESSIONAL ADVICE. THE RESULTS ARE NOT A GUARANTEE OF ANYTHING. THE RESULTS ARE NOT A PROMISE OF ANYTHING. THE RESULTS ARE NOT A STATEMENT OF ANYTHING. THE RESULTS ARE NOT A FACT. THE RESULTS ARE NOT A TRUTH. THE RESULTS ARE NOT A REALITY. THE RESULTS ARE NOT A POSSIBILITY. THE RESULTS ARE NOT A DREAM. THE RESULTS ARE NOT A HOPE. THE RESULTS ARE NOT A BELIEF. THE RESULTS ARE NOT A FAITH. THE RESULTS ARE NOT A TRUST. THE RESULTS ARE NOT A CONFIDENCE. THE RESULTS ARE NOT A RESPECT. THE RESULTS ARE NOT A REVERENCE. THE RESULTS ARE NOT A WORSHIP. THE RESULTS ARE NOT A DEVOTION. THE RESULTS ARE NOT A DEDICATION. THE RESULTS ARE NOT A COMMITMENT. THE RESULTS ARE NOT A PROMISE. THE RESULTS ARE NOT A GUARANTEE. THE RESULTS ARE NOT A FACT. THE RESULTS ARE NOT A TRUTH. THE RESULTS ARE NOT A REALITY. THE RESULTS ARE NOT A POSSIBILITY. THE RESULTS ARE NOT A DREAM. THE RESULTS ARE NOT A HOPE. THE RESULTS ARE NOT A BELIEF. THE RESULTS ARE NOT A FAITH. THE RESULTS ARE NOT A TRUST. THE RESULTS ARE NOT A CONFIDENCE. THE RESULTS ARE NOT A RESPECT. THE RESULTS ARE NOT A REVERENCE. THE RESULTS ARE NOT A WORSHIP. THE RESULTS ARE NOT A DEVOTION. THE RESULTS ARE NOT A DEDICATION. THE RESULTS ARE NOT A COMMITMENT. THE RESULTS ARE NOT A PROMISE. THE RESULTS ARE NOT A GUARANTEE.



# 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.

### Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



### 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

