**Demographic Details**

Name: Richard

Age: 42

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. Grown up in a humble family, Richard has always dreamt of humanity scaling peaks of evolution. He strolls by his daily life thinking of ways he can contribute to the society and make this world a better place. Richard became a man of six digits after selling his first IT company. Ever since, he has been looking for opportunities to invest on startups and help them evolve.

**Attitudinal details**

Mental model: Richard buys all the economic magazines and newspapers. He is well aware of the market and is able to see through the facade of a company. His predictions about the future market are usually correct, which is why he has grown into a successful investor.

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. Richard is sick of gimmick that startups play and he is looking for genuine companies.

Feelings: Richard read Adam&Aoki’s vision and saw that his was inline with it. He was really impressed by the quality of the product and he believes that it can scale well. He thinks of investing on Adam&Aoki and introduce new products in the line for more problems faced by general people.

**Goals and motivations**

Goal: To invest in a company he believes in and to network with people of the same mindset.

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.