

Personas

Emmanuel Otieno



Twenty-five-year-old Emmanuel Otieno is a new university graduate that has just finished his master's degree in strategic management. He lives alone in an apartment in Nairobi, Kenya, but he does not forget to visit his family at home as often as he can. His hobbies include listening to music and drawing, as he

finds that doing these things together allow him to destress and focus on one thing.

Emmanuel likes to get involved with his community and on weekends he participates in his community's local soccer program where he plays goalie for his team. His team is very good, as they are currently in first place due to having a great defense with an equally great offense. Emmanuel is competitive, and for that reason he is trying to have the highest number of saves in his community's history.

Emmanuel works at a tech company as a corporate development specialist where he helps develop and grow vertical market software businesses. The commute isn't bad, and he likes his coworkers. After being exposed to many creative people at his new job, Emmanuel has been thinking of new ways that he can help solve problems in his community by using technology. Emmanuel is not the definition of a tech-savvy individual, but computer systems are fairly intuitive for him, and he can find what he needs just by making educated guesses. He prefers to try and find things out by himself first, as he thinks that asking for help on what he believes are trivial matters is a hassle. This does not stop him from pursuing knowledge, as he is open to learn whatever it takes to get the job done.

Lisa Nguyen



Forty-three-year-old Lisa Nguyen is a mother of two children, one thirteen-year-old boy named David and a ten-year-old girl named Jessica. She likes to spend her time watching Korean dramas and going out for family events as she believes that a family should share a lot

of experiences together while her children are still young. Every morning she likes to take the family dog, Milo (a golden retriever), out for a walk. She does this not only to give herself a reason to stay active, but because she enjoys the mornings spent with Milo.

Lisa really likes to keep herself sharp and up to date on things that are going on in the world. She regularly watches the news but likes to go even further and make sure that she is getting the most informed viewpoint by looking at additional sources. In order to adapt to the ever-changing world, Lisa really keeps an open view on new topics, as even though she may not understand it yet, she believes that given more information she may come to like the new things that are introduced into society.

Lisa obtained her master's degree in marketing from the University of Toronto back in 1999. She initially spent her days working as a marketing consultant for very big firms, but she felt like she did not like the bureaucracy that came with it. After 10 years of working as a consultant, Lisa became very interested in building new businesses and educating entrepreneurs to see them succeed. Seeing others grow into the positions that they dreamed of provides Lisa with more satisfaction than making rich people richer. Her experience with technology is limited, but she enjoys teaching new people over simple virtual communication means such as Zoom and Google Classroom.

Muhammad Ali Khan



Forty-five-year-old Muhammad Ali Khan is a father of two children, a 17-year-old boy named Faisal and another 15-year-old boy named Syed. Muhammad currently works as a portfolio manager at RBC. He chose to become a finance graduate and

pursue a CFA due him and his parents viewing education as a way to secure a stable lifestyle. After getting his undergraduate from the University of Waterloo, and then pursuing an MBA at the University of Toronto, it turned out that his skill in math and problem solving made him one of the best portfolio managers that you can find.

Although Muhammad may seem to be very work-driven, he really enjoys spending time with his two boys and his wife. Sometimes he will play tennis with his sons because they enjoy it, and sometimes they will play cricket as that was what he grew up with. The entire family competes with each other during what is supposed to be just a fun time with the family, with a new person declaring themselves as the greatest after each outing.

Muhammad realizes that he wants to be a role model for his boys as they decide to make post-secondary plans and often invests into budding companies to help them grow. He finds satisfaction in being able to help people and provide for his family by investing in what he believes in. You will often find that Muhammad's network is much larger than it seems as his social skills and business network are very well developed.

