

Goals

Steve's primary objective is to find a reliable and relatable design and engineering partner that understands his company's vision and challenges and can provide tailored, achievable solutions.

Top Emotional Drivers

- **Fear:** Steve's startup operates with limited resources. This makes him fearful he will run out of funding before seeing his full product vision to fruition.
- **Pressure:** Steve is under pressure to deliver new or expand innovative products. He knows most of his employees by name and understands that their livelihood depends on the success of his startup.

Information Sources

- **Online Platforms:** Steve is active on professional networking platforms like LinkedIn, where he follows industry thought leaders and discusses technology and innovation. If he encounters a design firm that "speaks his language," Steve will connect via contact links.
- **Tech Publications:** Steve regularly reads tech publications such as TechCrunch, Wired, and Fast Company. He is looking for a design and engineering partner who speaks to him with the same innovation-forward tone but does not talk over his head.

START UP STEVE



SEGMENT: WELL-FUNDED STARTUPS

Company profile: \$5M in funding, usually series A, often located in the bay area

Example companies Stealth, Eatsa, Restoration Robotics

Company: Below 100 employees

Decision-maker: CEO or exec who owns product

Primary Pain point: Looking to grow and raise more capital. Needs an design and engineering partner to help launch innovative new product(s).