

STEF VAN DER WEGEN



Meet **Stef van Der Wegen**, the Dutch Tazmanian Devil, who at 30 years young, is not just your average software engineer – he's a crazy hard rock fan, shredding through lines of code while cranking up the volume on his favorite rock and metal bangers, fueling his grind. Blessed with the freedom of remote work, Stef refuses to settle for less. He's not about that life. And while social media may not be his scene, you'll find him in the deep trenches of Reddit, where every discussion about music is a battleground of opinions. He is passionate through and through.

"I'm here for a good time. Not a long one."

Personality

Open to new experiences
Hard-working
Adventurous
Direct
Loyal

Favourite Bands

AC/DC
Nirvana
Guns 'N' Roses
Metallica

Stef is a die-hard loyal fan of the good old classic hard rock bands. When he's not thrashing to metal to power through his 'shitty moments'—also known as his coding error frenzies—he's cranking up the rock classics that fuel his soul. While he's open to the newer bands, nothing can replace the raw energy and roar of the originals that resonate deep within his rock 'n' roll heart.

Needs

- More fellow rock fans in his life, especially since it feels harder to find hard rock fans his age in his immediate vicinity.
- Needs freedom; he hates being tied down.
- He needs tension release from his very demanding job, although he works remotely. His hours vary and the workload is heavy.

Motivation

- Hard rock music is nostalgic to his teenage years and 20s, and it has a special place in his heart and soul
- Stef sees his 30s more as chance to grow and have adventures, rather than settling down. For him, attending hard rock concerts isn't just about nostalgia; it's about living in the moment and diving into new experiences.
- He doesn't wear as much merchandise as he did in the past as he's grown out of wearing very flashy clothing, but he invests a lot more into posters, vinyls, or more collection-based merch. He puts them around his apartment as trophies on display.

Painpoints

- He doesn't feel as integrated with the hard rock community as he'd like to be.
- His friends are married, have children or really simply too busy to join him in going to concerts.
- He feels stuck in life, work is stagnant and bores him; he'd like to have more exciting concert moments in life and does go alone, but would prefer to go with others.
- He likes somewhat older bands, and they don't go on tour as often.

BJORN HENDRIKSEN



Meet **Bjorn Hendriksen**, a 21-year-old Norwegian dude rocking out as an international student and serving drinks part-time as a bartender. When he's not mixing up drinks, you'll find him practicing guitar or scrolling through Instagram, soaking up everything from his favorite bands' new merch to the sickest concert shots.

"Lost in the rhythm, found in the crowd— music isn't just what I hear, it's who I am."

Personality

Open & Curious
Patient
Ambitious
Edgy
Spontaneous

Favourite Bands

AC/DC
Nirvana
Pink Floyd
Maneskin
Slowdive

Bjorn digs rock and hard rock but also dabbles in psychedelic rock and shoegaze. He's not afraid to switch it up. He likes a bit of old, a bit of new.

Needs/Goals

- Connection with fellow hard rock enthusiasts, to have a sense of belonging and community.
- More memorable life experiences, to truly find his identity through life.
- He needs to express his passions through clothing and music to give a sense of control in this chaotic world; through this he asserts his autonomy, creating his story that screams his essence and holds his heart's anthem.
- He prefers to rock out at concerts with others rather than solo.

Motivation

- He chases the ultimate high of feeling alive and free through adrenaline rushes; seeing his favourites would be hitting the jackpot (and crossing off one item on his bucket list)
- Rock to him isn't just background noise—it's his therapy, his escape from his daily routine.
- Self-discovery and Expression. He builds his identity through music and passion, it reflects who he was, who he is, and where he's headed.

Painpoints/Frustrations

- In a new environment, he struggles to find his people, his tribe.
- His friends are cool in their own ways, but their music tastes do not align.
- He could brave the concert scene alone, but there's something about sharing those unforgettable moments with others, especially if they're rare opportunities.
- He's juggling studies, work, and a social life. He wants every moment to count, especially when it comes to letting loose and living it up at concerts.