**Demographic Details**

Name: Richard

Age: 43

Occupation: Investor and entrepreneur

**Personal Details**

Richard is a highly successful investor and entrepreneur who lives in Florida. He is an only child and his parents were farmers. They were forced to sell their modest farm because they couldn’t make the farm profitable while competing with giant farms. Richard really is a self-made man who made big bucks with his first IT company which, after selling, gave him the ability to start building more companies and investing in other companies. He has a beautiful wife who does modeling work and 3 young children.

**Attitudinal details**

Mental model: Richard is a busy man but loves his family and always tries to spend some quality-time with them. Next to that he likes to do some sports with friends in order to stay in shape and have a laugh at the same time.

Pain points: Richard hates to see so much investors who just invest in whatever they can make the most money on, he really wants to have a bond with the product and the brand. Given his busy schedule Richard feels like he can’t do enough for his children so whenever he thinks he can do something, he does it. His children get sunburned quite regularly in the Florida sun, something he really wants to resolve.

Feelings: Adam&Aoki is a brand Richard, as a loving child, father and husband, can really sympathize with; not only the product but also the company mentality. Also getting sunburned is something which doesn’t gets enough attention in his opinion, most people just downplay the problem but Richard is now one of them.

**Goals and motivations**

Goal: To invest in a company he believes in and make a good living for his family at the same time.

Motivation: Make the world a better place, and especially for his family.

**Behavioral details**

Richard is always on the lookout for new investing possibilities. When he came across Adam&Aoki he immediately felt like this was something he wanted to get involved in. He contacted the founders personally and agreed to meet sometime soon. Thereafter he asked his secretary to schedule an appointment with the founders and his financial advisor which will take place within a few weeks.