



Javier De Vicente López and Cristian Matti, EIT Climate-KIC

made with the help of the EIT Climate-KIC



Key information to support the challenge:

- The challenge is about **growing and stabilising my own business**, <https://bright3r.com>
- The service I provide is workshops for companies and entrepreneurs regarding **sustainability, systems thinking and more holistic problem solving** - skills that should lead to better long term outcomes both for the business itself and for its surroundings.
- My moto is - **Business should serve people instead of people serving business.**
- **CHALLENGE:** How to motivate my target customers (business leaders and entrepreneurs) to invest in these skills? What are their attitudes? Help me develop a persona so I can better communicate to them :)

