



Says

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



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Starting a business may be an exciting process but it costs money

When determining business startup costs its important to be realistic

How much money needed to start a business in INDIA?

It may the path to the future more stable and predictable

Help to produce a reasonable budget for a business

To understand material requirements



Persona's name
Short summary of the persona

Identify your startup expenses

Estimate how much your expense will cost

Add up your expenses for a full financial picture

It is an important component of project management

It ensures projects are finished on schedule

Also within the budget



Does

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



Feels

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