

# McKenzie Wilson - by Tyler Misyak

age: 21

residence: Florida, Gainesville

education: High School Graduate

occupation: College Student

marital status: Single and Ready to Mingle



*"Money is simply paper, if you don't use it"*

Day trader by day, avid sports watcher by night

## Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



## Needs

- Make a lot of money fast
- To be financially independent

## Values

- Making money
- Watching sports

## Criteria For Success:

Wants to make enough money so that her future family will be financially independent for years to come.

## Wants

- To be a millionaire
- Make enough money to support her children for life before they are born
- Go to as many University of Florida football games as possible

## Fears

- Losing money day trading because she does not know enough about the stock market
- Working a 9 to 5
- Not having the time to watch her favorite sport teams