PERSONA’S for LightTribe

**Yoga & Meditation:**

Overall 60% female

Yoga 90% female, 65% from corporate world

Meditation 55% female

100%

Yoga plus Meditation 65% of all tribes

Overall:

* comfortable income: 55%
* Stress factor, little time: 65%

**Overall Tribes:**

Corporate 40%

Colorful 25%

Other 35%

100%

age:

18 – 30 20% > mobile app 100%

30 – 45 40% > mobile app 55%

45 plus 40% > mobile app 10%

100% > mobile app 55%

Overall:

* male 40% - female 60%
* comfortable income: 35%
* Stress factor, little time: 40%

**Potential Markets in millions Market Growth 5 yrs.**

USA 100 USA +15

South America 25 South America +7

Western Europe 50 Western Europe +15

Baltic States 8 Baltic States +1

Russia 7 Russia +4

Balkan States 2 Balkan States +1

Japan 15 Japan +7

China 2 China +4

India 4 India +5

South East Asia 3 South East Asia +4

Australia, NZ, Pacific 3 Australia, NZ, Pacific +3

219 +76