



Tom Soto

Demographics

Age: 34

Location: Minneapolis, MN

Occupation: Warehouse Supervisor

Family: Single father to 4-year-old

Goals

Wants to find budget-friendly clothing options for his quickly growing child, while also earning extra income by selling gently used items his child has outgrown.

Bio

A hardworking single dad, Tom balances full-time work and parenting. He values simple, budget-friendly solutions that help him provide for his son without added stress.

Pain Points

As a single father on a tight budget, he struggles to keep up with the cost of constantly replacing his child's clothing.

Motivations

Wants to provide the best for his son without financial strain, and teach him the value of saving and reusing.