

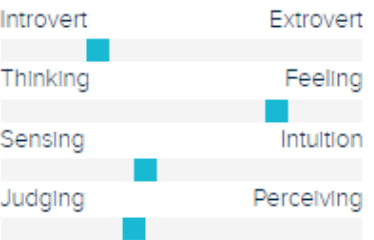
Alice Lee



"A passionate individual looking for some recognition"

Age: 26
Work: Unemployed |
Family: Single
Location: North York

Personality



Smart Independent Timid

Goals

- Secure an IT position in a social initiative near her.
- Improve her leadership.
- Get better at piano.

Frustrations

- Sub-par English speaking skills.
- Nervousness and lack of confidence in a formal setting

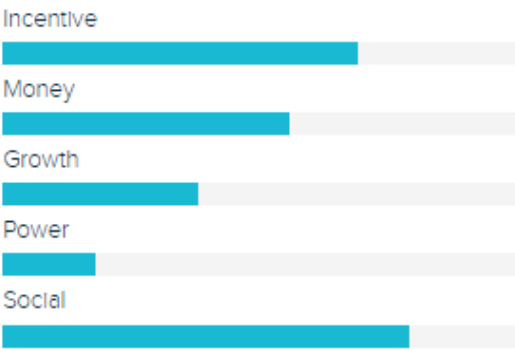
Bio

Alice is a recent graduate who worked at Kakao for 5 and half years. Having graduated at the top of her class in Seoul University finding a career in her field was fairly easy. However Alice does not like the work life and yearns to return to academics where she excelled. Having visited Canada a few years back and discovering her love for the multicultural food options she decides to move to Canada and become a consultant. However even after a year of job searching she is unable to find a job in the social innovation sector. The reason being along with her subpar formal English skills, her years of experience and education in Korea are not recognized.

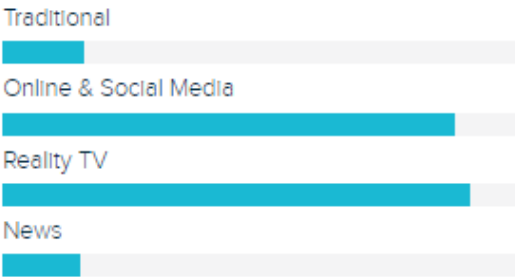
Needs/Wants

Alice is looking for a way to land her first job in the social innovation sector and build up connections with reputable personalities in the industry. She hopes that she can find a platform where she can get similar certification for her Korean experiences.

Motivations



Preferred Entertainment



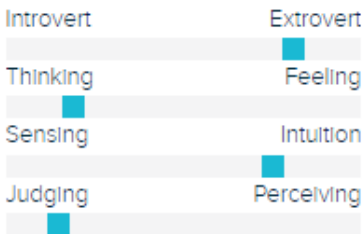
Raymond Dela Cruz



"Father of three, trying to balance his time."

Age: 50
Work: Social Impact Consultant
Family: Married with kids
Location: Scarborough

Personality



- Professional
- Experienced
- Traditional

Goals

- Earn more money for his kids' future
- Spend some more time with his family.

Frustrations

- Under-funded social initiatives mean less income for him
- Kids

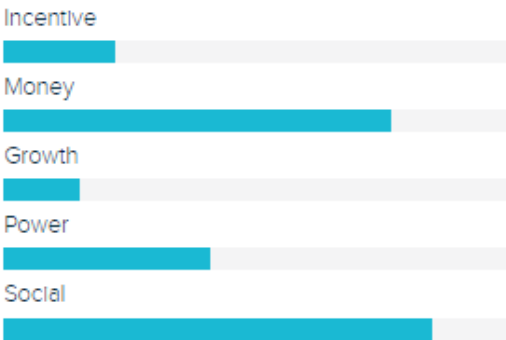
Bio

Raymond is a 50 year old Social Impact Consultant at a major company. Throughout his career he has worked at a variety of firms before settling at his current one for the last 10 years. While he is no longer in a developer position he is still very involved and passionate about social issues. Raymond is a visionary, often finding himself dreaming up solutions to problems he faces everyday. Despite his desire to create solutions for these problems he has no time. Being a father of 3 children and a band manager takes up most of his free time. He's always believed in the Laissez-faire approach to development as that creates a higher quality product.

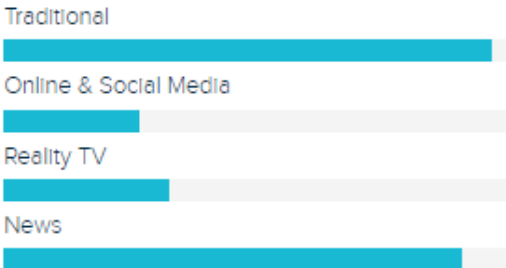
Needs/Wants

Raymond wants an e-platform where he can easily provide coaching and consulting to clients and get paid for it in an environment which is flexible with time. He's also interested in working with big companies where he can share his knowledge of his sector to provide consultancy to them but on a short-term basis.

Motivations



Preferred Entertainment

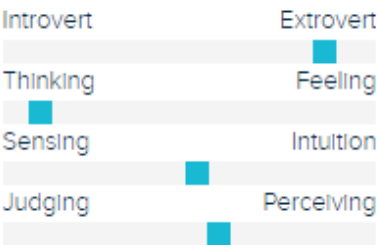




"A disciplined leader passionate about being impactful."

Age: 32
Work: Founder @ Anti-Racism, Canada
Family: Single
Location: Scarborough

Personality



- Determined
- Passionate
- Disciplined

Goals

- Eradicate all racism from the face of earth
- Get as many people behind his initiative as possible

Frustrations

- Lack of funding from the government.
- Friends not appreciating his guitar skills.

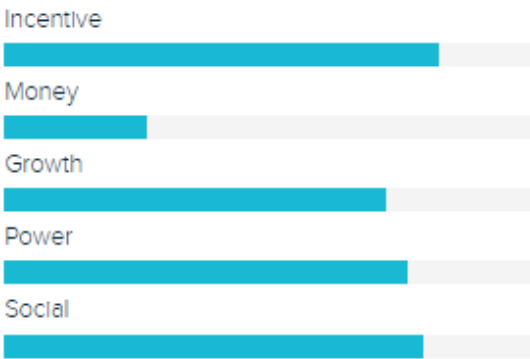
Bio

Mark is a 32 year founder of a small Scarborough based non-profit organization that stands for fighting against racial discrimination towards the natives. Ever since he got a taste for social justice in High school from his Model United Nations club, Mark has become very passionate about his current career path. He's a naturally outgoing person who can make friends with anyone and often finds motivation in them. He is very disciplined and organized and manages and runs his organization on his own with the help of a couple of his close friends from school.

Needs/Wants

Mark wishes he had a team of professional consultants that would double check his financial decisions regarding the organization and recommend to him the most optimal ones, but lack of donations and government funding is keeping him from hiring full time consultants. He's also looking for high traffic web-based platforms where he could advertise his organization in the hopes of getting a few volunteers to help the cause.

Motivations



Preferred Entertainment

