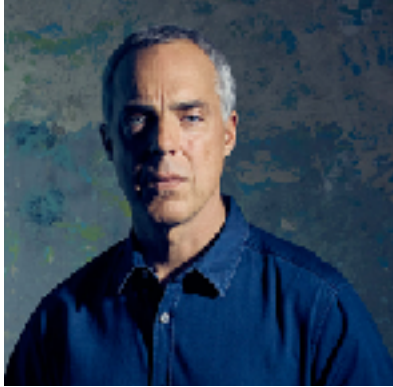


Personas

Harry B.



Age: 56

Location: Hollywood, California

Background: Harry is a retired police detective who is financially stable and supplements his income by renting his Hollywood Hills home through Airbnb. Harry lives a simple lifestyle and figures it makes more sense to invest his income from his rental into the market. Harry earn between \$2,000 and \$3,300/month renting out his home.

Brian D.



Age: 44

Location: Philadelphia, PA

Background: Brian is fortunate enough to retire early due to early success in his career, yielding a pension plan. However, he's on a fixed income and at age 44, he still would like to contribute to a retirement fund. He enjoys coaching his son's football team and uses the car-sharing service, Turo, to rent out two of his luxury vehicles. This supplements his income between \$800-\$1,300/month.

Lynn W.



Age: 30

Location: Austin, TX

Background: Lynn is a single mother of two who works as a freelance journalist. Her journalism career can best be described as feast and famine — that's why she drives for Uber and Lyft. Lynn is concerned with saving for her daughters' college funds, as she's well-aware of the rising costs of tuition. She makes sure to stash a portion of what she makes of the ride-sharing apps in a savings account, but she knows her money could be performing better if she invested it.

Henrik Z.



Age: 37

Location: Detroit, MI

Background: Henrik is originally from Sweden and is in the midst of a career change. He's a Lyft driver to supplement his income as a youth hockey coach. He makes about \$600/month driving for Lyft, even better, his car is paid off, so the money he earns from driving goes right into his pocket.