



Clara Gonçalves

Age: 39

Education: Business Administration

Family: Mother of two kids

Occupation: Business intelligence manager

Hometown: São Paulo, Brazil

“ Technology and innovation are both essential now a days but I don't see investments on these fields on most of schools. I hope my kids sparks interest on these subjects so they don't feel unprepared for potential jobs and career on their future

Objectives:

- Give education, opportunity, attention, love and support to her kids
- Grow on her career to become director of a big company

Frustrations:

- Its hard to organize for her routine on the job and also take care of her kids
- Want's to teach her kids fundamentals of coding and technology but feels unprepared and outdated to do so

Mrs. Gonçalves is mother of Maria (14 y.o.) and Lucca (12 y.o.). As a BI manager on a big company in São Paulo she knows the importance of technology expertises and wants her kids to learn the basics so they can feel comfortable with the subject on the future. However, Clara feels frustrated because she has no time and expertise to teach them and also she can't find schools that give this kind of classes.



Bruno Martinelli

Age: 12

Education: Elementary school

Family: Only child

Occupation: Student

Hometown: São Paulo, Brazil

“ I am pretty good at math and logic at school. I wonder about my career and maybe technology is a good path. However, I don't know where I can start learning. I'm actually afraid because it appears to be difficult to learn.

Objectives:

- Be a standout student in school
- Find out what he will pursue as a career in the future

Frustrations:

- Find the best course to have his first step on programming and technology

Bruno is a only child at Martinelli's family, an Italian family at São Paulo. He want's to follow his father steps and work at a big company but he has not defined what area of expertise to focus on. As he has good grades at math, maybe technology can be a good fit for him but he has no experience with coding what so ever. He couldn't find anything that lit up his eyes on the internet and his school doesn't have technology classes