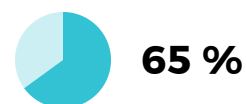


NAME

The Anderson Family

MARKET SIZE



TYPE

Rational

Goals

They want help navigating the health and wellness space when they relocate to Krakow, Poland. They want to feel confident in a new culture and trust the new healthcare space so that they can get the quality care they need.

Quote

“

”

Background

Bill and Anna are expecting their second child in 3 months. They currently have a 2 year old daughter named Emma. They are originally from Minneapolis and moved to Poland for a work opportunity. They have always dreamed of living abroad and are excited for their children to have new experiences in another culture.

Demographic

♂ Male 35 years

📍 Krakow, Poland

Married

Medical Researcher

\$120,000

Motivations

They are excited to experience a new culture and grow their family. They feel confident that they can find good care in their new country for their growing family.

Frustrations

They don't know what to expect that is different in Krakow, Poland compared to Minneapolis, Minnesota.