

Monica Johnson



"Being a successful startup owner is about approaching your success journey as a marathon, not a sprint"

AGE: 35

WORK: Startup owner

FAMILY: Married with no kids

LOCATION: San Francisco

Organized

Practical

Protective

Hardworking

Sport addict

Enthusiastic

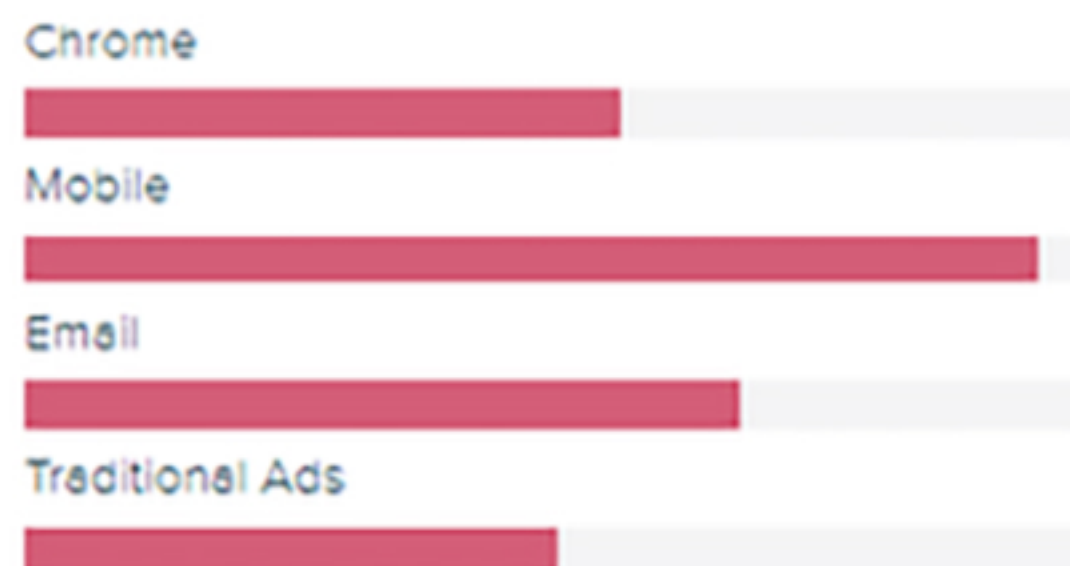
Bio

Monica is passionate in a lot of sports, including basketball, figure skating etc. Besides she used to participate in a marathon and in a lot of activities like cycling and dancing. She expects her physical activities to give her more energy and help to target more goals in her startup.

Personality



Preferred Channels



Goals

- Connect with similar sport-enthusiastic people
- Win the marathon
- Create software product, which will be popular and serve some people needs
- To receive a product of high standard, willing to pay for it.

Frustrations

- Not being able to get a clear idea about startup
- Too much time spent on her sport game activities - she is busy woman
- Always to be inspired with her startup products.

Motivations

Price



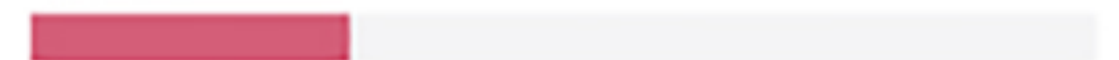
Comfort



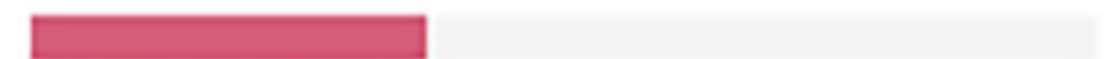
Convenience



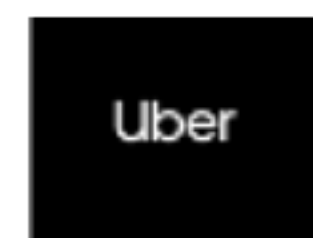
Speed



Loyalty/Miles



Brands



SPACEX



Bloomberg