

Ben Timmons

Xtensio



"I'm going to buy a house with a big yard for the sole purpose of having a place for my dog to run."

Age: 26

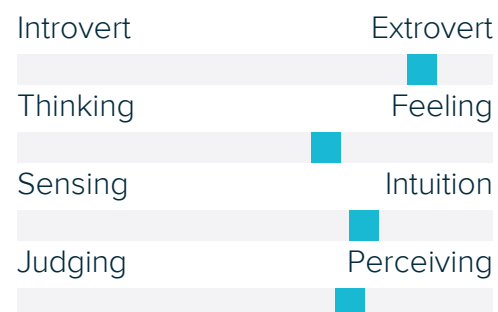
Work: Intern at Microsoft

Family: Has a girlfriend of 3 years.

Location: Seattle, WA

Character: Driven Professional

Personality



Entrepreneurial

Driven

Innovative

Goals

- Wants to keep his dog as active as possible while living in a large city.
- Wants to eventually be able to work from home.
- Going to own his own business someday.

Frustrations

- Loud neighbors because it triggers his dog's anxiety.
- A website without an app.
- Work cutting into his weekend hiking trips with his girlfriend and dog.

Bio

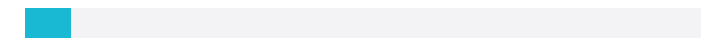
Ben is a recent graduate of The University of Washington. Currently working as an intern at Microsoft, he enjoys the company culture yet isn't sure it's the right place for him. He is always dreaming of the next big thing and has goals to start his own business. Ben enjoys learning about the stock market and has been browsing rental properties around Redmond to buy to create passive income. His French Bulldog, Sonny, is named after the great boxer, Sonny Liston. Fitness is very important to Ben. He trains jiu jitsu twice a week, and does crossfit three times per week. Sonny is only 8 months old and Ben wants to keep him healthy and strong forever. Ben shops at Whole Foods and has been buying Sonny's food from there as well.

Motivation

Incentive



Fear



Growth



Power



Social

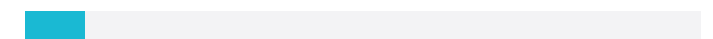


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Preferred Channels

Traditional Ads



Online & Social Media



Referral



Guerrilla Efforts & PR

