

CUSTOMER AVATAR

Steve Seed

GOALS AND VALUES

Goals:

- Survive to next funding round
- Show traction in customer acquisition
- Build profile of startup

Values:

- Test and learn culture
- Moving fast
- Finding cheap/free ways to grow

Age: 28

Gender: M

Marital Status: Married

#/Age of Children: 0

Location: New York



"Move fast and break things"

Quote:

Occupation: Tech Startups

Job Title: CEO & Co-Founder

Annual Income: \$150,000

Level of Education: Bachelor Degree

Other: Attends startup conferences and
meetup events

CHALLENGES & PAIN POINTS

Challenges:

- Knowing what channels to test
- Making the most of the budget
- Things moving too slowly

Pain points:

- Losing too much money before finding traction
- Deciding whether to reinvest marketing budget in product

SOURCES OF INFORMATION

Books: Lean Startup / Steve Jobs Biography

Magazines: Fast co / Entrepreneur / Wired

Blogs/Websites: TechCrunch / Reddit

Conferences: SXSW / Web Summit

Gurus: Steve Jobs / Elon Musk

Other: Attends startup conferences and meetup events

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

- I want to be able to cancel if I need to pivot
- How do I get enough of your time?
- What hacks can you do for free to help me grow?

Role in the Purchase Process:

- Decision maker
- Light influence from rest of co-founding team