Thomas Meier - Founder of a Food-Startup



Dude: Marital status: Housing situation: Graduation: employment: income:

32 Married Place of residence: Hamburg, Eimsbüttel 4-room flat Master of Science **Managing Director** 3500€ Gross

Characteristics

Security	Risk
Conservative	Liberal
Brand affinity Low	Brand affinity High
Thrifty	Spendable

Life goals:

- Financial independence
- Family foundation

Hobbies/Interests:

- Technology topics and economy
- Climbing
- Good food

How do I spend my money?

Households very well with his money, treats himself but I like technical innovations and good Food. Otherwise, he likes to invest his money into his company.

Biographie

Thomas worked for a large company for several years after his business studies. Since he has long dreamed of implementing his own project and learned to love cooking through his wife, he now runs a food start-up. He hopes to become financially independent and start a family. Although he has no idea about design, he knows that a professional appearance is very important for his company.

Sinus-Millieu:

Performer

Motivated

Intelligent

Media use:

Online-Shopping

Design portals

Social Media

Mobile use

Social Media:











Relevante Marken:







