

# Dick Jenkins

age: 71

residence: Georgia

education: Kindergarten

occupation: Investment Banker

marital status: Single and ready to mingle



*"If you can dodge a wrench you can dodge a ball"*

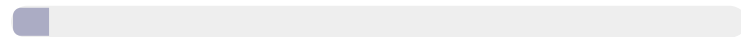
I watch my favorite westerns while my assistants do all my work for me.

## Comfort With Technology

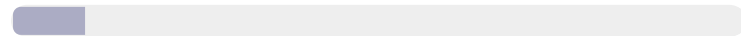
INTERNET



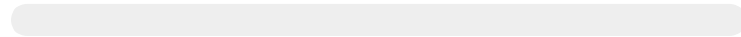
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Criteria For Success:

I need my young employees to held accountable because their generation sucks.

## Needs

- Easy to use
- Very big font

## Values

- Trust
- Reliability

## Wants

- I want a way to withhold money from those who miss commitments.

## Fears

- The trees
- Computers