

Annex No. 3 - Customer profiles



Name: Ahmed the Chef

Location: Berlin,
Germany

Profile: Refugee
Entrepreneur

Need: Startup support
and legal guidance



Name: Old Bruce

Location: USA

Profile: Retired Rock
Star

Need: Platform for
legacy artists to teach
and monetise



Name: Samir the Guide

Location: Paris, France

Profile: Immigrant Uber
Driver

Need: Career-matching
and up-skilling platform
for migrants



Name: Invisible Student

Location: University
Campus

Profile: Learner

Need: Adaptive platform
that adjusts to all the
tasks



Name: Silent
Environmentalism

Location: Globally any
location

Profile: Factory Worker

Need: Gamified green
suggestion tool for
workers



Name: Gamer Grandma

Location: Globally any
location

Profile: Senior Casual
Gamer

Need: Narrative games
studio for older adults