



ALEX JOSHUA

"THE REWARD IS IN THE RISK"

PERSONAL INFORMATION

Age: 34

Gender: Male

Work: Accounting Manager

Marital status: Married

Location: Regina, Saskatchewan, Canada

Language: English, French

Education Level: Undergraduate

Average Annual Income: CAD 75,000

BIO

From a very young age, I had an interest in studying stock tables and watching 'Wall Street Week'. I have always been fascinated by the idea of investing money and maximizing my returns. After receiving my first paycheck, I invested in Bitcoin. The profits I gained motivated me to invest more in cryptocurrency.

Being a risk-taker and knowing the fact that cryptocurrency fluctuates often, I am determined to continue investing in it, in an attempt to increase my earnings and save more for retirement.

TRAITS

Creative

Informed

Curious

Strategic

BRANDS AND INFLUENCERS



MOTIVATIONS

(Scale 1-5)

Incentive	3.5
Fear	2.5
Growth	3.0
Risk	4.0
Social	1.5

GOALS

- To maximize his profits in a short time period.
- To save up for an early retirement.
- To forge a successful career.

FRUSTRATIONS

- To deal with the setbacks.
- Overwhelmed by complex technological features.
- Little time to spend with his spouse.

SOURCES OF INFORMATION

- Coinbase, CoinDesk & Coin Telegraph
- Referrals
- Mastering Bitcoin: Programming the Open Blockchain
- Blockchain Bubble or Revolution: The Future of Bitcoin, Blockchains, and Cryptocurrencies
- Traditional Ads

PERSONALITY

(Scale 1-5)

Introvert	3.5
Thinking	3.0
Intuition	3.5
Judging	3.0