

## persona i

### People

Persona Description *[Insert functional description, including*

Persona 1: Marketing Maverick Molly

Age: 28-35

Job: Marketing Manager at a mid-sized e-commerce

What are their concerns, worries, fears and frustrations?

Marketing Maverick Molly's Concerns:

Staying Relevant: Molly is concerned about staying on top of the rapidly changing digital marketing landscape.

What are their hopes, dreams, desires, and aspirations?

Marketing Maverick Molly's Hopes and Dreams:

Becoming a Thought Leader: Molly aspires to become a

What cultural constructs do they live within? *[What matters*

Marketing Maverick Molly's Cultural Constructs:

Digital Marketing Trends: Molly is deeply immersed in the culture of staying up-to-date with digital marketing

What are their functional needs? *[i.e. save time, simplify, appeal]*

Marketing Maverick Molly's Functional Needs:

Save Time: Molly needs tools and technologies that help her streamline her marketing efforts, automate routine

What are their emotional needs? *[i.e. reducing anxiety, reducing*

Marketing Maverick Molly's Emotional Needs:

Recognition: Molly craves recognition for her innovative

What permission are they waiting for? *[what feeling, belief]*

Marketing Maverick Molly:

Molly may be waiting for the permission to innovate and take calculated risks.

What is the promised land or transformative outcome?

*be a desirable state, one that is unlikely to happen without*

Marketing Maverick Molly's Promised Land:

Molly's promised land is to become a Digital Marketing Visionary.

What is your MTP? *[Massive Transformative Purpose?]*

Building a dynamic and integrated network that bridges the

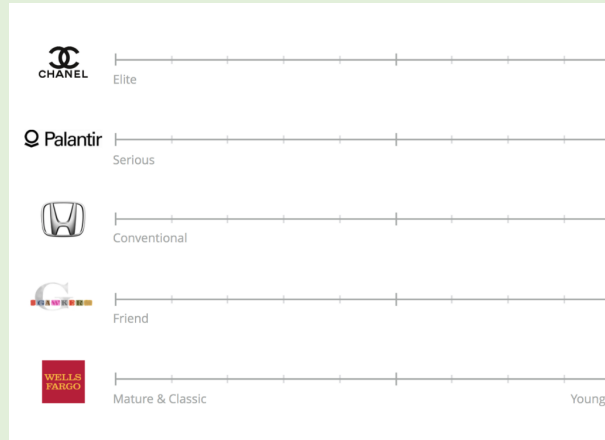
What change do you seek to make? What do you uniquely bring

## Purpose

At Excelerate, we are on a mission to revolutionize the way education and talent development.

We firmly believe in the power of continuous learning and innovation and progress.

Personality *[Position your company's sliders between pairs of*



Values *[sounds fluffy, but think of these as stuff that really mo*

practical experience, more learning oppurtunities, continu

## Product

What we do? *The top-line verbiage you use to describe the co grand (i.e. disrupting healthcare) or jargon-packed. Sample fo*

"Excelerate is dedicated to arming individuals with the pra endeavors."

How we do it? *[What's the organization's secret sauce? What persona?]*

We've built a platform that serves as a dynamic bridge, co

Benefits/Features: *[Insert benefit + feature(s) that deliver tha*

Benefit: Opportunities to Learn different skills

Feature(s): Global Internships

Benefit: Chance to develop skills

Feature(s): Exposure to learn

Benefit: Learn as per our time schedule

Feature(s): Global Access

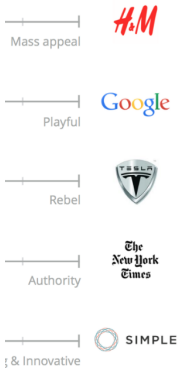
## Brand Storytelling Framework

persona ii	persona iii
<i>ding things like age, job, hobbies, etc...]</i>	
Persona 2: Entrepreneurial Ethan	Persona 3: Student Savvy Sarah
Age: 25-32	Age: 20-24
Job: Self-employed digital entrepreneur	Job: Part-time marketing intern while pursuing a
? <i>[There is not always a direct pain point or hard pressing need to solve.]</i>	
Entrepreneurial Ethan's Concerns:	Student Savvy Sarah's Concerns:
Market Saturation: Ethan worries that the	Job Market Competitiveness: Sarah is worried about
' <i>[Sometimes, there is just a human intangible emotion that can be capitalized]</i>	
Entrepreneurial Ethan's Hopes and Dreams:	Student Savvy Sarah's Hopes and Dreams:
Financial Independence: Ethan dreams of	Career Success: Sarah hopes to land her dream job in
<i>cro trends/elements and external qualifiers affect your customer]</i>	
Entrepreneurial Ethan's Cultural Constructs:	Student Savvy Sarah's Cultural Constructs:
Online Entrepreneurship Culture: Ethan is part of	Academic Culture: Sarah is influenced by the
y, make money, reduce risk, organize, integrate, connect, avoid hassle, reduce cost, inform, reduce effort, sensory	
Entrepreneurial Ethan's Functional Needs:	Student Savvy Sarah's Functional Needs:
Make Money: Ethan's top priority is profitability.	Inform: Sarah needs access to educational resources
He needs digital marketing strategies and tactics	and information to build her marketing skills and
ecognition, wellness, access, entertainment, affiliation/belonging, motivation, self-actualization, badge value]	
Entrepreneurial Ethan's Emotional Needs:	Student Savvy Sarah's Emotional Needs:
Recognition: Like Molly, Ethan desires recognition	Recognition (Future Aspiration): As a student, Sarah's
<i>lief, or action do you validate for your customer]</i>	
Entrepreneurial Ethan:	Student Savvy Sarah:
Ethan may be waiting for the permission to invest	Sarah may be waiting for the permission to take her
<i>[What is the desirable, difficult-to-achieve future that you commit to make real for your customers. This should</i>	
<i>out your product/service, and one that balances short-term benefits with long-term aspirations.]</i>	
Entrepreneurial Ethan's Promised Land:	Student Savvy Sarah's Promised Land:
Ethan's promised land is to attain True Financial	Sarah's promised land is to become a Digital
Independence.	Marketing Trailblazer.

ie gap between aspiring learners and the boundless opportunities of tomorrow's world. Our platform serve  
lieve in? *[Good marketing changes the people it is serving]*

y people approach learning and personal growth. Our commitment goes beyond the traditional norms of self-improvement. We recognize the untapped potential within each individual to be a catalyst for

*brand extremes]*



*atters to you or decision-making principles]*

iously engagement of young minds, career guidance

company. These will vary in length depending on the use case and audience. What's important is that it not be delusionally format: [Company/Product] is a [short description] to help [target market] with [problem].

ctical tools and resources they need, empowering them to reach new heights in their professional

t technology or approach differentiates your company and allows you to effectively deliver its value proposition for this

nnecting learners, universities, and employers seamlessly. It's your all-in-one solution for upskilling, network

t benefit]

Benefit:Recognition with Scholarships and Certifica Wide Range of Courses

Feature(s):Scholarships, Certificates

Feature(s):Multiple Courses available

Benefit:Oppurtunity to learn from professional Benefit:Easy to Access

Feature(s):Learn and Earn

Feature(s):Skills and Oppurtunity to work with different peers

Benefit:Recruitment Oppurtunities

Benefit:Communication Skills

Feature(s):Talent Solutions for Employers

Feature(s):Improvement of communication skills



**Messaging Opportunities**

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