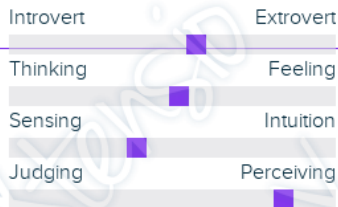




Age: **91**  
Work: **Retired**  
Family: **Divorced, 2 kids, 1 grandchild**  
Location: **Berlin, GER**  
Character: **The rebell**



## Goals

- I want to enjoy every day without having to worry all the time. I'm old, but I'm not finished yet.
- To give my all to enable my granddaughter to lead a free and self-determined life.
- I would like to see a young policy for all our young people. And I want an Alexa

## Frustrations

- Constantly worrying about whether an injury could kill me.
- I am old and no longer as dit and agile . I have to be carful not to fall, because that can end badly.
- Pln the event of a fall, I may not be able to report it and therefore cannot request help.

## Bio

Mohammad is an open-minded and politically committed man. He stands up against injustice an nothing is more important to him than his granddaughter Maja. She showed him Instagram and he has been a big fan of social media ever since. Due to his advanced age, he is anxious. His ex-wife suffered a serious fall and has been a care case ever since. Despite the separation, she is close to his heart and sees a share of blame in the currenr system. He is also of the opinion that she would be better off today if she hadn't had to wait so long for help. This is precisely why he is very interested in the product and his technical affinity makes him ideal for the product.

### Incentive

#### Fear

#### Growth

#### Power

#### Social

## Brands



### Traditional Ads

### Online & Social Media

### Referral

### Guerilla Efforts & PR