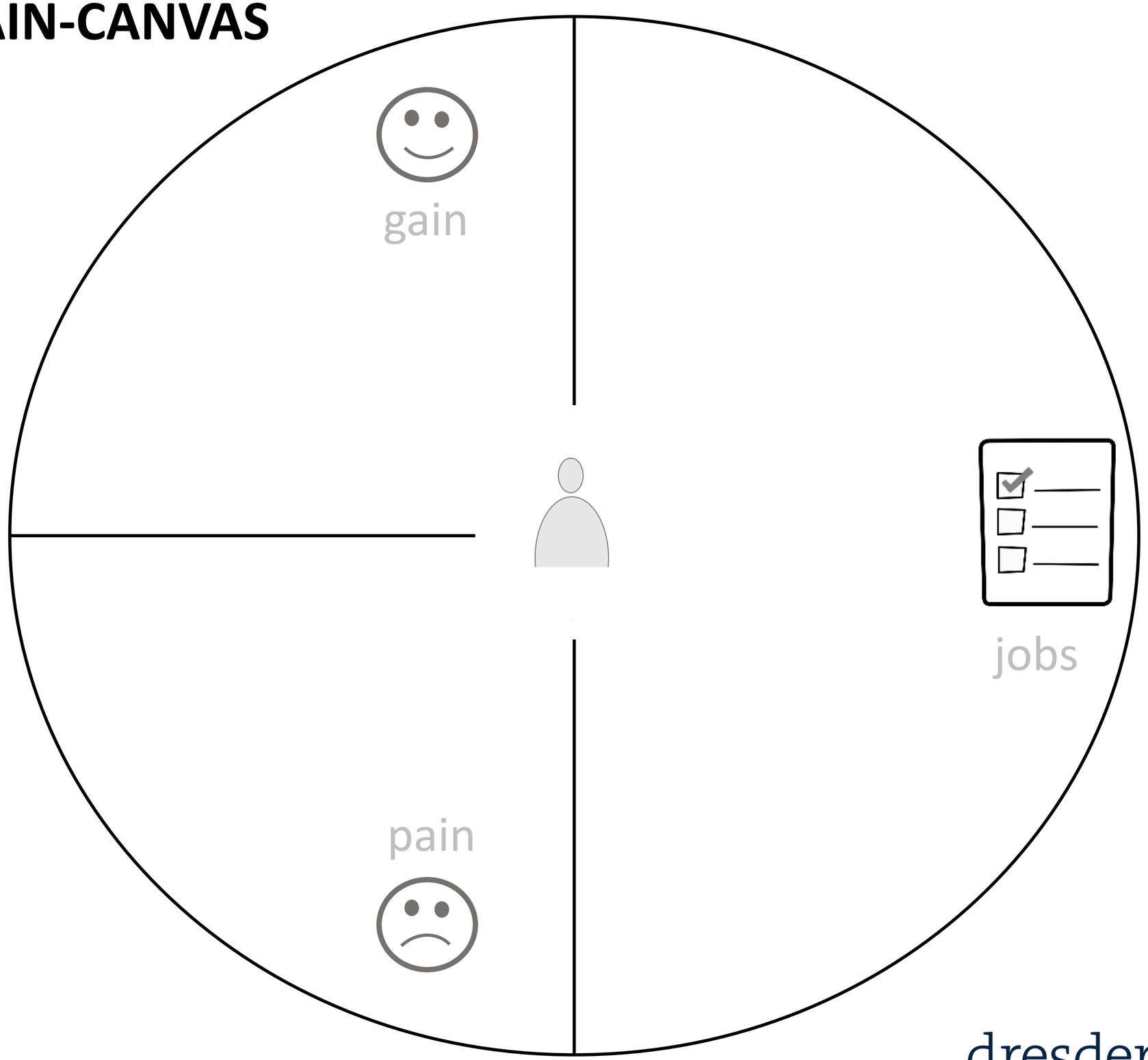
PAIN-GAIN-CANVAS



dresden | exists
WISSEN. GRÜNDEN. UNTERNEHMEN.

PERSONA

Name / Age _____

Family status _____

Living in: _____

Occupation _____

Hobbies _____

What is important for the person?

Which needs have the person?

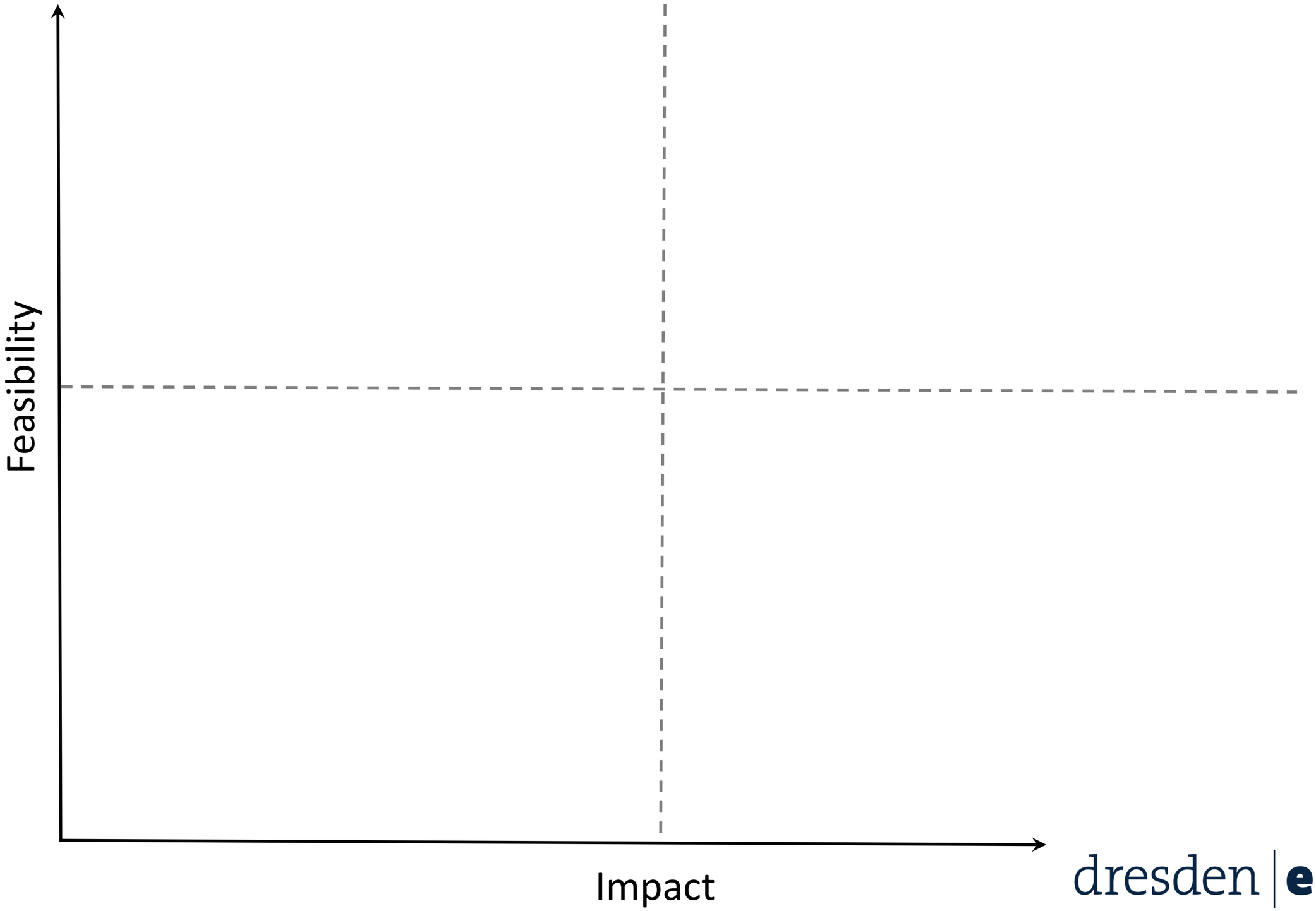
What frustrates the person?

What motivates the person?

dresden | exists

WISSEN. GRÜNDEN. UNTERNEHMEN.

IMPACT-FEASIBILITY



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WISSEN. GRÜNDEN. UNTERNEHMEN.