

# CapYear Academy

## Buyer Persona

### Pre-Med Matthew

#### Personal Profile

- Mathew is a 21-year-old pre-med student pursuing a bachelor's degree in biology at a large university.
- He is a bright, highly motivated college senior who is preparing to apply to medical schools.
- He lives in on-campus student housing.
- He is from a middle-class family.

#### Challenges

- Matthew needs clinical work experience to be a competitive candidate for the school of his choice. He has learned that many employers require certifications for entry-level clinical jobs that would be a good fit for him, and he does not have a certification.
- He doesn't have much extra time to enroll in a training program.
- As a college student, Matthew has student loans and other expenses, so he must be careful about his spending.
- What his peers are doing is a guide. He is competitive and wants to make sure it's worth it to get a certificate because he hears you can also get jobs without one.
- He knows there are many options for certification but doesn't know which options he can trust that will also align with his needs. For example, he trusts in-person community college programs, but they are expensive and take a long time to complete. He thinks that online training may be a good option but isn't sure if it will really work, so he's not sure which option he should count on to achieve his goals.

#### Goals and Motivation

- Matthew's goal is to become a physician.
- He wants a career that allows him to help people.
- While money is not his primary motivation, he does like the idea of working in a lucrative, respected field.
- He is looking for a pathway that will allow him to get a job that he wants and is excited about without a lot of additional effort.

#### Favorite Activities and Hobbies

- Matthew enjoys attending university sporting events, playing video games, hanging out with friends, listening to music, and studying in his study group. He also spends time on social media every day.
- He works a part-time job in the summer.

- He is a member of a pre-med club at his university.
- He would like to do more clinical volunteer work or find other ways to start accumulating hours in school.

### **Purchasing Behavior**

- Matthew tends to spend his money on take-out food and recreational activities.
- He typically purchases items online if possible.
- His parents provide financial support for him, which includes paying for his phone and his Hulu and Netflix subscriptions.
- He needs parental financial support and permission to purchase big-ticket items.

### **How He Gets His Information**

- Matthew gets most of his information online.
- His social media and information sources include Instagram, Snapchat, X, Reddit, and the Student Doctor Network.
- He also reads medical journals and publications.
- He gets information from his pre-health office on what he needs to do to be competitive and which resources he can trust.

### **How CapYear Academy Can Help**

CapYear Academy can help Matthew by providing him with the training he needs to earn his certified clinical medical assistant (CCMA) designation. This training will be affordable, work within the limits of his schedule, and make him eligible for many more entry-level clinical jobs than he is now. In addition, he will be a more competitive candidate for admission to the medical school of his choice.