

Chris Bumstead

age: 27

residence: Ottawa Canada

education: University Of Toronto Health Sciences

occupation: Professional Body Builder

marital status: Married



"If when you look in the mirror you don't see the perfect version of yourself, you better see the hardest working version of yourself"

Chris Bumstead spends the entirety of his time during body building season training his mind and his body.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Needs

- A system to train his body
- A system to plan his meals and supplements
- networking to find brand deals
- Competitions to participate at

Values

- strenuous work and effort in the gym
- mental preparedness
- meticulous preparation

Criteria For Success:

The extrinsic criteria are to provide for his family through the growth of his body. While his intrinsic criteria are to win as many professional competitions and see muscle growth over extended periods of time.

Wants

- To see his brand on the shelves of all stores
- To be a 4X Mr. Olympia
- To have his business grow beyond him'
- To see muscle growth
- To find the best supplements out there

Fears

- losing a competition
- losing the ability to provide for himself and his family
- losing his reputation
- losing a brand deal