

# Nick Avocado (Ansh Patel)

age: 30

residence: Los Angeles, California

education: High School

occupation: Youtuber

marital status: Single



*"I have eaten a 100 lifetimes worth of foods!"*

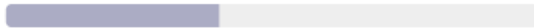
Nick works as a professional youtuber, who does mukbangs videos. He has gained tremendous amount of weight from doing hundreds of these mukbangs. He has been nearly hospitalized. After his near hospitalization, he has decided its time for a change.

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

Meal Planning (low calorie diet)

Personal Exercise Plan

## Needs

- Exercise Routine
- Healthy Diet
- 

## Values

- Sleep
- Good tasting food
- 

## Wants

- To be jacked
- To get girls

## Fears

- Won't be able to get in shape
- Getting shamed on

# Adam rod (Vraj Patel)

age: 21

residence: SC

education: In college majoring in business

occupation: Student

marital status: Single

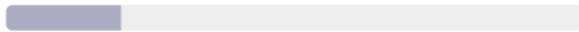


*If your feeling down learn someting*

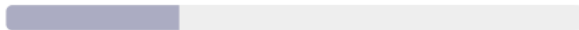
Networking is the only thing that will carry on when you die.

## Comfort With Technology

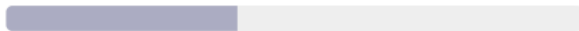
INTERNET



SOFTWARE



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SOCIAL NETWORK



## Needs

- Food
- Networking

## Values

- Learning new things about fitness and how to optimally train

## Criteria For Success:

Any type of improvement will warrant success eventually.

## Wants

- To learn about fitness
- Parties
- Girls
- Beer

## Fears

- Fears being small
- Being unhealthy
- Not being accepted

# Marc Brandt (Cyrus Zheng)

age: 15  
residence: Seattle, WA  
education: High School (Sophomore)  
occupation: N/A - Student  
marital status: Single



*"I'm the sh\*t, I'm fartin. I don't know how to potty" - Kodak Black*

I currently play basketball but lacked athleticism to compete at a high competitive level. I have been looking to research about how to improve my athleticism and have failed to do so with so much information being locked behind a paywall. In addition, I have just recently been dumped by my three month long girlfriend. I want to use the gym to use all my emotions to get some gains.

## Comfort With Technology

### INTERNET



### SOFTWARE



### MOBILE APPS



### SOCIAL NETWORK



## Criteria For Success:

- Money
- Gains
- Championships

## Needs

- - Gains
- - Basketball
- - A new girlfriend

## Wants

- - Improvement on athleticism
- - A new girlfriend
- - Workout buddies

## Values

- - Prioritizing hard work over talent
- - Winning and being competitive at anything

## Fears

- - Getting dropped from the basketball team
- - Being lonely with no one by my side
- - Getting dumped



# Jack McDavid (Caitlin Croci)

age: 30

residence: Colorado Springs, CO

education: BS in Exercise Science

occupation: Personal Trainer, Army Vet

marital status: Single with long term girlfriend



## "Army Strong"

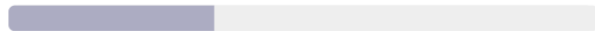
Jack was a three sport varsity athlete in high school. After graduating, he played football at West Point and served in the army for 7 years as an Explosive Ordnance Disposal Specialist. He has been working as a trainer for a year and a half and is looking for new clients

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### Needs

- Clients dedicated to their training
- A use for his military training background

### Values

- Commitment
- Heart
- Fortitude

### Criteria For Success:

Be able to push someone to be their best and beyond what they think they are capable of. Connects especially well with athletes, young adults, and troubled students.

### Wants

- Clients who are not mentally weak
- Build a client network to start his own company
- Clients with any level of experience

### Fears

- Meals Ready-to-Eat
- Sugar
- Crying

# "Kara Miller" by Trace McCament

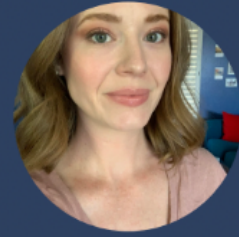
age: 30

residence: Charlotte, NC

education: Bachelors degree at UNCC

occupation: Teacher

marital status: Single with kids



*"It's true. The storms won't last forever. The nasty weather will never last.  
There is always that light at the end of the tunnel."*

I like to start my day with a coffee and cooking me and my kids breakfast before they head to school. I then head to school early to set up my plan for the class that day. I will try and knock out some papers I haven't graded yet before my class starts to wander in. I end my day with lunch in my room because I have a planning period for my last period. I will then go home and cook my kids their last meal for the day and either watch some tv with them or help them with their homework.

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## Criteria For Success:

I need to be around my kids, other teachers, and single moms that share my same struggle so I feel better about my situation.

## Needs

- - I need coffee
- - I need my internet
- -I need my ice cream

## Values

- -I value being a strong individual and keeping my head up in harsh situations
- -I also value being a good mother to my children

## Wants

- -I want to get in shape
- - I want a boyfriend
- - I want more money

## Fears

- - I fear that I will die alone
- -I fear that there won't be a light at the end of the tunnel
- -I fear eventually getting fat