

BIO

Age: 32
Income: \$160,000
Education: MA Finance
Work: Consulting
Marital Status: Single

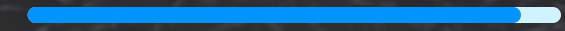
Alex goes to a CrossFit class five times per week, plus spends an additional 30min/day and two hours on a weekend on accessory work. He doesn't care for cooking but puts a lot of consideration into his food choice.

ALEX

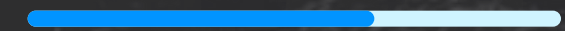


MOTIVATIONS

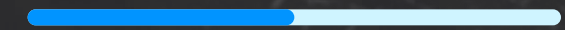
Physical Fitness



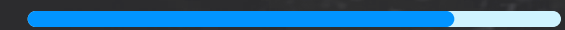
Convenience



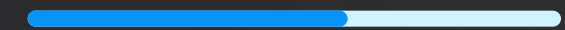
Health



Stress Outlet



Social



GOALS AND NEEDS

- Maintain lean physique while continuing to get stronger and put on muscle
- Spend more time on his own business venture
- Be part of the box community

FEARS AND FRUSTRATIONS

- Increase in body fat percentage
- Excessive packaging with meal delivery kits
- Not enough calories and protein in pre-made meals