

Thomas Anderson, the Teacher



Tom is a 35 year old professor and businessman born and raised in Canada. He comes from a wealthy family. His father is a marketing manager for a big company and his mother is a successful entrepreneur. Tom is a happily married father of two boys with a great sense of humor. In his spare time he enjoys going camping with his family and playing baseball with his two boys. He doesn't really mind what field of study they go into but would prefer if they did something in business or technology. Tom possesses many entrepreneur-like qualities. He is a risk-taker, resilient, has a high stress tolerance, exceptional leadership skills and is not afraid of failure.

Tom currently holds a Master of Business Administration from the Schulich School of Business. He is currently a faculty member in the Department of Management at UTM. Furthermore, he is a lead mentor in UTM's ICUBE program, a program that aims to support and train new entrepreneurs. He specializes in helping students develop an MVP and helps them with product management. In addition, he works for a venture capital firm that has helped drive many new startup companies to success. Because of these experiences, he was chosen to be a mentor for the entrepreneurs participating in the African Impact Challenge. Due to his previous teaching experience, he is comfortable with teaching and collaboration-based platforms such as Quercus, BBCollaborate, Zoom, Piazza, Slack and Discord. In addition, he is also comfortable using Google Classrooms which is the platform he currently uses to deliver content to his students in the African Impact Challenge. Thus, if Google Classroom were to be replaced by another platform for the African Impact Challenge, Tom would value a system where he can effectively interact with and deliver content to his students.

Jonas Kamga, the Aspiring African Entrepreneur



Jonas is a 22-year old student enrolled in one of Cameroon's most prestigious universities. He studies physics and mechanics at the University of Douala and has an unrivaled affinity for drones. During his high school days, Jonas expressed his passion for mechanics at science fairs, where he often caught the eye of several sponsors. Like most students his age, Jonas comes from a low-income family. He's the eldest of his parents' 7 kids and has learned very early on to provide for his relatives in an attempt to support his parents. After his father's passing, shortly upon his entrance to university, Jonas became the sole breadwinner of his family by confectioning airplane toys for sale.

Though Jonas' field of study is unattached to business, he possesses virtually all the necessary aptitudes of a terrific entrepreneur; having come from a family where he had to fend for himself and his relatives. At school, almost everything is done on paper. The professor prints the handouts for the class and assigns textbook questions for homework. Jonas (as well as some of his classmates) highly dislike the professor's approach. In Cameroon, due to constant flooding, most residents' papers often get destroyed when homes are invaded by sewage water, which then causes students to lose essential documents. To remediate the problem, Jonas has an idea to build an e-learning platform which can be used to supplement their current school system. This would solve the problem of the residents' papers getting flooded since the handouts and assignments given in school can be provided online rather than on paper. The goal is to potentially scale the website to schools all over Cameroon and perhaps to other African countries that suffer from the same problem. He plans to build a start-up company with some of his classmates. However, he lacks the resources and mentorship to do so. Thus, Jonas and his classmates have applied to the African Impact Challenge in order to obtain the resources and mentorship necessary to bring his idea to life.

Belcalis Maraj, the Investor



Belcalis is a 32 years old entrepreneur who was born in Puerto Rico. Belcalis lives in a middle-class family with her parents, her brother Lucas and their lovely cat Pablo. Her parents run a restaurant business. Ever since she was a kid, Belcalis has shown great interest in technology. When it comes to Christmas or her birthday, she would always ask for some tech that just came out as a gift. Luckily Belcalis' parents were very supportive of what she is passionate about. With a lot of hard work in school, Belcalis was admitted by Massachusetts Institute of Technology where she double majored in Business Management and Computer Science.

After graduating from university, Belcalis landed her first position at BlackBerry Limited where she would work as a software developer for 3 years. Then, she joined a startup freelance software company as a project manager for another 2 years. After gaining years of experience in tech ecosystems, Belcalis teamed up with several like-minded entrepreneurs and started their own company AniTech in 2015. The company specializes in big data analytics that allows organizations to integrate their data and their operations into one platform.

With her high level of experience in the tech field and hope to guide more young entrepreneurs towards success, Belcalis partnered with the African Impact Challenge program where she advises young entrepreneurs in program development & operations and offers to invest in outstanding participants. Belcalis does not enjoy using Google Classrooms for the initial phases of the African Impact Challenge. There is no way to view entrepreneur profiles or startup company pitches from within the platform. She also finds it inconvenient that there is no way to directly message entrepreneurs on the platform. If a new system were being implemented, she would hope it includes these features.

References

Thomas Anderson Photo Link

https://www.google.com/search?q=white+businessman&tbm=isch&ved=2ahUKEwjhveaJi-vwAhUsWDABHSEFNALsQ2-cCegQIABAA&oq=white+businessman&gs_lcp=CgNpbWcQAzICCAAYAggAMgIIADICCAAYAggAMgIIADICCAAYBggAEAUQHjIGCAAQBRAeMgYIABAFEB46BQgAEL EDUIcnWMMwYPYyaABwAHgAgAFciAG7BpIBAjExmAEAoAEBqgELZ3dzLXdpei1pbWfAAQE &sclient=img&ei=xTSwYKHHGqywwbkPoZqB2As&bih=678&biw=1280#imgsrc=zYDZL9Bz6nQv qM

Jonas Kamga Photo Link

https://www.google.com/search?q=black+african+student&rlz=1C5CHFA_enCA912CA912&sxsrf=ALeKk03LfTVU49cJMI39qtJBTTCVHH4WOg:1621972482847&source=lnms&tbm=isch&sa=X &ved=2ahUKEwijmbOtzuXwAhUvU98KHSh5BIQQ_AUoAXoECAEQAw&biw=1440&bih=821&dpr=2#imgsrc=Nn6hUMB9so3k3M

Belcalis Maraj Photo Link

<https://www.istockphoto.com/photo/headshot-portrait-of-happy-mixed-race-african-girl-wearing-glasses-gm1144287292-307572011>