

Felix is born in Berlin and has a double nationality. He is well-educated and stays well-informed about current events and developments. Working in blockchain technology, he believes he has positive impact on the world. Felix holds monthly discussion dinners where he invites friends and acquaintances to debate recent political events and technological discoveries. He tries to reduce his carbon footprint by reducing consumption of plastic and riding a bicycle.



THE CONSCIOUS CHOOSER

OCCUPATION	BLOCKCHAIN CONSULTANT
GENDER	MALE
AGE	27
EDUCATION	COLLEGE
LOCATION	BERLIN, GERMANY

### Brands

Adidas, Apple, Drive Now, Tesla, Bio Company

### The Goal

Run the half-marathon for the first time

### Motivations

Health, Self confidence, Personal Development, Social, Achievement

### Values

Friends, Independence, Rationality, Privacy