

# ADAM JONES



## A Startup Founder

### *Buyer Profile*

Adam works at a tech startup in Seattle, WA. Adam is passionate about his business. He started his company 3 years ago when he was a Junior in college at the University of Washington. A few months after establishing his business, Adam decided to take a break from school and pursue his startup full time.

In the beginning Adam was barely scraping by to pay the bills, but now Adam's ideas are taking off and business is booming. Since Adam's start up is beginning to take off he is busier than ever, but he would like to reward his hard-work by purchasing himself a new car.

In college, Adam was a part of the UW Car Club and frequently watches YouTube videos about cars in his spare time. Adam is well versed in cars, has a set budget and he knows exactly what car he would like to purchase without doing any additional research.

Adam has a very busy schedule and would like for the purchasing process to go smoothly. He wants to make sure that all inspections, maintenance and any other loose ends have been taken care of before he makes the purchase. Adam has done his research, knows what he is looking for, and would like to purchase his car as soon and as seamlessly as possible.

### ABOUT ADAM

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### INDEPENDENT ENTREPRENEUR

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### BUSY SCHEDULE

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### A CAR EXPERT

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### IN SEARCH OF A FAST & EASY CAR BUYING EXPERIENCE

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### WANTS TO PURCHASE A CAR WITH NO POST- PURCHASE MAINTENANCE REQUIRED

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