



Todd Coleman is the 30-year-old CEO of the Saving Core Initiative. He has been CEO for more than 10 years and knows the way his organization operates inside-out. All the staff and volunteers of Saving Core Initiative love being a part of it thanks to the friendly welcoming environment Mr. Coleman established and continues to maintain. He is a very open person who is passionate about making meaningful contributions to the lives of everyday people, especially to people diagnosed with life-threatening or life-changing medical conditions.

Because of his years of experience in charity and management, Mr. Coleman rarely finds trouble in running Saving Core Initiative. However, he sometimes tends to place more value on maintaining good relations with his employees, volunteers, and the people they're aiding, over the skillsets/qualifications of his staff. He accepts as many applicants as he can for roles. That sometimes leads to hiccups in the business side of things as he takes on people who aren't particularly the best fit for the job but wants to make them feel included. He believes that they'll be able to learn in time.

Mr. Coleman wants to improve his way of screening people without making them feel rejected when they don't get chosen. However, he doesn't have a lot of consultants on this matter and as a result, he continues to take on as many people as possible and handles all the minor hiccups and conflicts by himself. This has been tiring him out but he doesn't mind since Saving Core Initiative hasn't been garnering any bad rep so far. However, he knows that he can't keep this up forever.

Saving Core Initiative has been holding more and more fundraisers and conventions which means more volunteers and staff are needed to make these activities work. Mr. Coleman has been feeling extremely stressed out while making ends meet wherever his own staff lacked the abilities. He is starting to think it's time to hire a trainer to train his employees more formally or hiring a consultant on this hiring/screening matter. But due to the sheer size of the organization, he wants to make the training online so it could cater to everyone's schedule. He is currently looking for platforms that he can afford and can teach his staff and volunteers the minimum necessary skills for their roles.



Max Wang is a 30 year old, friendly neighborhood mathematics professor at University of Totoro. He has been teaching and researching for about 6 years. He takes part in every mathematics faculty event held on campus, and frequently travels to other colleges as a guest lecturer. He loves to hold proof contests, where he and a bunch of professors from varying colleges set out to prove multiple theorems in a set time. Unfortunately, Max always loses because he spends too much time fussing over small details and lemmas which he feels compelled to prove. This does not bother Max however as he simply loves the challenge and being together with his friends and colleagues.

Max lives 45 minutes away from campus, but he doesn't mind the commute because he can listen to his favourite podcasts on the way there. He often stays late on campus, always fulfilling his duties as a professor and even holds multiple office hours each week. He enjoys watching the dots connect in the student's mind when they come to him for help. He clearly remembers what it was like to be a student, as he majored in Mathematics with a minor in computer science, then going on to complete a Doctorate in Mathematics. He had always loved the thrill of solving a problem and deriving the solution from basic facts.

Max has now developed a burning passion for teaching, as shown through his voluntary office hours and guest lecturing. He is often praised by the students as being the "Mathematical GPA savior" as every student who takes his class emerges with resounding and unshaken knowledge of the course material. As such, Max wants to reach out to more students online to spread his knowledge.

Max wants to be able to keep a calendar for events and courses that he is lined up to teach every day. He also wants to be able to manage his courses and class sessions and provide an organized teaching environment for his students.

With the spread of COVID, Max has been more disconnected from his students than ever before. He has large periods in his schedule which are empty, only holding the ghost of an old office hour or tutorial section he used to hold. He wants to continue spreading his knowledge in an organized, academia-like environment and feel at home again.



Winston Smith is a 2nd year undergraduate at the University of Totoron. Although he is currently studying computer science, he does not particularly enjoy it. Back in high school, when Winston had to decide on what to study in University, he could not make up his mind. As such, his parents told him to just study computer science. This is how he ended up studying computer software at UofT. Winston's grades are decent, for he made TSoP, the university's scheme that admits students in for their first year, only to kick half of them out of their desired program later. However, Winston is not happy. He spends all day studying for courses that do not interest him. In truth, Winston enjoys drawing. He doodles on his notebook during lecture and spends his free time sketching concept art of video game characters.

Winston is renting a place out near the University with his roommate, Julia. They each pay \$500 a month for rent. Although his parents pay for his tuition, Winston has to earn a living for himself. He works at a bubble tea shop, called ChaCha, near his place. This part-time job earns him just enough to pay rent and buy food. Between attending lectures, working at ChaCha, and studying for his courses, Winston has little to no free time. Winston's typical weekday starts with him waking up at noon, rushing to lectures, studying in between, and finally going to ChaCha to do a night shift until midnight.

One day, during office hours, Winston was alone with his instructor, O'Brien. Winston felt a connection to O'Brien, and thought he would understand Winston's dilemma. As such, Winston tells O'Brien about how boring he thinks computer science is, how everyone else seems to have side projects and internships, while he can barely even bring himself to do the next assignment. Expectantly, Winston looks up at O'Brien's face, only to see it twist into a mix of anger and disgust, followed by a long, harsh speech about how Winston does not belong in the field of computer science. That night, Winston laid on his bed, contemplating everything. As his consciousness fades into sleep, Winston realizes what is wrong. The entire education system is at fault here. They tell you to go to University, study something, and somehow magically emerge with skills to deal with the real world. That is merely a fairy tale setup by the government, a knitted lie embedded into society. Winston knows he cannot continue down this path. The next morning, Winston gets on his laptop and begins reading through the web, page after page. In hopes of finding an online e-learning platform that is both cheap and does not require large chunks of time to sit through each course. All for the goal of developing his artistic skills, striving to become something more than just another minion controlled by the government.



Kate is a 27-year-old office worker who works at a non-profit organization called ServiceFirst after her graduation from studying finance at University of Toronto. Like most of the international students, she found a job after graduation so she can get a chance to apply for the immigration to Canada, even though the job may not be directly related to what she learned at school.

The organization she works at aims at providing caring service for elderly living alone in the Markham area. Kate is responsible for dealing with those tedious paperwork and contact with the government if needed. ServiceFirst is at a small scale, they only have 10 members working in the office other than those contract employees who are recruited to provide on-site service for elderly. Being one of the seven members working in the office, although she likes the working environment and lively atmosphere at the office, she wants to work at a larger company that is more competitive where her job will be more challenging and related to what she learned at school. Whereas, Kate's manager Sophia at ServiceFirst has great expectations of her since her reliability and being willing to do more.

One day, Sophia stumbles upon a news that the new start-up company U-impactify is providing a rather good deal for companies who want to train their employees but are not willing to put too much expense into it. After discussing with other managers, they decide to sign a contract with U-impactify and provide some employee access to all courses on the platform on one condition that each of them have to finish the business management and organizational structure courses assigned by their supervisor.

Given this is a great opportunity that Kate can acquire some skills using the platform besides studying the course specified by her boss, she decides to temporarily stay in the organization and take multiple classes at the same time. Kate plans to seize the opportunity as a chance to get some certificates upon finishing the course like data analysis and computer programming, thinking of this would be a plus when applying to other companies. However, she is also

worrying about whether she should spend a good amount of time studying on this platform given her performance at ServiceFirst could drop as she cannot do too many things at one time. Meanwhile, Kate also hesitates to quit the job right after finishing the assigned courses since she knows that the company has invested a lot in educating them. Nevertheless, she decides to start her plan first.