



LAURYN HOLDEN

"BARISTA, DRAMA SERIES LOVER."

AGE: 21

OCCUPATION: Barista

INCOME: Under 40K

STATUS: Single

LOCATION: Toronto, Canada

BIO

Lauryn grew up in Montreal and moved to Toronto for University. She recently graduated with a bachelors in communications and is now looking for a job to gain some experience in the professional world. Lauryn loves spending time with her friends at coffee shops and binging shows on Netflix.

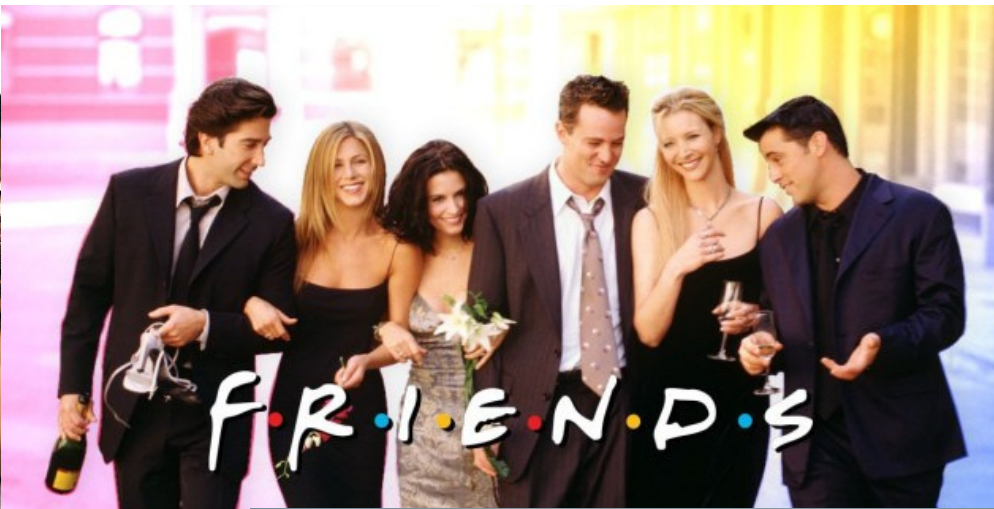
Lauryn's Day to Day

- At the start of COVID, Lauryn was laid off and was home full time and received government support.
- Her coffee shop rehired her in the summer and she now works 7 am to 3 pm Wednesday to Saturday.
- After work, Lauryn enjoys watching Netflix Drama series with her two roommates and scrolling on instagram.
- She spends an hour or two every week applying for entry level admin and HR jobs on Indeed and Linkedin but hasn't had any luck.

MOST USED APPS



FAVOURITE MEDIA





TOM LLOYD

"GAMER AND GRAPHIC DESIGNER INTERN"

AGE: 22

OCCUPATION: Graphic Design Intern at tech startup

INCOME: Under 40K

STATUS: Single

LOCATION: Austin, TX

BIO

Born and raised in Austin Texas, Tom has always been very artistic and creative. Spending most of his life playing video games, Tom aspires to make it to the big leagues as a professional gamer and streamer. He also works as a graphic designer intern for a small tech startup.

Day to Day Life

- Although Tom used to work in an office, since COVID began, he now works from home full-time (Monday to Friday) mostly doing designs for marketing campaigns.
- He tries to do Youtube workouts regularly (~30 min per day)
- Tom plays video games from ~7 PM til 1 AM most nights.
- From time to time, he'll watch gaming videos on Youtube or Twitch.
- On Saturdays, Tom livestreams as he plays video games with a friend on Twitch.
- Tom and his friends also run a sub-reddit for Call of Duty which is one of the games he's currently playing.

MOST USED APPS



FAVOURITE MEDIA





JOEL SU

"BUSINESS STUDENT AND BLOGGER"

AGE: 19

OCCUPATION: University Student

INCOME: 0

STATUS: Single

LOCATION: San Francisco, CA

BIO

Born and raised in San Francisco, Joel is pursuing his Bachelors of General Commerce at USF. He also runs a small stock market comedy blog on the side with a few of his friends. Joel wants to work for himself, but doesn't have a clear business idea yet.

Day to Day Life

- Joel used to spend most of his time on campus hanging out with friends at the student lounge and talking about business ideas.
- Since the start of COVID, his classes have gone remote. He still meets with a study group outside and joined a Discord channel with people in his program.
- Joel tries to spend an hour most evenings researching and writing content for his blog.
- Joel is also actively dating and spends ~1 hour a day on dating apps.

MOST USED APPS



FAVOURITE MEDIA

