

THE SWEET SPOT OF AN UNTAPPED MARKET

High School Sports

MEET ALI JONES, SOCCER ENTHUSIAST

Ali is extremely passionate about sports, especially soccer. She is a varsity team member of her high school soccer and volleyball team. Ali is a junior in high school and is looking to get a college scholarship to play soccer within the next year. She spends most of her time on the court or on the field and when not playing sports, she hangs out with friends and family.

Who is She?

- Ali Jones is a 16 year old Caucasian high school junior from Dallas, TX. Her parents are Jim and Linda Jones and she has a younger brother, David and an older sister, McKenna. They live in the suburbs of Dallas called Lakewood, an upper middle class neighborhood.
- Jim is a lawyer and works with his two colleagues in their firm, Jones, Mitchell and Jacobs. Her mother is a part-time pediatric nurse. Her family has a household income of \$200K.
- In their six bedroom house, the Jones family has three personal computers, three flat screen TVs and three cars. Her dad and mom both drive SUV's and McKenna and Ali share a Jeep.

What is She Doing?

- Ali's mom spends the majority of her time traveling between her three kid's events and sporting activities.
- Ali likes to spend her spare time chatting with her friends online. She belongs to three separate social networks. She also likes to go to movies and friend's houses on the weekends. She spends 2-3 hours a day texting her friends and family and playing with her iPhone.
- Ali's Mom frequently takes her kid's advice when grocery shopping and tries to coordinate their different tastes in food and drinks. She also takes them shopping two times a year for back to school clothes and summer clothes.
- Ali travels up to 10 times a year for soccer and volleyball tournaments. Her mom or dad usually travel with her and are frequently taking time off work to accommodate her sports schedule. When traveling, her team stays at moderate priced hotels and frequently eats at fast food restaurants or national chains.

What are Her Beliefs?

- Ali values spending time with her friends and family and often feels like she is missing out with her sports schedule on fun events and activities.
- Ali fears she won't get a college scholarship and worries about getting a good score on the SATs. She also worries about finding a date for her junior prom and her appearance.