

Victor 25 is a fresh accounting graduate waiting to secure his first white collar job. He has a snail farm that he started off as a hobby during his holidays when he was still in his 3rd year at the university.

Pain points

- There is no market that sells snail in a 30km radius of his location.
- No livestock website he can upload his snail to.

Goal

- Possibility of selling to make a passive income
- Could invest more time and money to focus to turn it into a full scale business



Bayo 38 is an electrician by profession, works 9 - 5. He acquired a parcel of land to start a fish pond on a small scale

Pain points

- Does not have the time to talk to bars and restaurants about being able to supply
- Fears not being able to sell as at when due. So he can start another batch.

Goal

- He is looking thinking about his retirement
- If this sale yields good income he could diversify to other agricultural products.



Sandra a 45 year old business woman sells and distributes eggs to both retailers and consumers.

Pain points

- She does not mind paying to have a digital platform to advertise and assist with logistics for distribution
- Spending a lot on rent.

Goals

- Have time to do other things for herself apart from business like attend parties.
- Looking forward to a holiday as soon as the existing challenges ease



Ada 64 is a retired teacher and a widow. He has a big house with enough space to start a also a snail farm

Pain points

- Is not ready to run around to places to sell the snails
- Her children are living far off and stays alone

Goal

- Waking up in the morning and having something to keep her busy.
- The inflation has affected her pension and needs to augment her earnings from another source.

