Name: Bill Anderson

Age: 29

Status: Single

Location: New York, USA

Job: Entrepreneur

Creative, Practical, Organized, Friendly

# Bio

Bill is a young entrepreneur that is constantly travelling and looking for new inspirational ideas for starting a business. He is greatly interested in live streaming videos and how this can help him share his business ideas with his friends, people and companies in his professional network. Bill also wants to reach new individuals and organizations that might be interested in his skills as entrepreneur. He also wants to share his experiences travelling around the world with his friends in New York.

# Goals

* Find an easy way to share ideas using live videos
* Attract new people and organizations
* Share travel experiences with his friends

# Frustrations

* Doesn’t know how live streaming is done
* Existing platforms/applications don’t offer exactly what he wants
* Insufficient time to work the idea on his own

# Technology

* IT & Internet - Medium
* Software – Medium
* Mobile apps – Medium
* Social networks – High

# Problem(s) he has been facing

As already mentioned Bill is a young entrepreneur, who wants his ideas to be heard. Not so common, he has that flying kind of mind, so his ideas are unfortunately always difficult to capture and visualize. Here comes the problem with him, he would need something that can make the impossible – possible. Something that can be put on drones, trains, bikes, cars, on people, animals and much more, just to be able to live stream about what is going on right there, right at that moment. He has had very interesting adventure on a camel recently, which he could not capture and turn into an idea, unfortunately. As far as his concerns reveal, this is something that he would not like to see happening again. That’s why Bill has decided on making a deal with a software company, to have such a product built for him.

Bill has tried numerous ways of capturing the moment, with mobile phones, with 360 cameras, but none of them offers exactly what he needs. Everything is fine, but none to the point that, he would say “That’s it!”. Currently he is able to record the adventure, but recording the adventure loses its uniqueness, it’s interesting only when it is happening. That’s what Mr. Bill definitely thinks. If the company, he has talked with, manages to provide him with such a product, Bill will be the happiest entrepreneur in the world.