

# Personas

## Instructor Persona



### Jaime Daniels

Jaime Daniels is a 30 year old business teacher at Weathers High School in Kenya. He majored in business, and minored in education and computer science while in university. Now, he teaches business in high school. Jaime is married and his wife is currently pregnant.

He is kind, nice and always patient, especially when teaching students. He lives in the city and usually spends his time reading or doing outdoor activities with friends in his free time. He studied business but realized that he loved teaching others and doing talks, and therefore decided to become a teacher instead of a career in business.

Jaime loves technology as he minored in Computer Science in college, and is really avid with technology. He always tries for his students to learn more through online material and finds virtual education to be extremely important. With all of his classes, he always tries to incorporate business concepts and technology together. Furthermore, he has seen first hand the potential of African students and the need for them to be able to develop their ideas.

## Investor Persona



### **Kojo Abebe**

Kojo Abebe is a 40 year old man born and raised in Nigeria. He holds a big stake in a successful traditional Nigerian clothing business that he founded. He is married and has two children whom he loves to teach about business.

Being a big supporter of African businesses, Kojo is always eager to help out entrepreneurs from all over Africa. While he is serious about his work and mentoring young entrepreneurs, he remains young at heart and enjoys a good night out with friends. He loves sharing his passions and stories and thinks that having a strong community is an essential part of life.

Ever since Covid hit, he hasn't been able to meet as many people over the web. While he is not very computer literate, he is starting to embrace new technology and hopes to use it to continue his passions.

## Entrepreneur and Company Admin Persona



### **Tomi Adebawale**

Tomi is a 20-year-old student currently studying Business in the School of Business at the University of Rwanda. He is extremely close to both of his parents and his 16-year old younger brother Tammy. Tomi constantly gets A's in his courses and has a 3.8 GPA. Tomi has an impressive work ethic as he believes that discipline and hard work are the reason why he is where he is today.

Tomi is active in 3 clubs but prioritizes the Humanities Club, which he co-founded at university as an attempt to raise awareness to the social, economic, and environmental issues that exist in Rwanda. During Covid, Tomi led a fundraising campaign for the club so that laptops would be provided to unfortunate students at the university, making online school possible for every student.

As Tomi believes that education should be a priority for the youth in Rwanda, he decided to expand on the idea of the club to not only be limited to the university but, instead, the entire country. Tomi wants to create an organization that helps send teachers/tutors to the rural areas of Rwanda in order to promote education to the youth