

## Says

What have we heard them say? What can we imagine them saying?

**Thinks** What are their wants, needs, hopes, and dreams?



eatimated expense means the amount of the expenes

an approximate projection of future expenses incurred in goods production completion of

clearly state that the estimation is only an estimate

**Ototal** expenses = net revenue - net income

What other thoughts might influence their behavior?

do the math

calculate your business startup costs before you lauch



Short summary of the persona

bala murugan

estimating all the expenses required to start and operate the business

an approximate projection of future expenses incurred in goods producation or completion of a project

a cost estimator is the professional who prepares cost estimates

the business idea is grothing imy knowledge

this business is knowledgeable

i improve my knowledge in this type of business



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

