

**“I lead a busy life and dedicate my time and resources accordingly. I wish applications were designed with a purpose. Simple, Seamless, Efficient, Easy to navigate and deploy.”**

Alan Simpson  
Investor Persona  
Tech Cocktail Mobile Application

Demographics Summary	
Age	46
Gender	Male
Occupation	Venture Capitalist, Entrepreneur, Programmer, Angel Investor, Mentor
Location	New York

Technology Usage Summary	
Computer	Used daily for emails, performing internet obligations (bills), monitoring investment positions, documenting progress with companies, drafting documents
Cell Phone	Used daily, primarily for voice calls, text messaging (sending and receiving), calendar/appointment functionality, and email interaction

Technology Usage Summary	
Ipad/Tablet	Daily to weekly usage to supplement Computer activities. Keep up with news and blog articles
Digital Camera	Used often to document vacations and life events. Photography is Alan's passion

## Background:

Alan has spent his entire career in finance and entrepreneurship. He grew up in Manhattan and moved to Michigan for school. He graduated with a Bachelors in Sales and Business Marketing from Western Michigan and an MBA from Haas School of Business at the University of California (Berkeley).

## Business Career:

After graduating from Western Michigan, Alan spent three years as a software programmer at a high-frequency trading firm. He then joined venture capital firm Foundry Group. Alan also co-founded BuildOnline, a construction collaboration technology business as the Chief Technology Officer. His investing focuses are on early-stage technology companies including: ExpenseCloud, LaughStub, Foursquare, and Kickstarter.

## About:

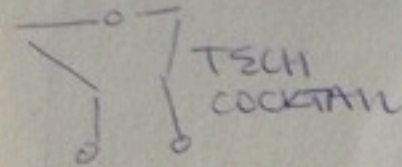
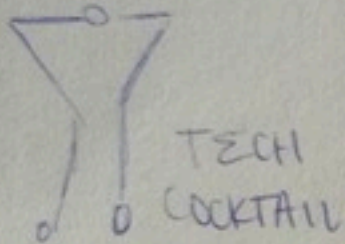
Alans day is typically influenced by what he needs to do and where he needs to be. To keep up with new opportunities, Alan makes sure to attend or send someone from his team to various networking and

company pitch opportunities throughout the week. Alans day begins at 5:30am, he meditates for an hour and proceeds to prepare for the work day. He checks his appointments for the day and is at the office by 7:00am. Between 8:00am and 9:00am he checks his emails once, his assistant checks his emails at least five times. 9:00am - 1:00pm is dedicated to meeting with the companies he invests in, and reviewing his portfolio. From 1:00pm - 2:00pm he has lunch. 2:00pm - 3:30pm he reviews potential investment ventures and recaps with the rest of his team.

Alan primarily uses his cell phone to keep up with day to day operations and appointments. He likes applications that are simple, useful, and purposeful. He typically does not read articles or lengthy emails on his mobile device. Alan appreciates applications such as Passbook and Mailbox which allow him to be organized and efficient. He does not enjoy digging for information or applications with advertisement.

# Tech cocktail

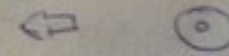
Splash



Sign up

Sign in

Maybe later



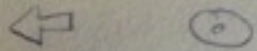
## Sign up

+ I connect ~~with~~ <sup>via</sup> Facebook

+ I connect ~~with~~ <sup>via</sup> Twitter

OR sign up using your email

By signing in, you agree to our terms & privacy policy



## Create Account

First name

Last name

Email address

Password

Location Zip code

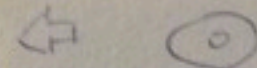
Create Account

Log In to ~~fill~~ <sup>fill</sup> Favorites

Log in or create an acct to store favorites

Maybe later

Remind Me!



## Sign In

Email address

Password

Log in

Forgot password?

☐ Home

☐ Events

☐ Content

☐ Sessions

☐ Conversations

☐ Live Feed

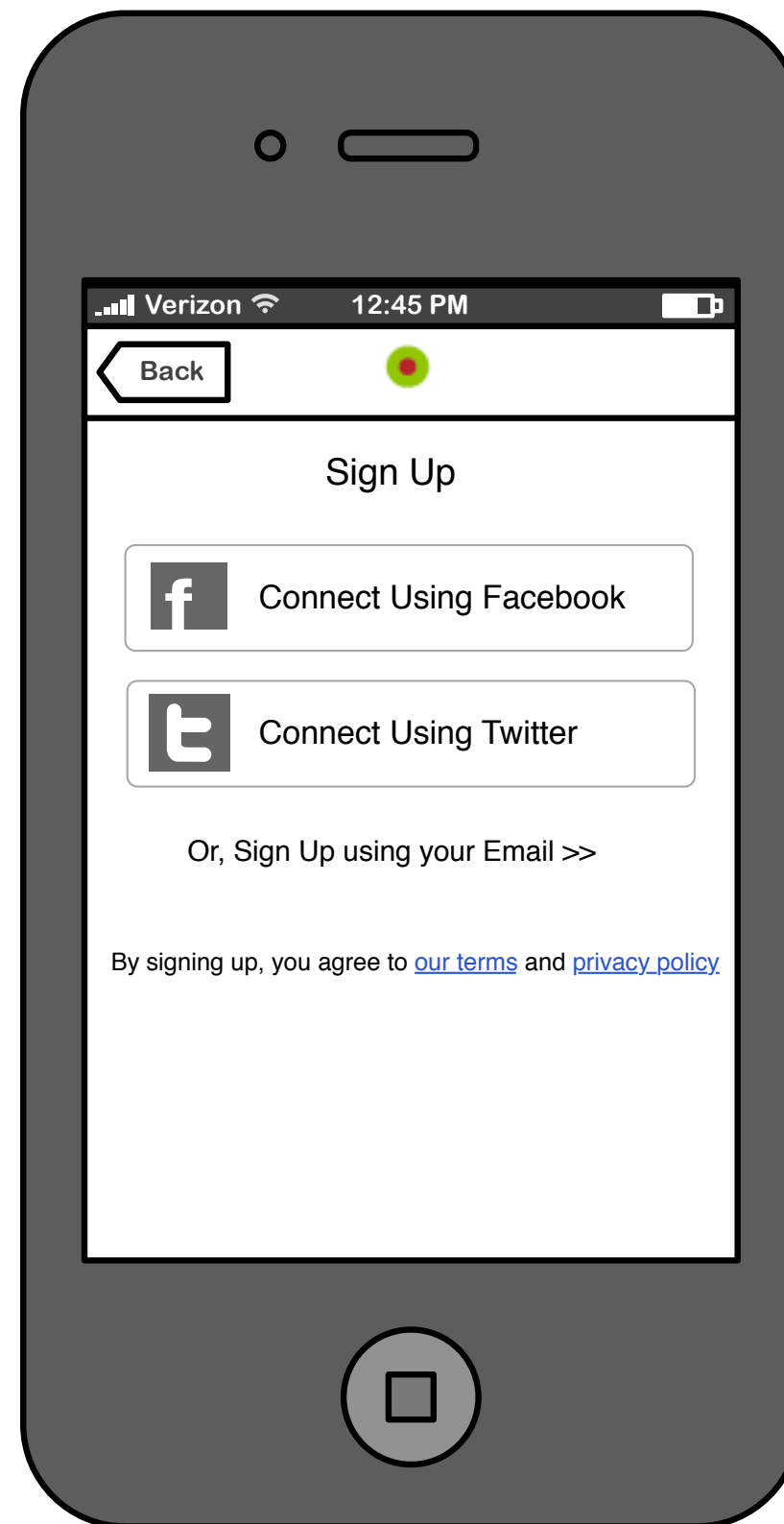
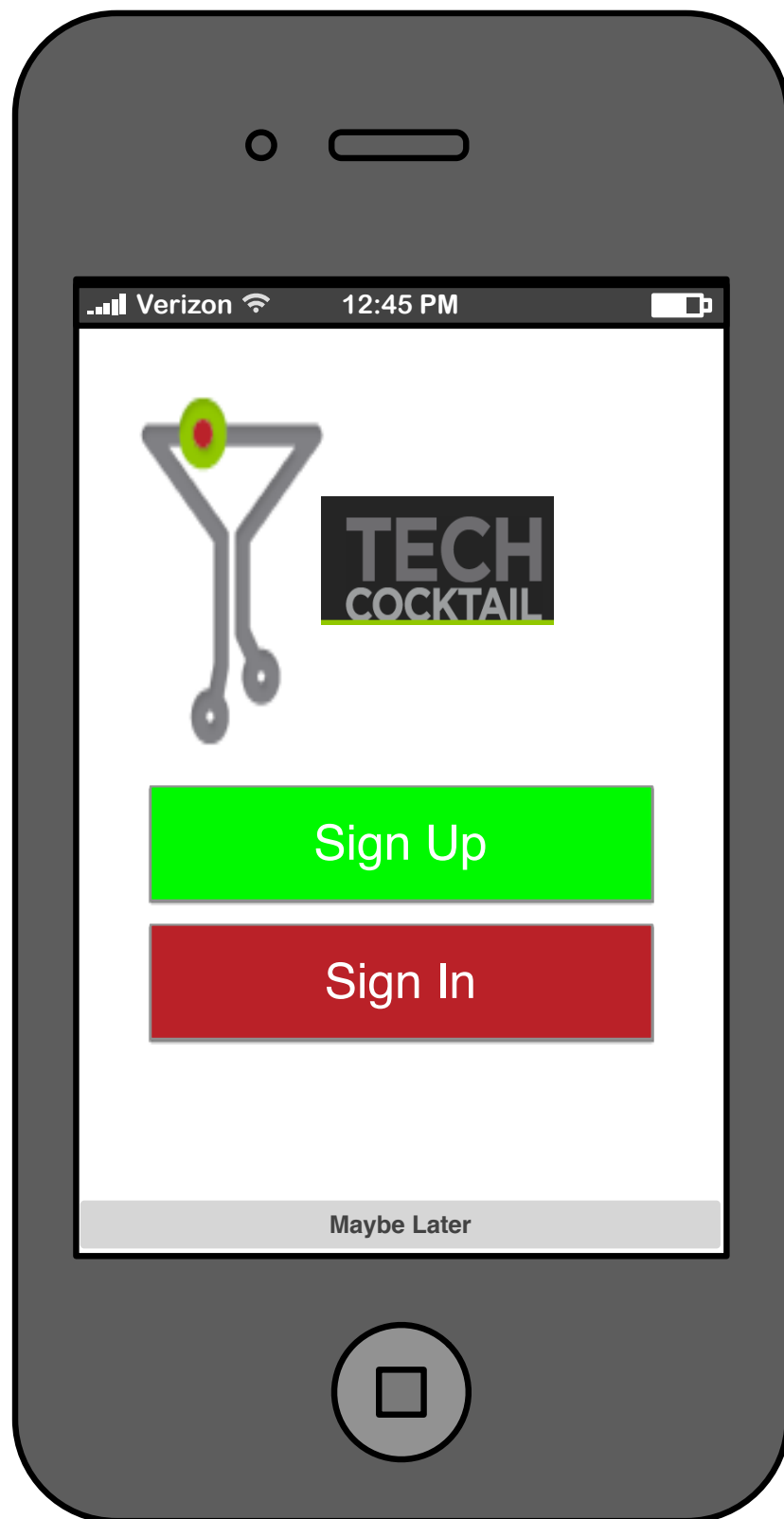
☐ Vote

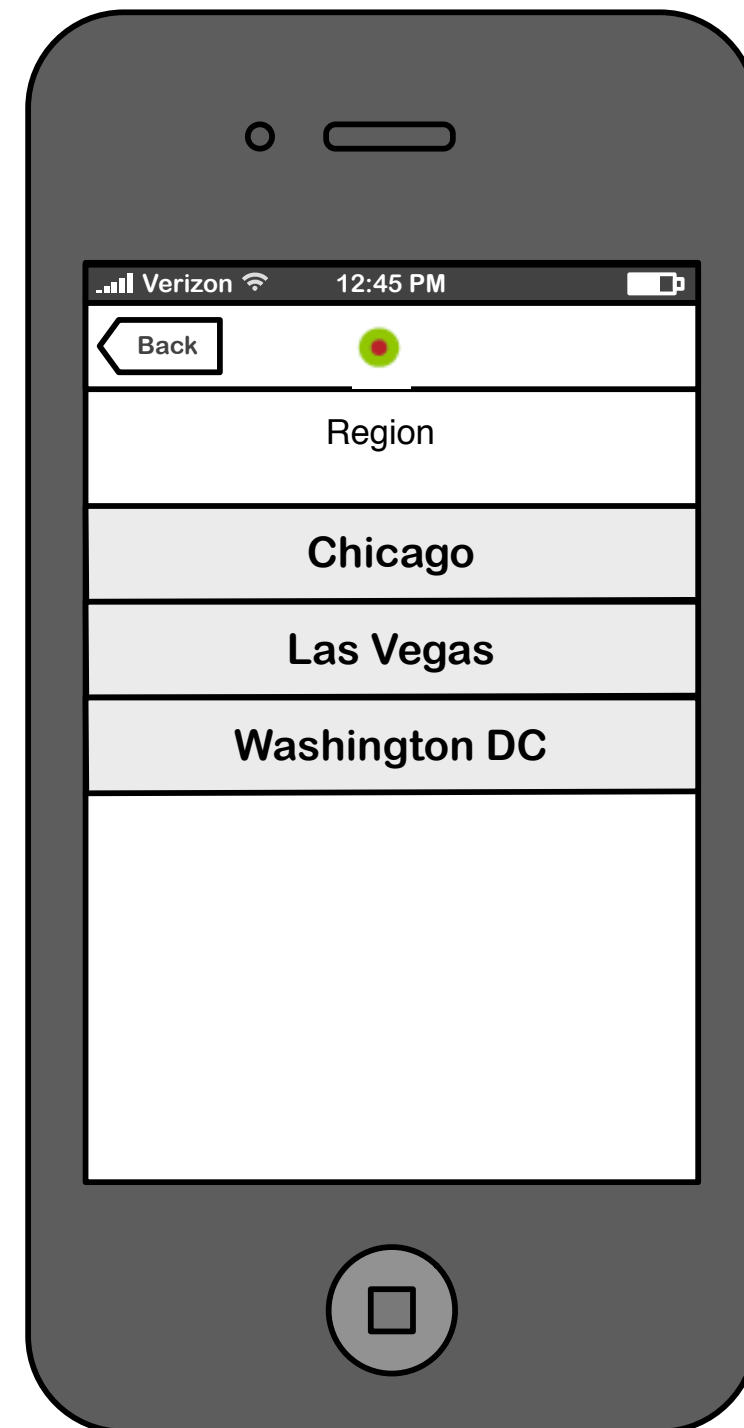
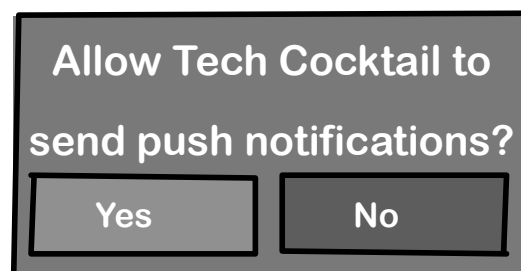
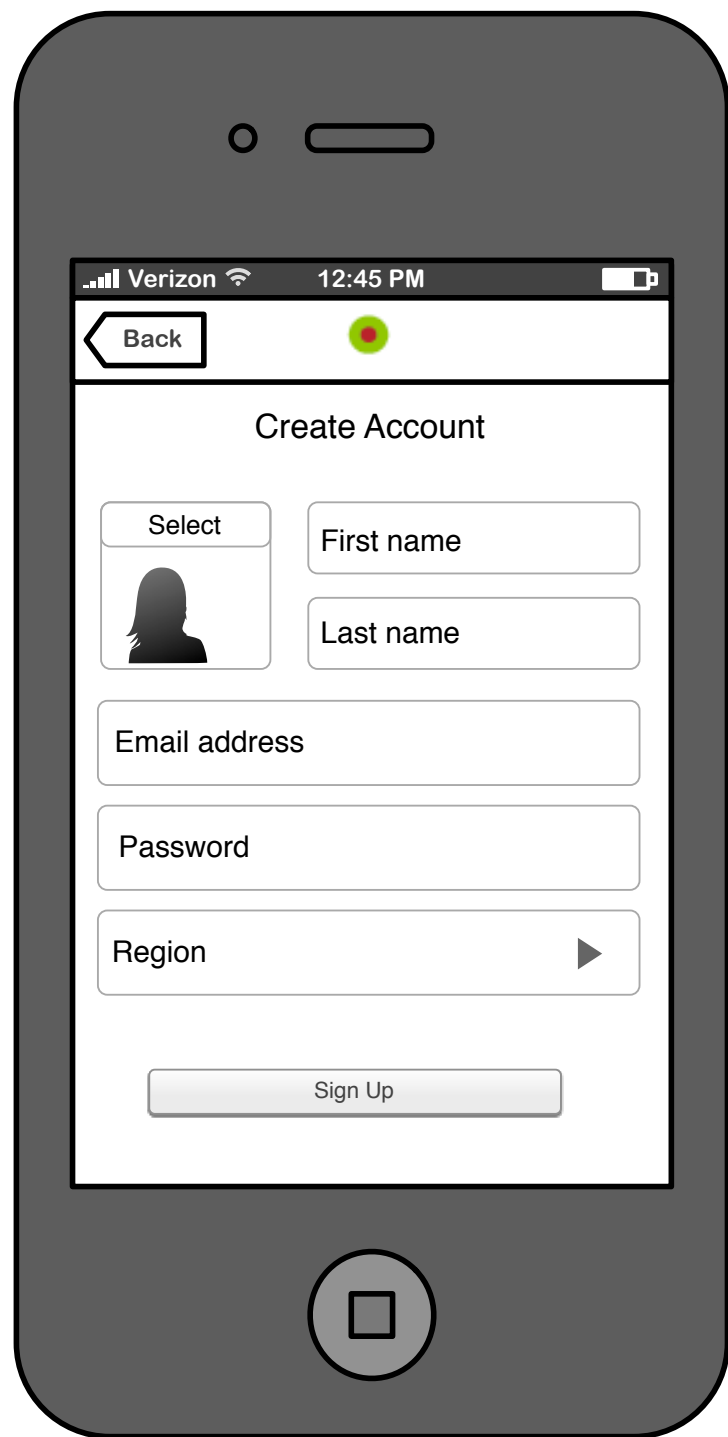
☐ Shop

☐ ~~Favorites~~ about

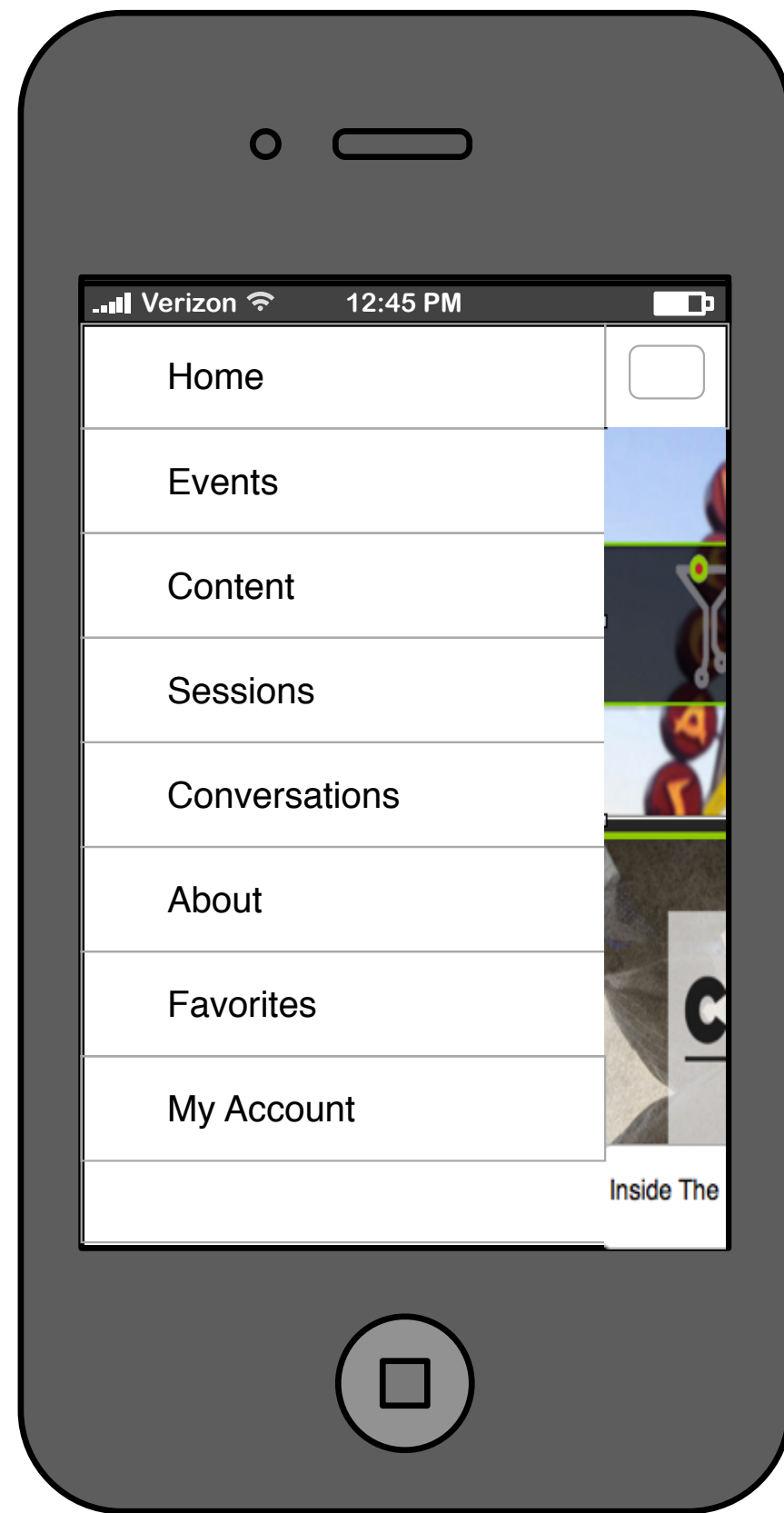
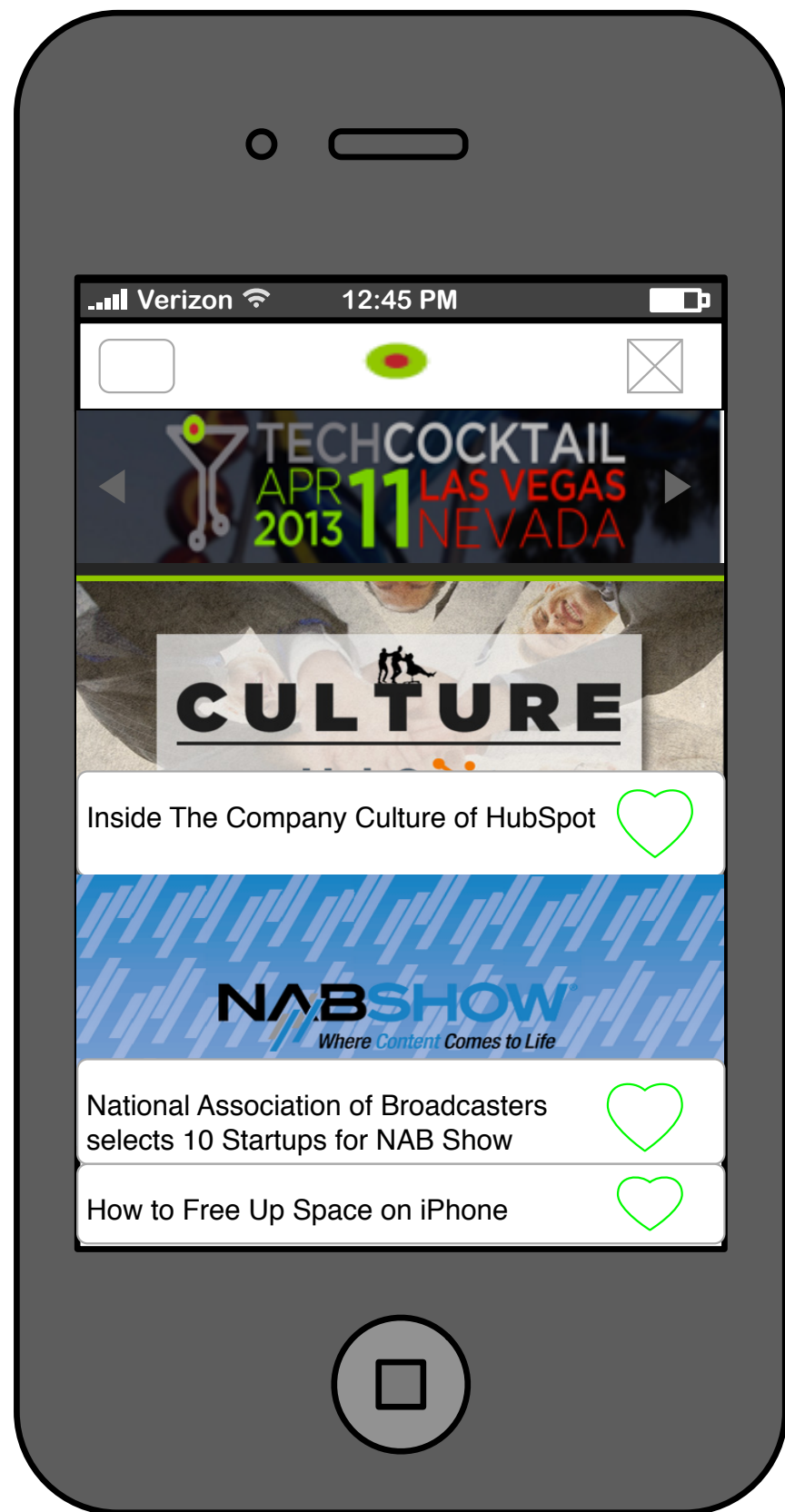
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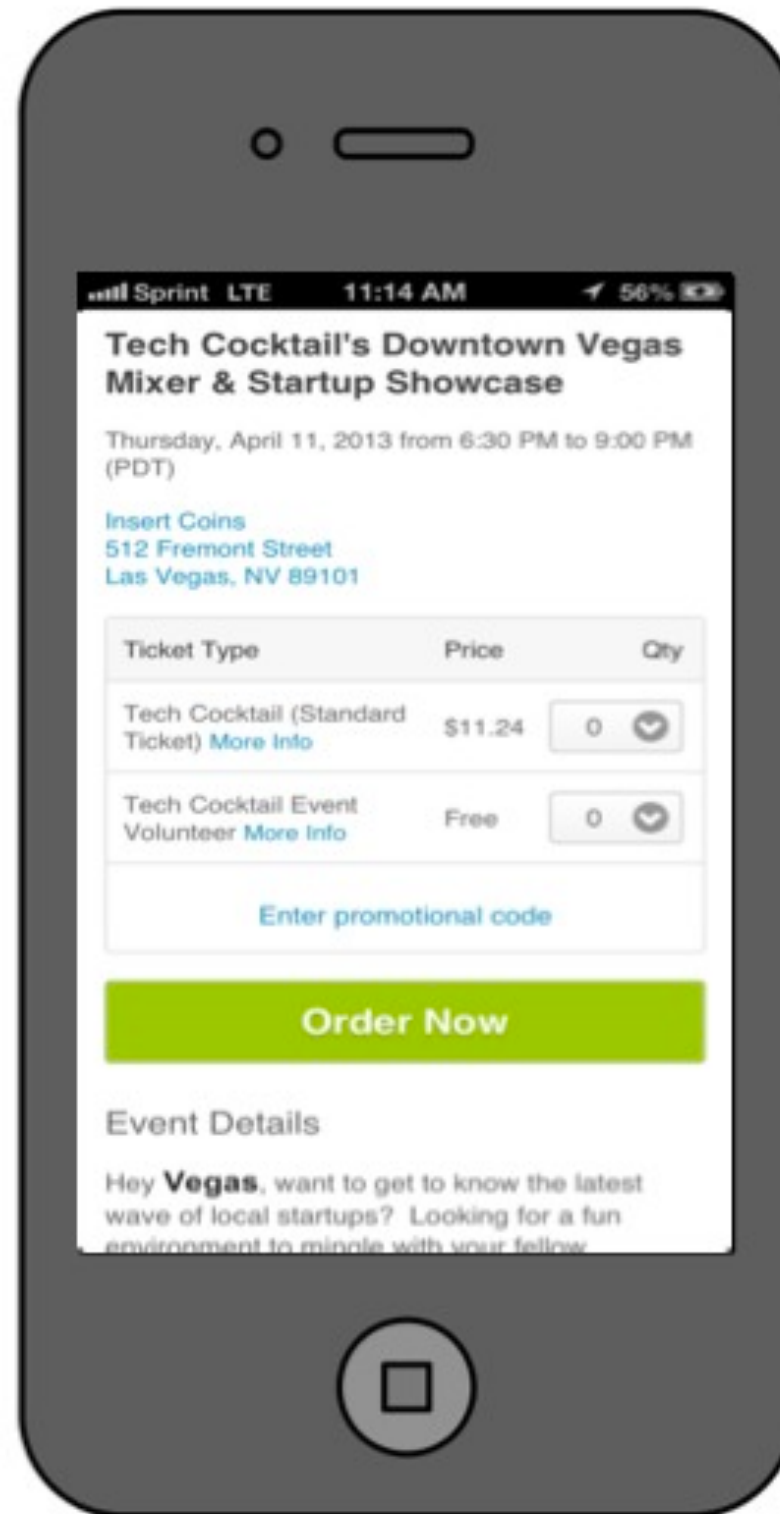
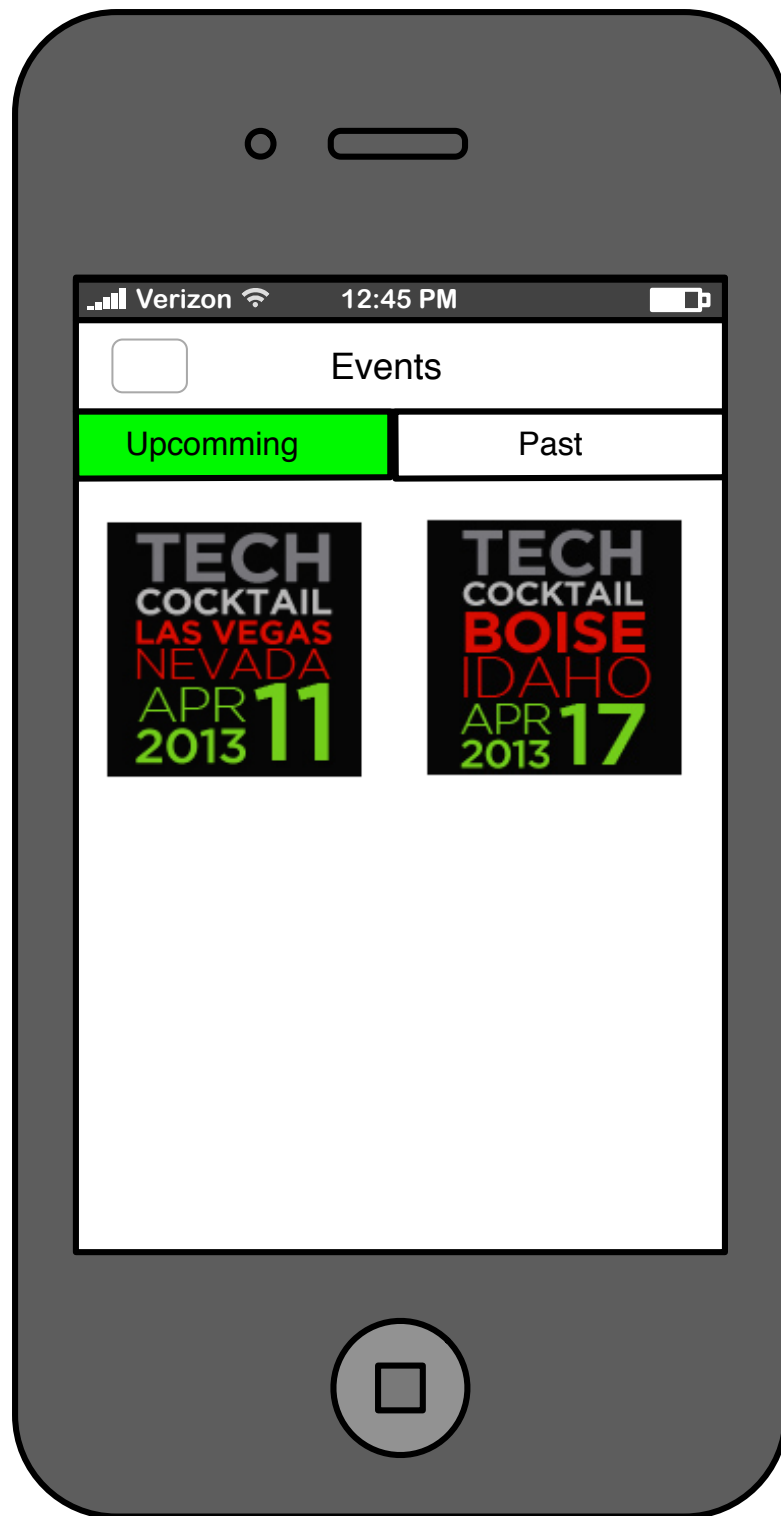
☐ my account



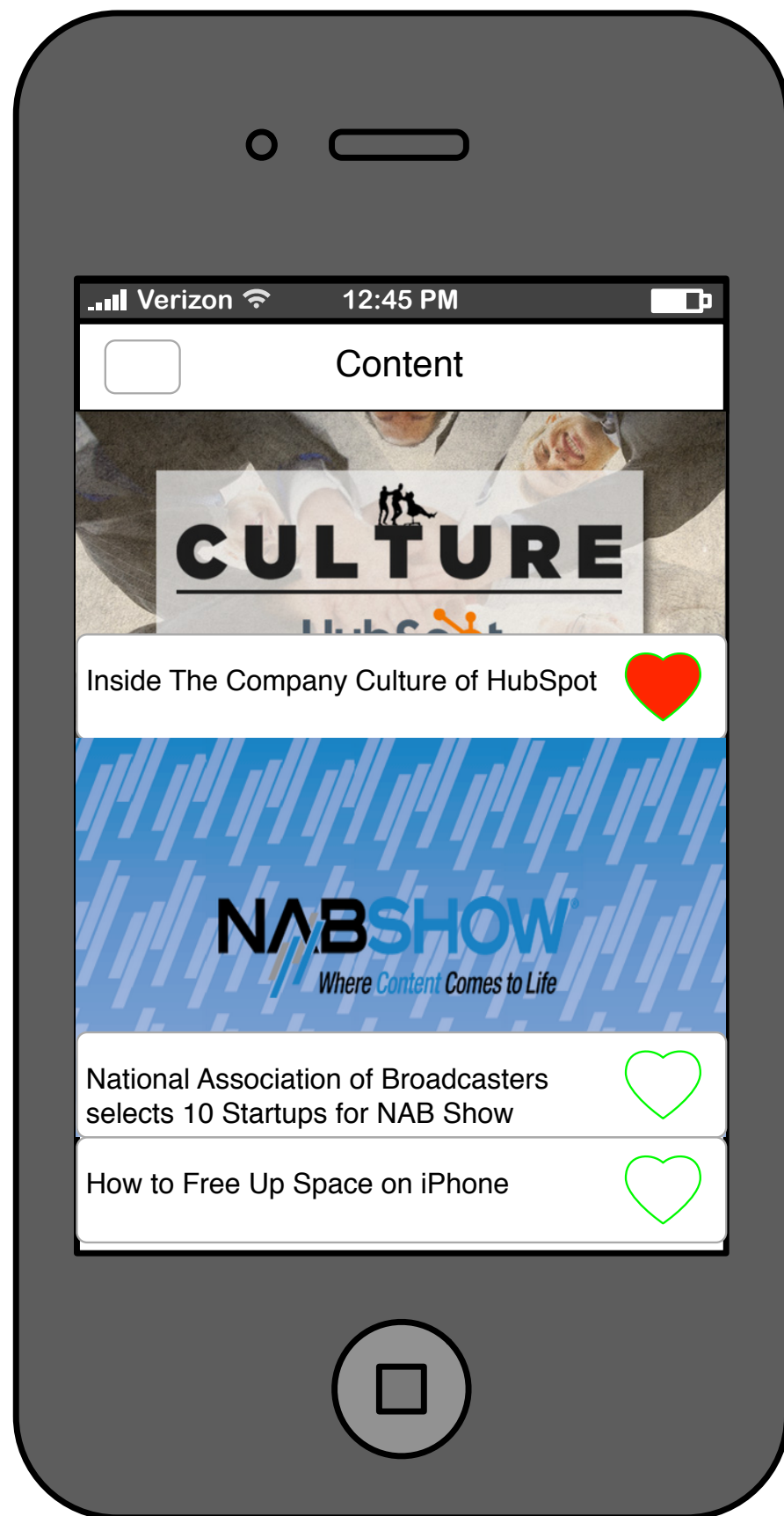












**Log In to Save Favorites**  
Log in or create an account to store

favorites

**Sure!!** **Maybe Later**



