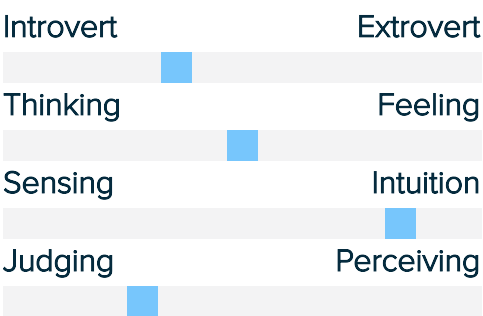




"I'm looking for something that will simplify the process of donating for me ."

Age: 35
Work: Businessman
Family: Married
Location: Dhaka, Bangladesh

Personality



- Generous
- Organized
- Hardworking

Goals

- To spend less time doing research
- To narrow his options quickly
- To ensure his donations are being used correctly

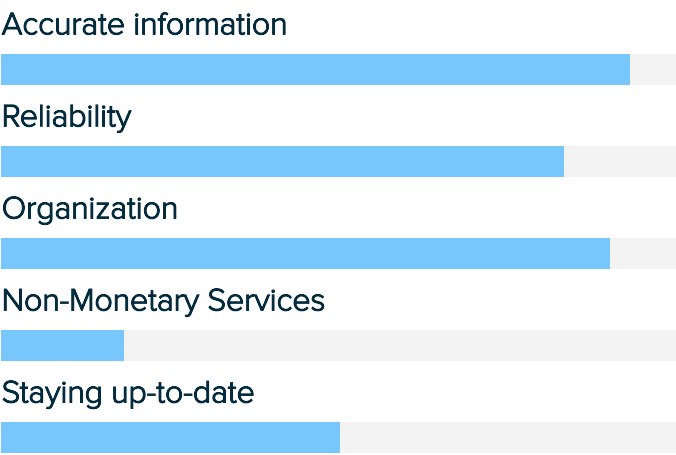
Frustrations

- Too much time spent doing research
- Has trouble deciding if charities are reliable
- Does not get updates about where his donations were used

Bio

Hasan is the CEO of a large multinational company. He finds peace in donating a portion of his income each month to different charities. He finds it frustrating to have to do research on a large number of different charities, ensure he can trust them and also stay up to date about what they are doing so he can help out. He expects things to be just as organized as he is.

Motivation



Brands & Influencers



Preferred Channels

