

<p>Profile Image</p> 	<p>Persona Type : Proto Persona</p> <p>Name : Emily Rodriguez</p> <p>Occupation : Marketing Associate</p> <p>Age : 26 Gender : Female</p>
<p>Backstory: Emily is in the early stages of her marketing career and is eager to grow professionally. She graduated with a degree in Business Marketing and has been working as a Marketing Associate at a mid-sized company for two years. Emily is interested in transitioning into product marketing but struggles with finding structured mentorship and networking opportunities. She often feels that platforms like LinkedIn focus too much on self-promotion rather than meaningful connections. She seeks a platform that helps young professionals connect with industry experts and gain actionable career advice.</p>	
<p>Motivations: Expanding her professional network and finding mentorship opportunities. Learning about product marketing and gaining the necessary skills for transition. Seeking job recommendations that align with her career goals. Engaging with insightful industry discussions.</p>	
<p>Frustrations: Networking feels impersonal and transactional. Job postings often lack transparency and clear career pathways. The overwhelming number of connections on professional platforms makes it difficult to find meaningful relationships.</p>	
<p>Ideal Experience/ Goals/ Aspirations/ Feelings: A platform that offers structured mentorship and learning resources. Meaningful networking experiences instead of generic connection requests. A career path guide that provides clear steps</p>	<p>Quote : I want to build real connections with industry experts who can guide me in my career, not just collect hundreds of random connections.</p>

for transitioning into product marketing.

Profile Image  A professional portrait of Harvey Specter, a man with short brown hair, wearing a dark blue pinstripe suit, a white shirt, and a dark blue tie. He is looking directly at the camera with a serious expression against a dark background.	Persona Type : Proto Persona Name : Harvey Specter Occupation : Senior Partner, Corporate Lawyer Age : 35 Gender : Male
<p>Backstory: Harvey Specter is a top-tier corporate lawyer at a prestigious law firm in New York. Known for his confidence, sharp wit, and no-nonsense approach, he excels in high-stakes negotiations and complex litigation. Harvey has built his career on winning cases, securing high-profile clients, and maintaining a reputation as one of the best closers in the industry. Despite his professional success, he values networking with elite professionals who can challenge him intellectually and offer new business opportunities. He finds traditional networking platforms too generic and seeks a space exclusive to top industry leaders.</p>	
<p>Motivations: Expanding his network with high-profile executives, entrepreneurs, and industry leaders. Finding high-value clients for his firm through strategic networking. Engaging in exclusive discussions on corporate law, finance, and deal-making. Maintaining his status as a dominant force in the legal industry.</p>	
<p>Frustrations: Dislikes mass networking platforms that lack exclusivity. Finds most online networking to be superficial and transactional. Prefers direct introductions over unsolicited connection requests. Values credibility but feels most platforms do not properly vet members.</p>	
Ideal Experience / Goals / Aspirations / Feelings: A system that ensures only verified, elite professionals are part of the network.	Quote : I don't want to just scroll through another generic networking site. I need something that actually helps me make meaningful connections