



Target Audience: Tech Enthusiast

This is Dave.

Dave is 31 years old and has friends that are 26-36

He is a Software Developer at Sidebench

He makes \$50K a year and lives in a small house in Long Island.

He has two dual monitors for coding and processing.

He is normally kept well for general cleanliness and so is his house.

When he is working he normally pulls all nighters for his coding so he needs to drink a lot of energy drinks and eat a lot of fiber drinks to keep him up and energized.

He normally works out 5 times a year, 6 if you catch him on a leap year.

He is single with no kids, but he's not complaining.

He is a perfectionist.

He is quiet and reclusive.

He dresses in button up business casual, shirt and beige pants and white high top converse.

He has long hair and a clean beard.

He normally enjoys playing video games if he's not coding.