

Frank Football

age: 30

residence: New York, NY

education: BSBA Finance

occupation: Financial advisor at Goldman Sachs

marital status: Divorced but looking



"I'm hammering Alabama moneyline." - Frank Football

Frank Football loves to unwind with some football on the weekends after a hard workweek at Goldman Sachs. Bragging rights are extremely important to him with his work buddies.

Comfort With Technology

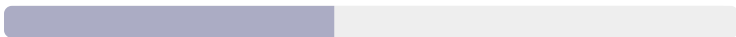
INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- Needs this app to meet all of his betting needs
- Wants the betting odds to be updated live
- The app must run smoothly so his money transfers go through

Values

- Frank Football loves his work, football, and kids
- Struggles to make time for everyone in his life

Criteria For Success:

Frank Football needs all of his sports betting parlays to hit, otherwise, his work friends give him a hard time the following Monday.

Wants

- Wants his bets to hit consistently so he can get big payouts
- Wants to tell his co-worker Steve that UGA is overrated but can't because Alabama lost this weekend

Fears

- Losing all of his money on sports betting

Fratty Fred

age: 25

residence: Columbia, SC

education: B.S. Marketing

occupation: Technology Salesman

marital status: Single



“Only he who can see the invisible can do the impossible.” – Frank L. Gaines.

Fratty Fred played football in high school but got injured which crushed his dreams. Now he expresses his love for football by going to UofSC football games and being a devoted Dolphins Fan.

Comfort With Technology

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Criteria For Success:

Fratty Fred needs only needs his boys and the bars. He hates his job and looks forward to college football year round.

Needs

- Competition
- Something to look forward to on the weekends
- Other hobbies besides his job

Values

- Quality time with friends
- Humor
- Happiness

Wants

- Southern food
- Cheap beer
- A girlfriend that does everything for him

Fears

- Being alone forever
- Getting old
- Not being successful

John Simpson

age: 29

residence: Lexington, KY

education: BA Information Technology

occupation: IT for Sprint

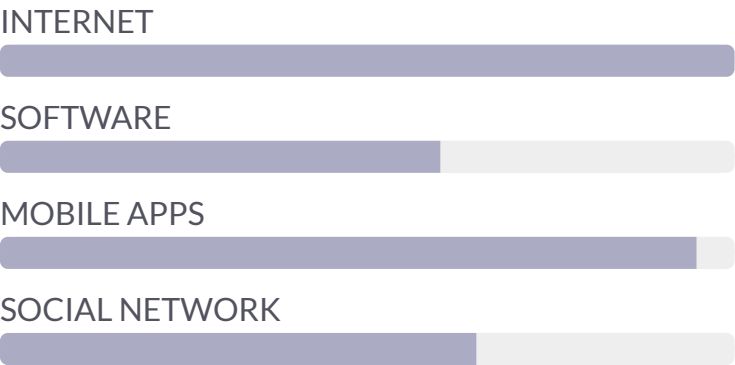
marital status: Single with 2 kids



I love football more than my kids. -John Simpson

I play video games for hours on the weekends. I workout twice a week. Drink beer and watch football with my friends.

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Criteria For Success:

John Simpson needs to see a live fantasy draft. Show all of his bets and update immediately. Be able to pick the best of the best players.

Needs

- Pay child support
- Stop playing video games so much
- Get control of his drinking problem.

Wants

- A loving wife
- Win the lottery

Values

- Football is life
- Being alone when he is not watching football.

Fears

- Cats
- Going to jail from not paying child support

Larry Adams by Vansh Nagpal

age: 37

residence: Mobile, Alabama

education: High School Diploma, Trade School(Contractor)
Degree

occupation: Construction Contractor

marital status: Divorced with 2 kids, looking for love

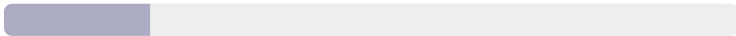


"College football is like fishin', both are more fun with a cold beer"

After a long day of work, Larry likes to crack open a cold one and microwave a frozen dinner and watch TV. Ultimately, he passes out on the couch in a stained wife-beater vest hoping for his children's custody to be magically rewarded to him. His only reprieve in life is his favorite college football team, University of Alabama.

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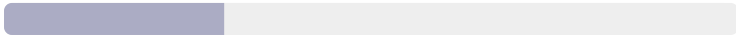
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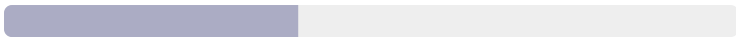
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

An easily accessible app with a simple user interface. Something that allows him to enter parlays on college football teams for him to win money

Needs

- Something that allows him to create an online system of friends relating to college football
- Fantasy Football but for college
- College football betting options

Values

- Honesty
- Integrity
- Self-Respect

Wants

- The custody of his children
- More beer

Fears

- Not being a good enough dad to his children
- Losing his job as a contractor

Toddy Chad

age: 24

residence: Jacksonville, Florida

education: BA Business

occupation: Sport Announcer at High School

marital status: Looking for a cheerleader

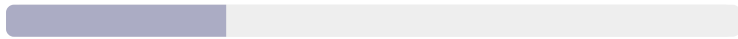


"Football is love. Football is life." -Toddy Chad

Toddy Chad loves a gameday out at a college campus. He also loves announcing the sporting events at his local high school and talking to all of the moms after.

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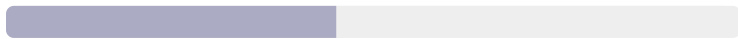
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Criteria For Success:

Toddy Chad wants a break from his job. He wants to feel successful in something he loves.

Needs

- Toddy Chad needs this app to be easy to access, and he needs it to be available on Android.

Values

- He values a good football game.
- He values a good upset.

Wants

- Toddy Chad needs a good app to watch sports on as well as a quick way to make money on.
- He wants a way to participate in the sporting culture and to bet and do fantasy.

Fears

- Toddy Chad fears that he will be broke and not be able to support himself.
- He fears he will not be able to enjoy football.