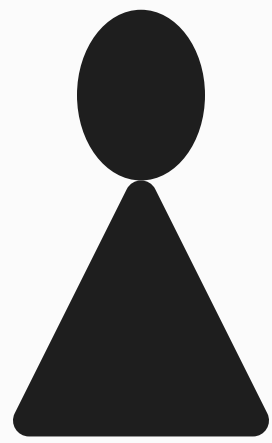


PERSONA



STORY

Pierre is an agricultural entrepreneur based in Lisbon Portugal. He is a sport enthusiast having tried sports like surfing, swimming and body building where he has tremendous success.

He also tried sailing, kite boarding and skateboarding. He has been playing rugby for the past 10 years but got injured in 2012. It took him 3 years to recover.

Pierre enjoys running, he runs several times a week. He has attended marathons such as Thanksgiving 10K in Ohio, a half marathon in Lisbon, Marseilles-Cassis and Paris-Versailles.



Pierre

Position
Entrepreneur
Industry
Agriculture
Birth-place
France
Age
32

GOALS

- Run for enjoyment not just competition
- Train more
- Hydrate enough before, during and after the race
- Eat healthier and correctly
- Run short races at a fast pace
- Do less than 1 hour 50 min in half marathon
- Run ten times the distance of the actual race
- Stop drinking earlier for the race
- Stop partying
- Get prepared in the winter
- Run half marathon in March

FRUSTRATIONS

- Being sick of running for a few months
- Being bothered by the camel-back during runs
- Forgetting to carry water in hot weather

“I don’t hydrate a lot before the race because the water hurts my stomach. I drink a little a few hours before but not immediately before”

HABITS

- Not sleeping enough the night before a race
- Eating a lot
- Running 3 to 4 times a week
- Not caring about hydrating

INSIGHTS

- Runs more than twice a week
- At least 5 days have ended since the last run
- The last race was cool
- Prepared for the race with someone else
- Had a nice experience during the last race
- Had a painful experience during the last race