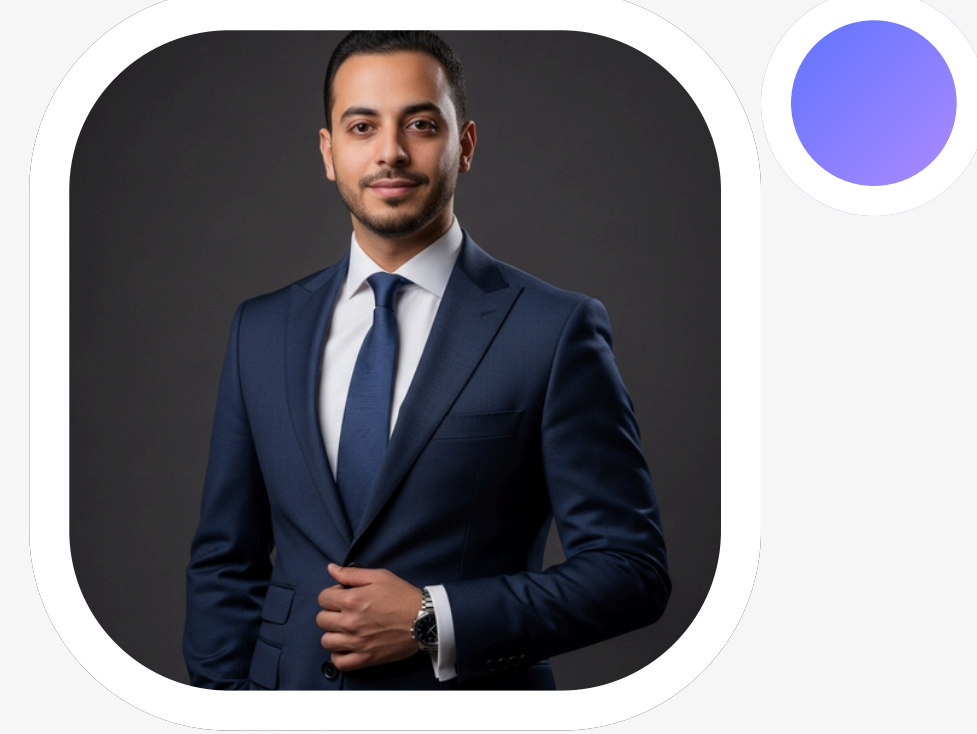


Startup buyer-persona



Persona Identity

Name : Ahmed
Age : 27y.o.
Location :Cairo
Occupation :founder/CEO of a startup
Gender : Male
Education : Bachelor's degree Business administration

Needs :

- Content strategy that balances customer attraction and investor trust
- Social media content that attracts both customers and investors
- Professional branding
- Clear storytelling to explain vision, product, and value to investors

Goals & Motivation

- 1-Secure funding or investment to grow
- 2-Achieve product-market fit and acquire customers
- 3-Gain mentorship, networking, and industry knowledge
- 4-Personal development and establishing a name in the ecosystem

interests

- Core Interests: Entrepreneurship, Startup Culture, Personal Development.
- Values: Innovation, disruption, growth, learning, community building, financial independence.