**Ransem Foundation Stakeholder Personas**

**Persona 1: Sarah the Beneficiary**

**Age:** 19, Secondary School Graduate, Nakuru  
**Income:** Family earns ~15,000 KSH/month from small farming  
**Goals:** Complete university education, find stable employment, support family financially  
**Pain Points:** Limited internet access, expensive data bundles, lacks career guidance, financial constraints  
**Behaviors:** Uses basic smartphone, prefers WhatsApp/SMS, accesses internet at cyber cafes, relies on mobile money (M-Pesa)  
**Quote:** *"I want to study IT but don't know where to start or if I can afford it. I need someone to guide me."*

**Persona 2: James the Mentor**

**Age:** 32, Software Engineer, Nairobi  
**Income:** 180,000 KSH/month  
**Goals:** Give back to community, share technical skills, help young people access opportunities  
**Pain Points:** Busy work schedule, difficulty coordinating with mentees, lacks structured mentoring process  
**Behaviors:** Tech-savvy, uses multiple devices, prefers email/calls for professional communication, active on LinkedIn  
**Quote:** *"I grew up in Kibera and someone helped me get my first programming job. I want to provide the same opportunity."*