



BUYER PERSONA PLAYBOOK



BUYER PERSONA Template

Juanita Buenaventura

AGE	40
OCCUPATION	CEO
EDUCATION	MBA, BA of Computer Science
PERSONALITY	Introvert
STATUS	Single

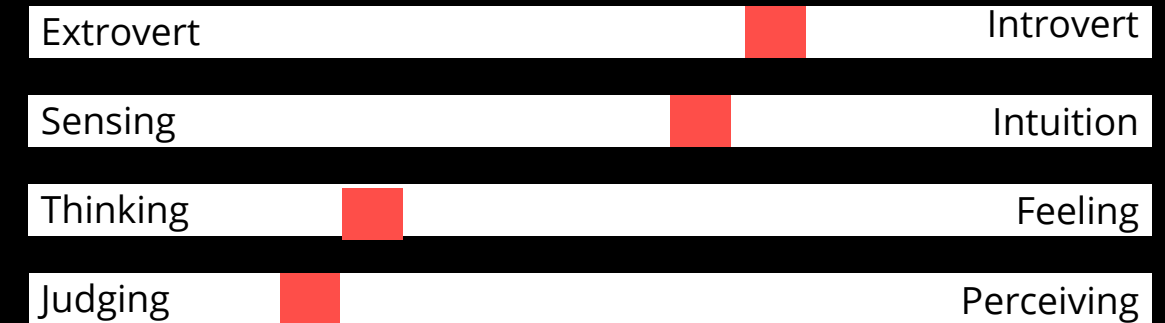
ENERGETIC

FOCUSED



BIO

Jen is a Dominican-American serial CEO of LATAM B2B tech firms. She is regarded in Spanish language media as a tech magnate. She feels confident in her career and is ready to amplify her influence within North American markets. She travels monthly and mentions her children in nearly every interview she sits for. Favorite color is purple. Donates generously to Caribbean tech accelerators.



MOTIVATIONS



Juanita is eager to prove her value outside of LATAM.

FRUSTRATIONS

- Being labeled as a Latinx CEO, tokenism
- Moved off of projects when companies expand from LATAM
- Visibility within the American Tech scene

GOALS

- ✓ Found her own startup
- ✓ Expand a LATAM startup globally
- ✓ More visibility for Dominican American executives
- ✓ Build relationships with North American VCs



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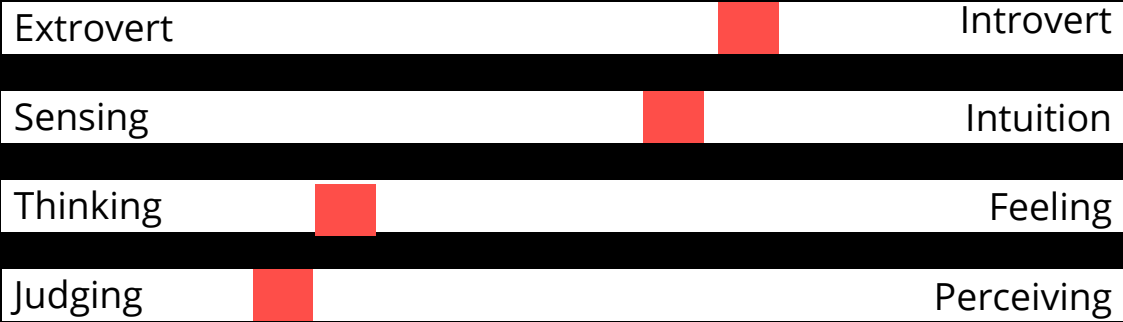
NAME

BIO ENTER BIO INFO

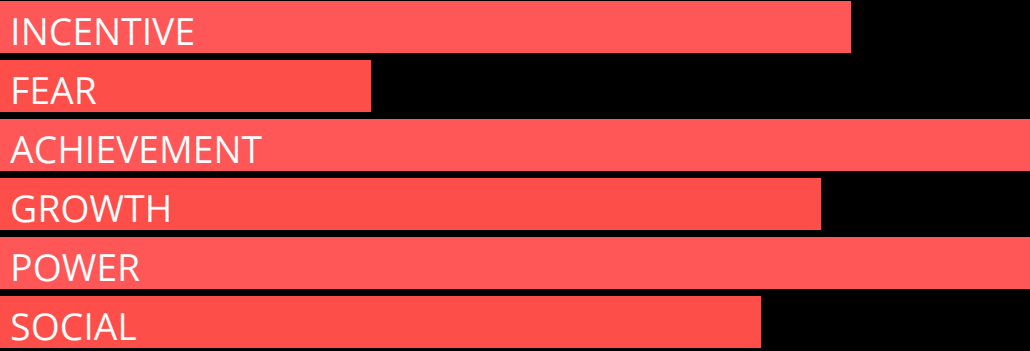
AGE
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PERSONALITY
STATUS

ATTRIBUTE #1

ATTRIBUTE #2



MOTIVATIONS



Primary motivator

FRUSTRATIONS

- 1
- 2
- 3

GOALS





NOTES

A large white rectangular area with rounded corners, designed for taking notes. It features five horizontal lines and five circular punch holes on the left side.



HI, WE'RE SUCCESSMENT

RevOps | Strategy | Marketing | Content | Creative | Consulting

WHAT

We're a **revenue growth** partner for diverse **B2B** startups that enable economic visibility for disadvantaged **humans in tech**.

WHY

Diversity, **Equity**, **Inclusion**, **Access**, and **Belonging** of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background **deserve collective investment**.

HOW

We uncomplicate **RevOps Science** with **BOOM®** to spark B2B startup's first \$10M.

WHO WE IGNITE



+40%
Lead Gen



+\$750K
Channel Sales



2x
Revenue

WHO WE PARTNER WITH



PSSST... WANNA CHAT?

