

Personas

Akinyi Otieno



Akinyi Otieno lives in Mombasa, Kenya. As a 21-year old, she loves to go out with her friends and edit her pictures in creative ways. She is into abstract art and often loves to distort pictures to make them more interesting. Akinyi has good people skills and loves talking to others, people often refer to her as emotionally intelligent.

Her father owns a bakery and Akinyi has been handling the marketing and promotion of it since high school. She made logos for the bakery and helped promote it on social media. Ever since the success she had in her father's bakery, she became determined to do this on larger scales for other companies as well.

Akinyi was in the Photography club in her highschool and used to photograph special events for her school. She is about to complete her diploma in Graphic Design at the Technical University of Mombasa. She has learned many different softwares to help her design better, she has mastered adobe illustrator, pro createm and different forms of photoshop. Being a fast learner, she is excited to learn about even more tools when advancing further.

She has lived in Mombasa her entire life with her parents and is now thinking of moving to the big city of Nairobi. In order for her to do this, she needs a job in Nairobi. Her goals in life include becoming a designer for a big design consultant firm. She needs to attain real experience for this and thus wants a job where she could display her skills and learn even more. She has been searching online and found a website for Kenyan startups in Nairobi. She wants to be able to look at the startups and see which ones require a graphic designer and then apply to them.

Kioko Mwangi



Kioko Mwangi, born to affluent parents, is a 25 year old entrepreneur graduated from university of Nairobi, with a bachelor of commerce with Business Information Systems option. He was born and raised in Nairobi with a self-made family that rose from the middle class. He was the star of the debate team in highschool and now leads seminars on how to make speeches for other schools.

Kioko's favorite activities include watching youtube videos of successful entrepreneurs and hanging out with his friends. He is known for his ability to read people. He is also very organized and systematic, he sticks to his daily routine and likes to plan ahead.

Kioko has a genuine love towards technology, he is savvy with technology and strongly believes that technology plays an important role in benefiting the society. He has personalized his smartphone for quick access to all his needs. He has always dreamed about being a successful entrepreneur but lacks guidance on how to start. Besides, he doesn't have enough knowledge about the mechanism of business-scaled softwares, nor is he mature enough to attract investors.

Recently, he noticed the startup marketplace. Inspired by the stories of some young entrepreneurs, Kioko made up his mind to found his own company on this platform, he is seriously considering a hygiene supply tracking system to give people in poverty the faith to combat covid-19. He wants an energetic and dynamic community of talented, trustworthy people who can handle the technical side of a technology startup, and some mature entrepreneurs to collaborate and offer him advice. He also wants to meet some investors who have a similar ambition, and some accountants who can keep track of the loans he applied for. Meanwhile, he will focus on the design and outcome of the product and how it will impact society.

Muthoni Nyambane



Muthoni lives in Nairobi Kenya, she is a final year computer science student from university of Nairobi who is working part-time as a full-stack developer. She is introverted which makes her a good thinker, she is also extremely well-versed in software design. In her spare time, she enjoys watching suspenseful movies.

Muthoni's ultimate goal is to become a software architect. She is equipped with a strong eagerness to learn new full-stack

frameworks. For instance, she learned PWA and next.js during her third year, and participated in a hackathon, during that time she implemented a mobile app which made medical service accessible to rural regions and won third place.

With the goal of employing ever-changing technology to benefit her country, she decided to join a local technology startup after graduation, this way she can gain a well-rounded experience in software development and develop her creativity through practical use as well.

In light of her goal, she opened an account on the startup marketplace and filled in the skill, Career Objective and Work Experience sections. She also noticed a software company, Kelp, which targets at providing a comprehensive tourist experience, has secured a significant Series A funding, and is expanding its business to some small scale natural reserves. In addition, this company offers competitive packages, and is protected by a well-established trade union. She decided to give it a try. After several days of application, she got and passed an interview and successfully joined the company. On the internal employee page, she discovered many young and energetic colleagues who have a similar educational background and hold a similar dream. She also learned that the promotion mechanism is relatively fair, which gives young software developers a large growth potential. She officially started her journey at Kelp.