

Sam

age: 46

residence: Iowa

education: High school

occupation: Corn farmer

marital status: Married with 3 children

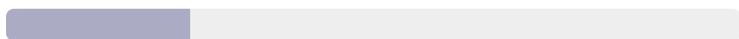


"It is what it is."

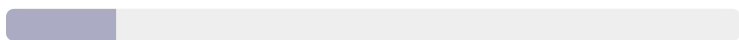
Samuel is an early-riser, waking up at 4:30 a.m. every day to tend to her crops with her husband and three children. She harvests her crop once per year in October, and spends the rest of the year preparing for the next year's harvest. Lately, though, she has been wanting to see and experience more of the world than just corn.

Comfort With Technology

INTERNET



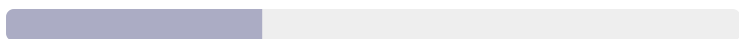
SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

Samuel needs very little to feel successful. A good harvest will have her in a good mood for months.

Needs

- A good harvest
- A supportive family

Values

- Self-motivation
- Hard-working nature
- Respect for others
- Humility

Wants

- To see the world outside of Iowa
- A refined worldview
- An economical way to travel to distant places

Fears

- A bad harvest
- Unexpected medical bills
- Never leaving her hometown