

Chelsea Balagot



Background / Demographics

*Job? Career Path? Family?
Lifestyle? Age? Income?*

- IT developer/professional
- STEM and Fintech Field
- Single Close With Parents
- Values Travel and Freedom
- 28 years old
- \$100,000



Quotes

About goals, challenges, etc.

- “I want to see more of the world”
- “I never have enough time”
- “I dont really enjoy what i do”
- “I want to learn Japanese”
- “i’m not exactly optmistic about the future”

Identifiers

*Communication preferences?
Social media platforms?*

- Instagram
- Encrypted IM Like “Telegram”
- Twitter
- Reddit
- YouTube
- **Interests**
Interior Design, Fashion, Psychology, Spirituality,
travel, foreign cultures, architecture, art.

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- Edge Real Estate provides an opportunity to buy back your time and freedom in order to explore your passions and grow wholistically.
- Edge Real Estate offers information on how to get the most out of the system and be exploited less.
- Edge Real Estate offers responsible financial planning transactionally.

Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person’s success?

- Work remotely to have more freedom to experience more.
- Secure financial stability/pessimistic of economy
- Help support family back home
- Want to explore themselves and find something they are passionate about

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Provide Alt Streams of Revenue to reduce dependancy on traditional 9-5.
- Educate on the flexibility and opportunity Real estate provides
- Provide a testing ground to grow more confident in real estate’s profitability and opportunity

Joseph Ibrahim



Background / Demographics

*Job? Career Path? Family?
Lifestyle? Age? Income?*

- General Practice Dr
- Wife and one child
- 41 years old
- Values Security, Social Status
Creating Generational Impact
- Small government financial policy
- Modest luxury, focus on comfort
- \$400,000/year



Quotes

About goals, challenges, etc.

- “I want to improve my community”
- “I want to secure my family’s future”
- “... to teach my children responsibility”
- “I want to reduce my tax obligation”
- “I want to perpetuate my lifestyle into retirement”

Identifiers

*Communication preferences?
Social media platforms?*

- Facebook
- LinkedIn
- YouTube
- WhatsApp
- Interests
Economic Trends and policy, Technology, Soccer,
Golf, Cars, Philanthropy/Helping others, Prestige

Goals / Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person’s success?

- Heavy time demand from Job
- Frustration with Bureaucracy
- Establishing prestige and reputation among peers
- Finding ways of augmenting and automating earning potential.

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Provide streamlined bureaucracy free method of growing financial portfolio/assets
- Impact and beautify the community sustainably on their behalf
- Leverage Edge’s tangible results and products into an opportunity to easily buy social prestige from community and peers
*Provide a tier where their name is associated with the building

Marketing Message

How can you describe your solution to have the biggest impact on your persona?

- Edge Real Estate takes charge of the herculean administrative work load so Ibrahim can reap the benefits of investing without dealing with city ordinance nightmare
- Edge Real Estate gives Ibrahim the opportunity to beautify the city and positively impact the community.
- Through Edge Real Estate’s dedication tier Ibrahim can leave his mark on Boston and create a tangible, long lasting legacy for himself and his family name.