

# Frankie

Persona

Attitude

Job

Life

The  
Lifetimer



## Frankie

You always have been active, playing in the local soccer team, going cycling and swimming. Lately, you have been obsessed by pushing your fitness even further. Coming from a middle-class background, your parents and sister don't understand that you spend every penny you earn waitressing in a bar for the latest technologies. Getting compliments for your fit body makes you grow in confidence and helps you to overcome your shyness.

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# Enthusiastic

You are a tech-savvy enthusiast. Despite financial constraints, you find joy in the pursuit of technological advancement. The prospect of enhancing life expectancy through technology fuels your commitment to a healthy lifestyle, becoming a catalyst for your fascination with improving overall well-being.

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+18

## Care manager

Your early adoption of The Lifetimer proves to be a game-changer. Despite not being an academic standout, your technological dedication and healthy lifestyle secure you an influential position at the largest insurance company. You want to make sure that all people going that path should be rewarded with the opportunities to receive additional benefits upon using the technology.

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+12

## Steady

You've seamlessly navigated the trajectory set by your early adoption. Your once modest lifestyle has transformed into luxury: a secure loan for your house, a health-conscious life partner, and two flourishing kids mirror the success of your commitment. You face the skepticism of those who fail to understand the transformative potential of The Lifetimer with confidence and firm belief.