

Tory

Persona

Attitude

Job

Life

The
Lifetimer



Tory

Fitness has always been important to you, and you spend a significant amount of time working out in your own fitness room at your parent's villa. Every tool that helps you to increase your fitness is very welcome. That money is not an issue for you is obvious, and you like to brag about your exclusive lifestyle and the fancy gadgets you use during sports. You feel good being at the center of attention which gives you confidence.

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Excited

You are interested in the latest technologies, especially if they are new and exclusive. If a technology also supports a healthy lifestyle and enables better workouts, you are the first one to get it.

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+18

Entrepreneur

You have turned your hobby into business: you opened a small fitness studio where you offer workouts supported by digital technologies – The Lifetimer being the most dominant technology used. For now, this is a rather exclusive club for people who can afford it, but you plan to expand it and open it for the crowd since this is where the money lies. Through your own premium membership of The Lifetimer you have increased your life expectancy significantly.

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+15

Arrogant

You have expanded your business and now own many fitness studios across town. Using the Lifetimer during fitness routines is standard in your club, as almost everywhere. Premium members get even better programs. In your private life, your lifestyle and success have brought you many advantages: a high income, a large villa, and a lovely family. People who gamble with their lives by not using the technology make you sick.