

# Target Audience study

## COMPANY OVERVIEW

- **Business Model:** Networking Hub.
- **Location:** Massachusetts, USA.
- **About:** A unique collaborative Fintech community focused on cultivating a robust ecosystem in Massachusetts.
- **Membership:** Two packages (free and paid).
- **Includes:** Investors, Startups, Medium-size companies, Industry Experts and Innovators.

## AUDIENCE OVERVIEW

- **Target customers:** The people who have new ideas/innovations related to FinTech and want to turn them into successful businesses by collaborating with FinTech investors in Massachusetts, US.
- **Desired Outcome:** Find companies and investors to help them turn their ideas into a business from different aspects (Funding, GTM strategy, and so on).
- **Benefit:** Connect with other businesses and startups to get knowledge on how to deal with the right FinTech investors for your idea/innovation.
- **Pain Point:** You don't have to be an expert in entrepreneurship (because they will carry this aspect).
- **Signature Solution:** HUB/COMMUNITY/SERVICE/PRODUCT NAME.

## TARGET AUDIENCE STUDY

- Demographic Information:**
  - **Age:** 25-45 years
  - **Gender:** Male and females (94% males, 6% female)
  - **Location:** Massachusetts, US
- Psychographic Information:**
  - **Interests and Hobbies:** interests in technology, innovation, finance, and entrepreneurship.
- Behavioral Information:**
  - **Innovators Stage:** Before implementing the idea, after innovating, and startups
- Media Consumption:**
  - **Preferred Social Media Platform:** LinkedIn.
  - **Content Preferences:** Case studies, how-to guides, success stories, and the latest updates in the industry
- 3 Problem Layers:**
  - 1- **External Problem:** Funding Challenges, Networking Barriers, Navigating GTM Strategy.
  - 2- **Internal Problem:** Frustration, hopelessness, and feelings of inadequacy
  - 3- **Philosophical Problem:** The previous problems create a conflict because they make him feel that he doesn't want to lose the opportunity. At the same time, he doesn't feel that he can build this business.

What is the External Problem?  
It's the problem which others can notice it obviously.

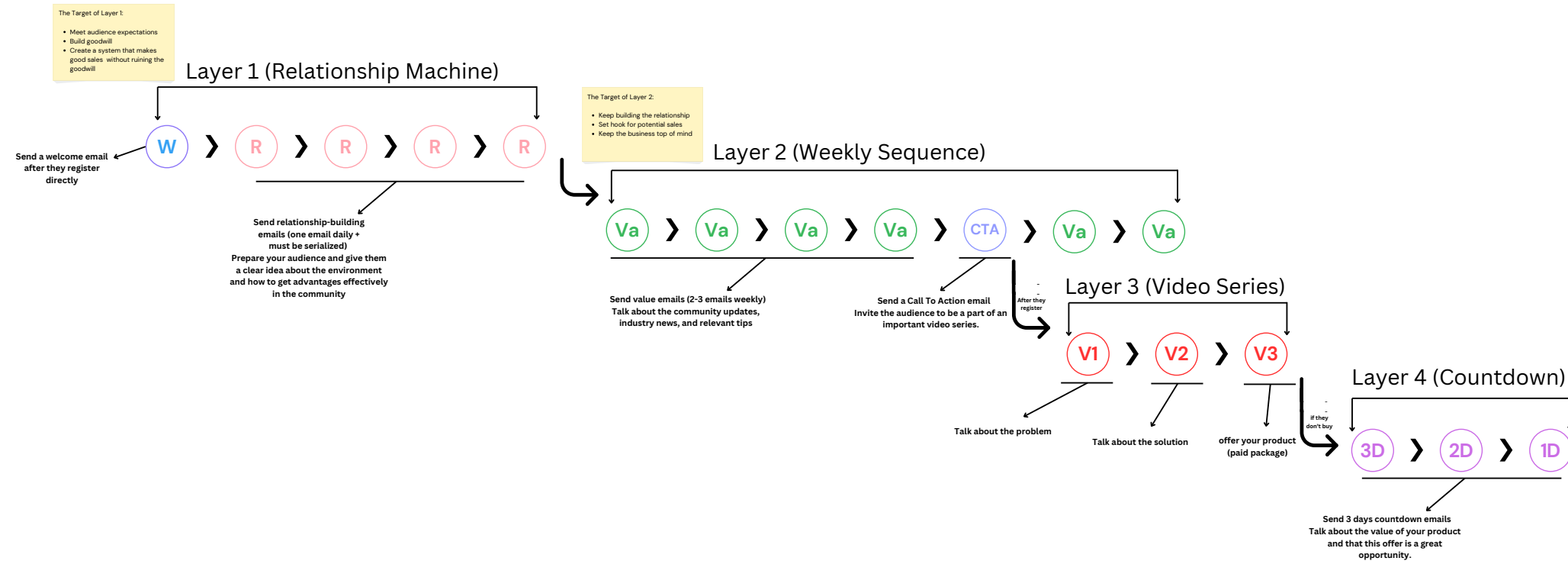
What is the Philosophical Problem?  
It's the internal conflict that makes the person avoiding to do certain actions because of the internal problem (even if he wants to do them).

What is the Internal Problem?  
It's the feeling that the external problem makes.

- The two emotions that we will focus on:**
  - **Frustration and Fear**
  - **Hope and Aspiration**

Why We Focus on Two Opposite Emotions (Quality)?  
To create the conflict that builds the "Visceral Desire"

# Email System



## KEY BOX

ELEMENT	MEANING
R	Relationship Email
W	Welcome Email
Va	Value Email
CTA	Call to Action Email
V1	Video 1 Email
3D	3 Days Remaining