

# FIND SOMEONE WHO...

|                             |                                       |                                 |                                              |                                 |
|-----------------------------|---------------------------------------|---------------------------------|----------------------------------------------|---------------------------------|
| Uses Android                | Actively uses WeChat                  | Actively uses Snapchat          | Has a long-term goal                         | Prefers Stan to Netflix         |
| Has used a Lime Scooter     | Consistently blogs                    | Speaks Spanish                  | Is full-time in their own business.          | Can code in Javascript          |
| Prefers Pepsi to Coke       | Reads the newspaper                   | Watches Lego Masters            | Can describe their product/idea in < 6 words | Is a member of Indiehackers.com |
| Has launched on ProductHunt | Has the app TikTok                    | Rates Messi higher than Ronaldo | Has used Patreon                             | Is/has been a digital nomad     |
| Reads TechCrunch            | Has applied to an accelerator program | Has a trusted mentor            | Is a Technical Founder                       | Has a short-term goal           |

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|                                              |                                     |                                 |                                           |                             |
|----------------------------------------------|-------------------------------------|---------------------------------|-------------------------------------------|-----------------------------|
| Can describe their product/idea in < 6 words | Can play an instrument              | Is a member of Indiehackers.com | Has used a Lime Scooter                   | Has used Patreon            |
| Can define bootstrapping                     | Runs an ecommerce site              | Prefers Stan to Netflix         | Has emailed someone to 'pick their brain' | Has the app TikTok          |
| Speaks Spanish                               | Can code in Javascript              | Watches Lego Masters            | Actively uses WeChat                      | Is a Technical Founder      |
| Has launched on ProductHunt                  | Has a SaaS with increasing MRR      | Has a short-term goal           | Is still in ideation phase                | Prefers tea to coffee       |
| Prefers Pepsi to Coke                        | Is full-time in their own business. | Rates Messi higher than Ronaldo | Can solve a Rubik's Cube                  | Is/has been a digital nomad |

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|-------------------------------------------|-------------------------------------|-----------------------------|----------------------|---------------------------------|
| Has used a Lime Scooter                   | Has a SaaS with increasing MRR      | Is/has been a digital nomad | Is a co-founder      | Actively uses WeChat            |
| Has emailed someone to 'pick their brain' | Actively uses Snapchat              | Has used Patreon            | Consistently blogs   | Is a member of Indiehackers.com |
| Tweets                                    | Can play an instrument              | Watches the SuperBowl       | Watches the A-League | Can define bootstrapping        |
| Prefers Stan to Netflix                   | Is full-time in their own business. | Has a favourite podcast     | Watches Lego Masters | Can code in Javascript          |
| Uses Android                              | Can solve a Rubik's Cube            | Prefers Pepsi to Coke       | Has the app TikTok   | Has a long-term goal            |