

# Personas



# Startup Founder (Student)

Name: Hagan Furaha

Age: 30

Gender: Male

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Hagan is a 30-year-old full time software engineer who works in an IT company, and also a startup founder. He currently lives in Nairobi, Kenya. He is a hard working and creative person, and has been working in this field since he graduated with his master's degree. He loves to build software projects after work, and he is passionate about this. The idea of establishing a company came from half a year ago, while he already built a MVP software that he believes will be successful and soon will be released, so he established the company with two partners. Although he and his partner collect enough money to start a company, running a startup could burn their money very quickly, such as hiring employees and advertising etc. He also finds out that he has not much experience of being an entrepreneur. At the moment he needs some proper training, and is also looking for funding for his startup.

He hopes to find a platform that gathers ambitious entrepreneurs and also investors. Ideally, this platform allows him to communicate with others, especially could solve problems that he may encounter in early and later stages of his company. It would be perfect if this platform could provide some proper training. But most importantly, it allows him to find investors. If he could find such a platform, he would be more than happy to invite his partners to join.



# Investor

Name: Nadia Khari

Age: 40

Gender: Female

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Nadia is a 40-year-old Manager in an investment company which is located in Accra, Ghana. In her spare time, she likes to read books, browse the internet, and read the newspaper. One thing she strongly believes since a child is educating herself is the best investment. She often hangs out with her close friends and also loves to meet new people when she's not busy. She loves to travel to different places, visit restaurants that local people recommend, explore different cultures, and seek promising companies in the local area to invest in. She has been working in this company for almost 15 years and is experienced in many fields.

Instead of investing in big companies, she prefers supporting new ideas. Investing in startups is risky but also brings her large returns as well as impacting (developing?) the communities around them for future investments. She finds out that startups are usually not easy to discover in the local area. Then she was convinced that using the convenience of the internet, she can find startups more quickly. She has been searching for startups for some time, but their information is rather scattered or hard to find their contact. Hopefully she can find a platform that is built for those startups which are looking for funding.



# Teacher

Name: Hamlet Amadi

Age: 58

Gender: Male

Photo credit: <https://depositphotos.com/94657472/stock-photo-offering-a-free-tour-in.html>

Hamlet is a 58 year-old who was a founder of a company. He likes walking, reading newspapers, and cooking. He and his wife live in Accra, Ghana but far away from downtown. They both love nature, often go for a walk on weekend mornings, or wait for their children to visit. With years of experience as a founder, he is knowledgeable in how to establish a company in the early stage and keep the company running.

He left the company since he saved enough money for retirement. After that, he and his wife spent almost a year travelling different countries, and meeting a lot of awesome people around the world. Even though he has enough savings, he still needed more money in his later age. His son recommended him to some online platforms, he can teach people how to run and manage a company with his experience through those platforms, some of them allow him to pre-record and upload videos. They bring him a decent income which he is grateful for. Now he wants to find more platforms where he can earn more income for his retirement and also for his newborn grandchild.