

Joe Strauss

age: 30s

residence: London

education: MBA

occupation: CEO at Major Tech Company

marital status: Single



"I am looking to make a difference in the world by expanding my business and making my technology more widely available"

I spend a lot of time reading the news and watching the stock market.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

New investors and consumers always make me happy

Needs

- Maximising revenue for my company
- Expanding my company's influence around the globe

Wants

- Roadmap for future plans

Values

- Reliability of information

Fears

- My decisions ending up being poor and harming the company