



# Our Customer Beachhead

*The psychographics of our early adopter evangelists*



# Creative Freelancers

Believe in themselves and their strong sense of purpose

# Who Are They?



Believe in their  
potential for  
positive impact



Work as a  
freelancer,  
entrepreneur,  
artist



Young  
professionals  
without children



## Their Values

1. Grit
2. Ambition
3. Originality
4. Purpose

## Their Lifestyle

1. Nomadic
2. Work around the clock
3. Fluid
4. Passionate

## Their Needs

1. Creative outlets
2. Social impact
3. Cultural relevance
4. Strong design



# Mobile Professionals

Strive to be the best at their skill set and lead fulfilling, well-rounded lives

# Who Are They?



Professionals  
who can work  
from anywhere



Work in  
marketing, sales,  
law, project  
management,  
self-employed  
consultants



Strive to be the  
best at what they  
bring to the table



## **Their Values**

1. **Dedication**
2. **Excellence**
3. **Optimization**
4. **Communication**

## **Their Lifestyle**

1. **9-6 jobs with late hours**
2. **Activities on weekends**
3. **Caretaking kids, family**
4. **Saving for the long term**

## **Their Needs**

1. **Productivity**
2. **Release, connection**
3. **Everyday structure**
4. **Privacy**



# Gen Z Makers

Hungry to put their individual stamp on their world

# Who Are They?



Young Makers:  
entrepreneurs,  
content creators,  
social media,  
creatives



Work as a  
freelancers,  
remote work,  
part-time work



Hungry to make  
change, question  
the status quo



## **Their Values**

1. **Inclusivity**
2. **Accountability**
3. **Expression**
4. **Action**

## **Their Lifestyle**

1. **Energetic**
2. **Work hard, play hard**
3. **Aspire for more**
4. **Actively building lives they want**

## **Their Needs**

1. **Connection**
2. **Something to aspire to, to inspire them**
3. **Strive for impact**
4. **Tangible results, rewards**



What Unites Them?

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The desire to reframe their relationship with work: there's flow and fun. They all benefit from connecting to others who are driven to do the best work of their lives.





work at  
the speed  
of life

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