

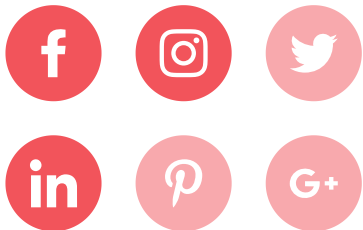
Markus Schmidt



Age
18 to 24 years

Highest Level of Education
Pursuing degree (college)

Social Networks



Preferred Method of Communication

- Social Media
- Text Messaging
- Face-To-face

Goals or Objectives

- Have a good degree to get a well-paid job.
- Maybe founding an own company later.
- Becoming an independent person.

They Gain Information By

Going to conferences, E-Books, Lectures

Mostly concerned about

Health, Saving money

Hobbies

Likes to be active.

- Plays soccer at least one time a week.
- Wants to gain some muscles, but has no real motivation to go regularly.
- As he is single, he likes to go out. In case of having a girlfriend, he prefers staying at home.
- Loves to try new things.