

*I act so that
“Toronto the
Good”, can
emerge just in
time to reverse
the prospects of
the city’s most
vulnerable.*

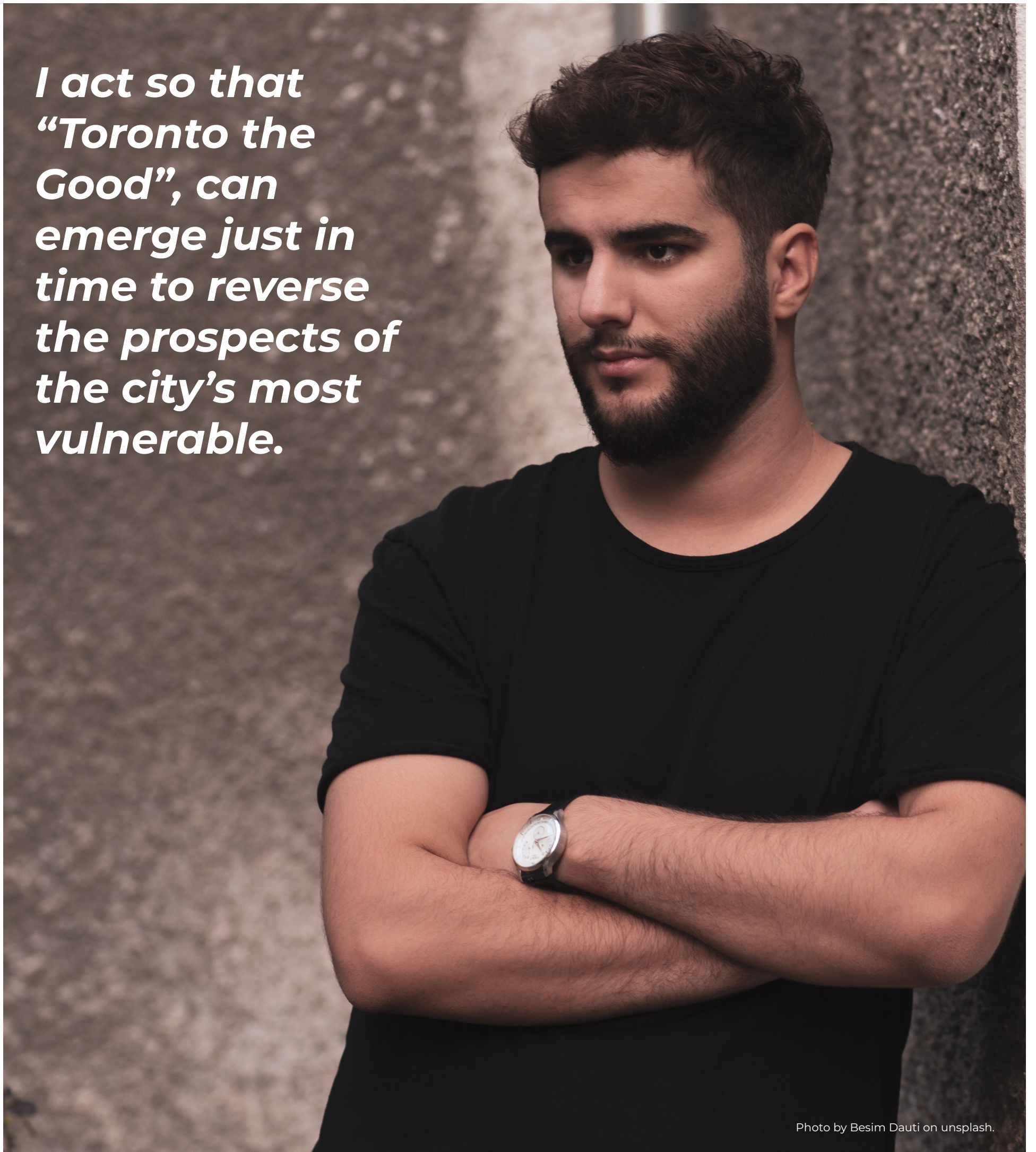


Photo by Besim Dauti on unsplash.

Persona

Vasil Ramadani

**Social Franchise Owner and Operation
Manager, SamaToronto**

Age **35 years old**

Background **Kosovar-Canadian**

Hobbies **photographer and nature-lover**

Scenario 3

The Social Impact Franchise 2030

*Government is
Behind, Profit
Before Purpose*



My work is like that of an investor, monitoring many 'portfolios' in real-time. Except that, these are pods of real people, working on small tasks.



Photo by Munga Thigani on Unsplash

Persona

Dan Yoon

Microwork coordinator

Age **31 years old**

Background **Canadian, Korean heritage**

Hobbies **Gaming, cars, helping friends with electronics, old & eclectic technology.**

Corporate Cooperativism 2030

***Government is
Proactive, Profit
Before Purpose***



Photo by Markus Spiske on Unsplash

*Mom was
right: there's
solid money
in synthetic
agriculture.*



Photo by Alekzan Powell on Unsplash

Persona

Alyx Lee

Reactor Manager, York Biosystems

Age **24 years old**

Background **First-generation newcomer**

Hobbies **Gardener & sneakerhead**

Scenario 2

Profitably Private 2030

***Government
is Proactive,
Purpose-driven
Profit***



Photo by Alex Kotliarskyi on Unsplash

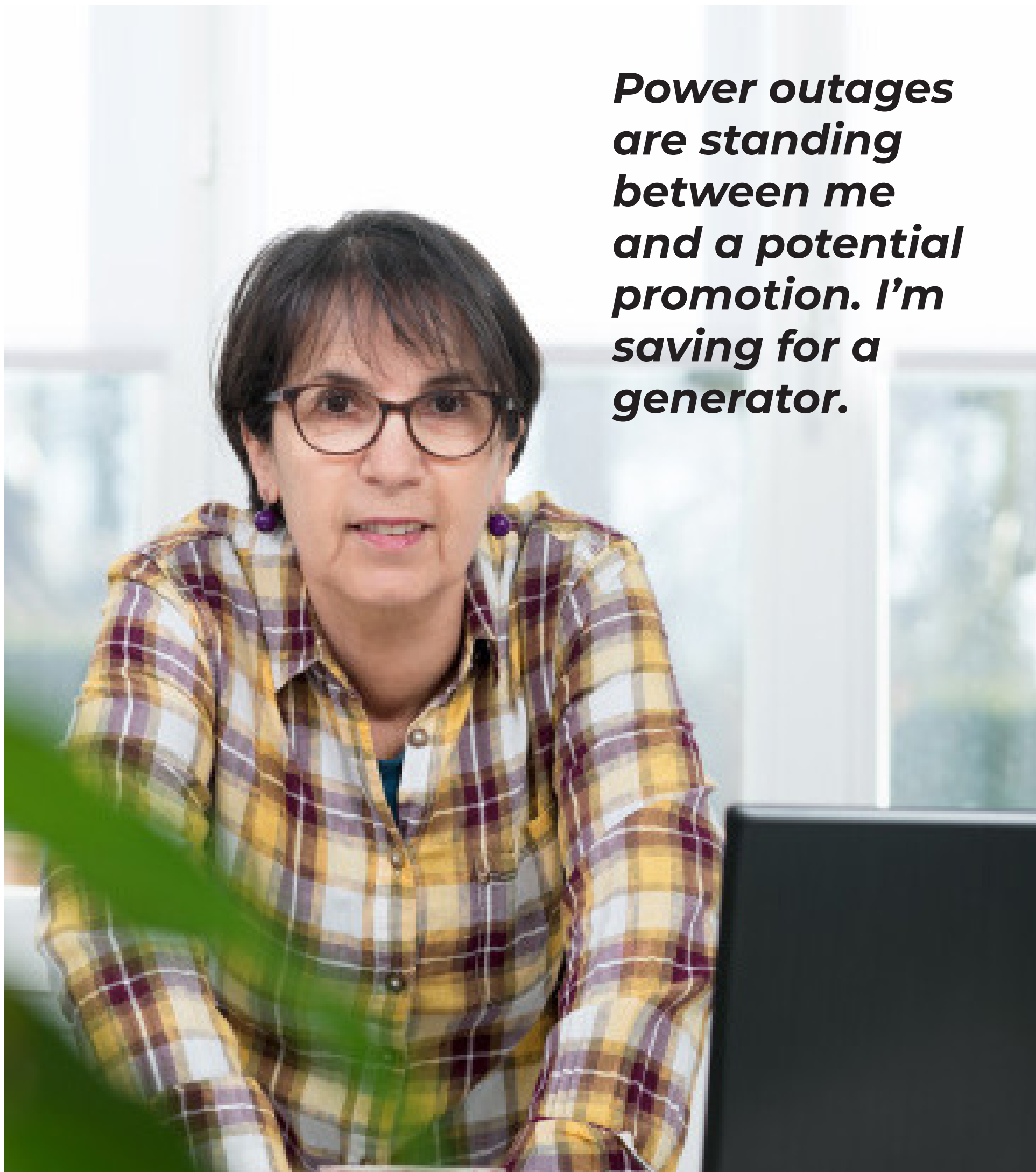
Scenario 1

Purpose-aimed Conglomerates 2030

*Government is
Behind,
Purpose-driven
Profit*



Power outages are standing between me and a potential promotion. I'm saving for a generator.



Persona

Robin Esposito

Microworker in rural Ontario

Age **47 years old**

Background **Canadian**

Hobbies **baking and rural living with her 13 year old son**