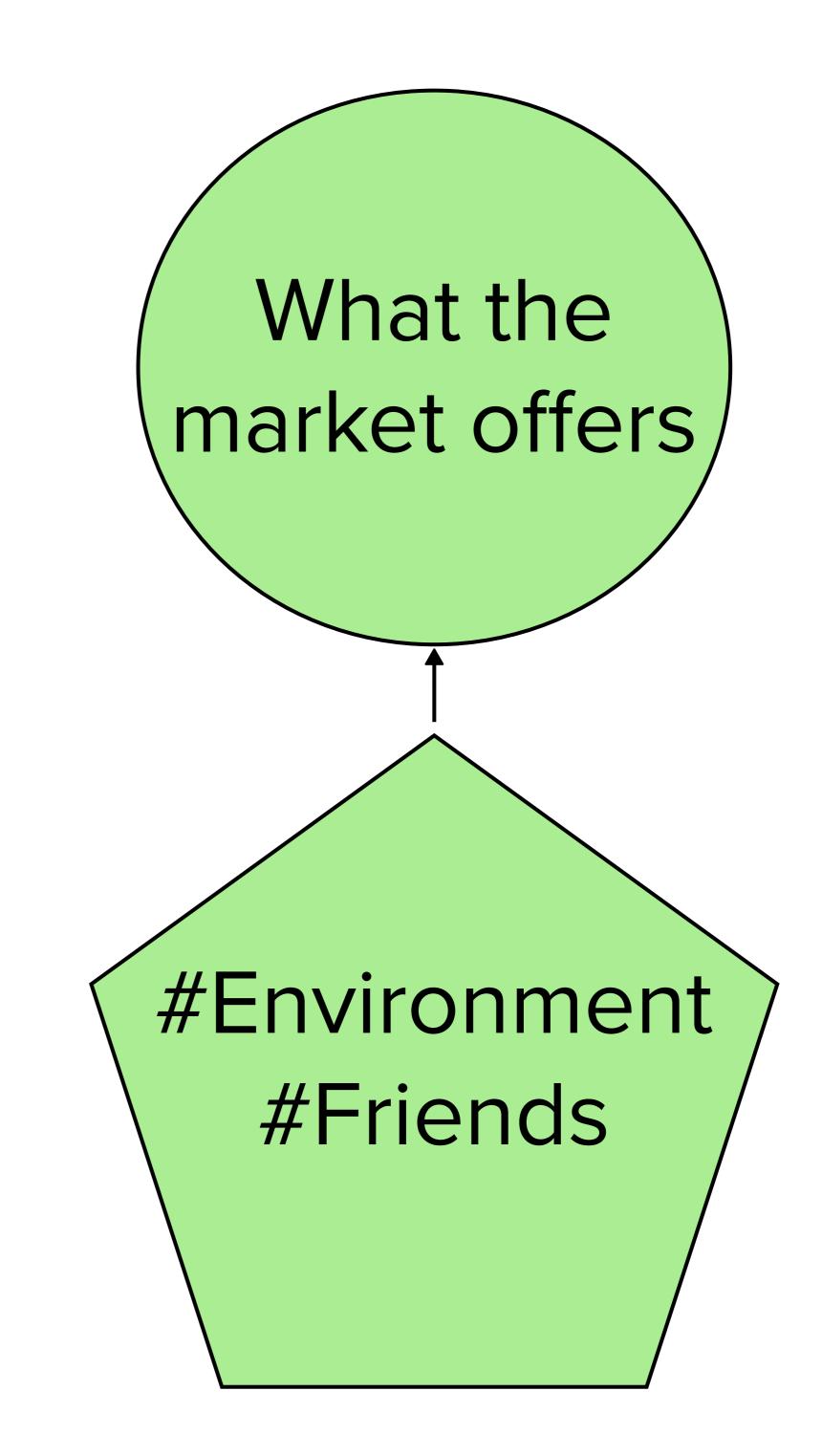
ESTIMATION OF BUSINESS EXPENSES

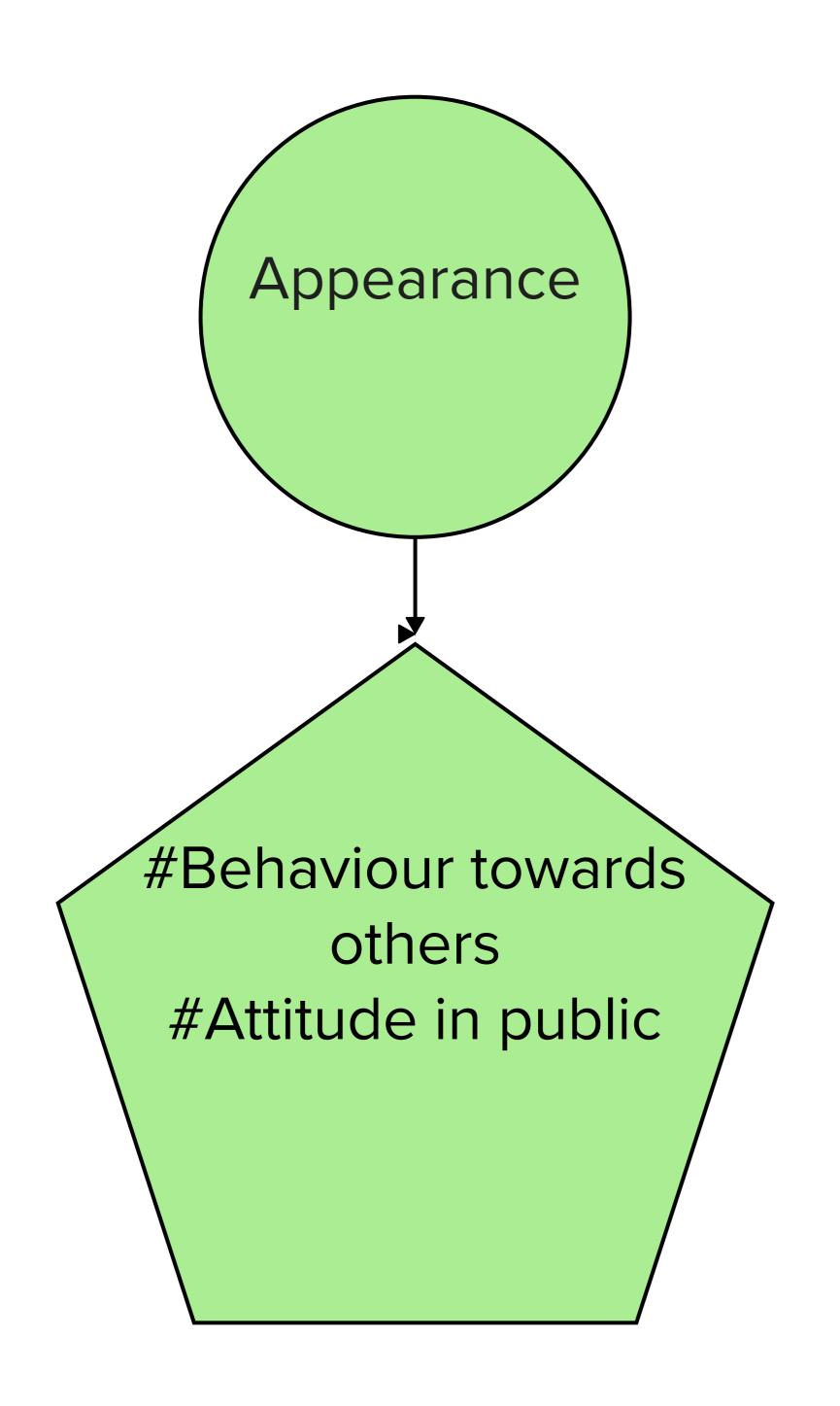
What does he HEAR?

- 1. What friends say
- 2. What boss say
- 3. What influencers say

What does he SEE?



What does he DO?



Persona's name

Short summary of the persona

What does he FEEL?

- 1. Build better client relationships
- 2. Determine if you have enough cash
- 3. Help estimate a completion