

Isaac Oboth(The entrepreneur)

Twenty-four year old Isaac Oboth is an aspiring entrepreneur from Ghana, Africa who lives in his own house in the city of Accra. Isaac is the oldest child in his family consisting of his parents and two younger brothers and is the sole earner in the family. He graduated as a marketing specialist from the University of Ghana, in the Summer of 2020 and is currently pursuing his dream of building and expanding his plumbing business that he started with his childhood best friend Kofi. Isaac does not know much about the process of building and promoting his small plumbing startup that now consists of just two employees, and is actively looking for a method to learn more about the topic.

Isaac lives in a crowded neighbourhood in the city of Accra, where he goes for a morning walk past a nearby lake on weekdays. He uses this time to listen to motivational audiobooks that he believes will guide him into getting the correct entrepreneurial mindset that he desires. On weekends he likes to play soccer with his friends from university, and visits the nearly old-home called 'Carers' where he volunteers in serving dinner to the elderly in need. Isaac also fancies cooking and likes to cook tempting dishes like barbeque chicken and jollof rice for his family on holidays like Christmas and Family Day. Due to his competitive spirit and urge for learning new things, Isaac won the annual cooking competition last summer, hosted by the University of Ghana Cooking club.

Isaac is a middle class graduate living solely on the income from his budding plumbing business that he wishes to expand. The lack of money required to pay fees for local entrepreneurship courses, deprived Isaac from the opportunity of learning more about the process of building a business from scratch and making it profitable. He has been using his household computer since the age of 15, and is familiar with using the remote methods for completing his studies since the pandemic led to university in the winter of 2020. Isaac is a quick learner and he allocates an hour every morning before heading out for his walk, to research on topics related to business management on the internet. His degree in marketing provided him with the basic knowledge that is required to promote his plumbing business but he is actively looking for a cheap online source that would allow him to learn information specialized to support entrepreneurs like him.

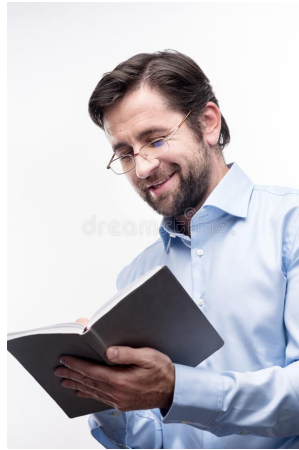


Amadu Eze (Site Admin)

Twenty-seven-year-old Amadu, born and raised in Nigeria, is an Alumni who graduated from the University of Toronto as a Management Specialist. Amadu is a passionate, community driven individual, and has always been eager to get to know his peers and establish connections with those who share his passion. When Amadu first joined UFT as an international student, he did not know anyone, but he quickly joined the African Student Association (ASA), where he enjoyed organizing events such as club nights, award galas, and sports field trips, which helped rejuvenate and skyrocket the popularity of the club.

Amadu's competitive spirit served him well as a Management Specialist, landing him a day job at Dell Technologies, where he gained experience working with start-up companies as an account manager for small and medium business, before earning the Title of Senior Account Manager after three years of experience. Amadu wants to leverage his experience and influence to help empower other African immigrants, African Diaspora and Africans on the continent, which is why he founded the African Impact Challenge. He believes that the best way to Protect the Future of Africa is to create it.

His new organization first tried solving problems in African countries by tackling them head on with his team. He found this work fulfilling, but quickly realized that it was unsustainable. After reading what came to be one of his favourite books, *The Prosperity Paradox*, Amadu learned that the best way to make an impact in these communities is not to fix their problems directly, but to connect with the locals and inspire innovation from within, while providing the resources, funds, and guidance to do so. Amadu wishes to facilitate a platform targeted towards young aspiring entrepreneurs provides both strong community interaction, the educational resources and expert guidance to help realize their ideas and grow their business.



Thomas Grant (The Instructor)

Thomas Grant is a 45-year-old married professor with a young son; he and his family live in a small condo in downtown Vancouver. Thomas leads a busy professional life as a faculty member at the University of British Columbia Sauder school of Business. He spends a lot of time and dedication planning out his courses, and taking great care to ensure that all the content he releases is digestible and thoroughly explained. He even posts supplementary videos alongside his lectures to help students really nail down unfamiliar concepts.

Thomas is an strong believer and avid practitioner of deep work, which is why he is able to provide his students an abundance of valuable learning resources consistently, but as a consequence, he chooses to avoid frequently checking and answering emails during this time because he knows it would distract him and pull him out of the focused mental state he desires.

To help clear his mind, Thomas regularly bikes to and from work when weather is permissive, and in the winter he occasionally skis recreationally with his wife, son and a few close friends. When he isn't planning his next lecture, Thomas actively mentors within student clubs on campus, including the UBC Social Enterprise Club, UBC eprojects, and Enactus, where he helps student teams incubate and realize startups. Thomas aims to inspire and encourage entrepreneurial thinking, and has witnessed firsthand how valuable it can be to spark creativity and passion in youth. Recently, he partnered with the African impact challenge, and hopes to leverage his teaching experience to inspire aspiring African entrepreneurs, in the same way he was able to inspire his students.