Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

A startup analysis is essential to the success of any startup business.

Doing a startup analysis also allows startups to track their progress and ensure that they are on track to achieve their goals.

It allows entrepreneurs to identify the key areas that need improvement and make necessary changes early on.

Says

What have we heard them say?
What can we imagine them saying?

A startup is a company that's in the initial stages of business.

Funding sources include family and friends, venture capitalists, crowdfunding,and loans.

Startups must also consider where they'll do business and their legal structure.

Santhiya.E
B.Sc MATHS MT-2
204241U25162

Short summary of the persona

Does

What behavior have we observed?
What can we imagine them doing?

The market opportunity is the starting point for a startup business model analysis.

The growth potential of the market, and the ability of the market opportunity.

The market opportunity is based on an analysis of the needs of the target market.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Creating something from the start and growing it, is a draining process.

You have to explain it to your team, investors and your customers.

It may sound easy but trust me it is one hell of a job.

See an example