

Yusuf Ali

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Twenty-three year-old Yusuf is an aspiring entrepreneur from Kenya. He currently works part-time at a local restaurant to help support his parents and younger brother. Most of his evenings are spent trying to learn the ins-and-outs of entrepreneurship by browsing through various online platforms. However, he is not the best with technology, so he prefers simple and easy to navigate online platforms.

His parents describe him as a hardworking and passionate young man. He always puts his heart and soul into his interests. He is interested in reading and discussing ideas with other entrepreneurs. One subject that he loves to talk about with friends is Kenya's national cricket team. He has been playing cricket ever since he was in high school.

Yusuf knows that to be a successful entrepreneur he needs to have more connections and friends in the business industry. Therefore, he wants to build up his network of contacts, but it is hard to make new connections online without any structured system/platform with other like-minded individuals actively discussing new ideas.

He has been learning more about business and entrepreneurship gradually through various online resources. However, he is still missing that big step to finally start up his business—namely a good mentor and investors to fund his idea.

Jane Doe



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they are very busy and struggle with managing both work and raising their family. Due to having a busy family life, she likes to finish work in a timely and efficient manner. Having to work online means the need to work on the computer and utilize the African Impact challenge platform in order to teach her students. She personally isn't too used to having to teach solely online and is only decent at using computers but she is eager to learn and adapt. Using the platform, she wants to deliver an easy to learn course while also getting to know her entrepreneur students.

Jane Doe is a 36 year old mother of 2 children and also has a german shepherd. She graduated from University of Cambridge with a Bachelor's degree in Business. Many of her friends describe Jane as a bright and energetic person who loves to help others. Jane loves to travel and explore new cultures and meet new people. As the oldest sibling in her family, she always loved to help them with their studies and that's where she found her love for teaching. These factors helped her decide when she was offered a position as a Marketing instructor for the African Impact Challenge as she quickly accepted it. Currently, she is working from home due to the COVID-19 pandemic. Both her and her husband work full time so

Victor Otieno

Victor Otieno is a 35-year-old man who lives with his wife and two sons in Nairobi, Kenya. He holds a master's degree in marketing from the University of Nairobi and has abundant marketing experience from his two previous marketing job. His friends and coworkers describe him as an ambitious man who gets along well with others and values the importance of teamwork and collaboration. Victor is also an avid soccer fanatic, and often spends his free time playing soccer with his friends and supporting his favorite team, Arsenal, with his two sons.



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In addition to being a caring father, Victor is also the founder and CEO of MarketKenya, a company that provides digital marketing solutions to companies across Kenya. His company helps a variety of companies, from tech start-ups in Nairobi to established retailers in Mombasa, connect with Kenya's growing number of TV and internet user. Victor is currently looking to continue growing his company by tapping into new markets across Africa and providing new services that will help the company appeal to new customers.

Victor knows that in order to achieve his goals, he needs to partner with other business owners across Africa and uncover ambitious entrepreneurs that he can hire to help inject new ideas into his company. While Victor knows his way around a computer, he knows that there are many others that don't. Hence, he needs a platform that can be easily used by across people across Africa, regardless of prior experience with technology, where he can connect with and learn about other businessmen and entrepreneurs across the continent .