



Carlos, 32 y.o. (hardcore sports analyst)

Carlos is a 32-year old professional sports media analyst. Carlos has been playing and following basketball since a very young age. He was a promising basketball player until his team lost the final game by a tiny margin. He decided to dedicate his life to basketball in another way - by being an analyst.

Although Carlos himself is not a professional athlete, he likes to live like one. He gets his 8 hours of sleep, eats 2-4 meals a day (a balanced diet of course), and exercises for an hour and a half right after work with a couple of his corporate buddies. He and his wife Sheryl (a former college volleyball phenomenon) look over their 2 young boys, 5 & 6 years old. Carlos met Sheryl on Tinder and their first date was a hike, an indication of their trust in technology and love for fitness. Carlos enrolled them in early childhood sports such as judo and swimming to keep them active and healthy. Carlos and his family also consistently host viewing parties for their hometown's basketball team, the Toronto Raptors.

Carlos is a very knowledgeable analyst. However, the new boss is very hard on him, which damages his self-esteem. Carlos often doubts his judgement which makes it impossible to convey his ideas accurately during work.

Carlos would love to find a way to regain his confidence and prove to his boss that he is an expert sports analyst.



Anna, 24 y.o. (mediocre sports fan)

Anna is very hard working. She had high 80s in high school and got a management degree with a 3.9 GPA. Anna is career-focused, that's why presently she is single.

Currently, Anna works in a middle-range marketing firm. Anna is passionate about working in a high paced environment and she is an eager debater. Anna uses her exceptional analytical skills to collect evidence and influence the team's decisions during meetings. In most cases she succeeds, because Anna reasons logically using strong arguments. Anna is a very promising marketer,

especially because of her expertise in using technology to find current market trends.

Anna is on very good terms with her coworkers, they are buddies in fact. During the weekend, Anna likes to go to sports bars with them, she loves watching games live and is up to date with the latest developments. Just like at work, she always gets involved in debates on a basketball topic. She tries proving her point about the Raptors being the best basketball team in the world, however, not everyone agrees with her on that.

Sports is a much more subjective topic than marketing, so it is hard for Anna to win the discussions. She wishes that there was a way to objectively prove to her coworkers that she is right.



Brijesh, 27 y.o. (light sports fan)

Brijesh grew up in a small town near Toronto. He has a strong connection with his father. When he was a child, his father taught him how to play basketball using the net that they set up on top of the garage door. Brijesh says that basketball was one of the key elements of his bond with his father.

He's settled down after an intensive 7 year period of schooling (undergraduate and graduate) and marrying his high-school sweetheart. He finally started catching up with all his friends and visiting the newest attractions in the heart of Toronto.

Brijesh still sometimes plays basketball casually with his friends after work, but he was never a huge fan of watching the games. He knows the main players and main events from the sports world, he was ecstatic when the Raptors won the championship in 2019, but his knowledge does not extend far beyond that.

Now Brijesh works at an IT firm where most of his coworkers are more into video games than basketball. They are all very tech-savvy but Brijesh misses the good times they used to have with his father, and he would really like to find a community of people that have a similarly low level of basketball skill and knowledge as him.