

Tech Community



Alison Mineta

Co-President, Business Development

38 years old

Bachelor of Science in Computer Engineering

MBA

Alison runs a tech innovation company, WhyTech, that has over 50 staff members. Alison builds relationships with the organizations and people that need the WhyTech the most. Leading the Business Development team, she helps grow the company by connecting with people, businesses, and communities that are interested in harnessing the power of human-centred design. She is a highly experienced entrepreneur with fundraising background and has devoted past 30 years in managerial roles. Her company acts as innovation partner to many private and public clients to provide high-quality digital products, transform teams, and co-create startups.

She enjoys attending many community events as a speaker or sponsor and encourages all staff to do the same by actively participating in the greater tech industry. She is a big supporter of diversity in tech industry, particularly for women. Alison is proud of the company's offering of free-of-charge workshops to its staff for professional development. These workshops are also available for free to the public. As well, she supports having co-op students to help them grow and build careers.

Alison is a mother of two boys 7 and 10 years olds.

Needs:

- Quick and smooth communication with partners and clients.
- As the company is growing, a clear CSR plan needed to be carried out to demonstrate the involvement in local communities
- A partnership that can leverage the existing resources in the company

Obstacles:

- Has a busy day-to-day schedule occupied with meetings and expanding network for company's growth
- Company is at a growing phase and lots of internal changes are happening such as division of departments, increase in staff, increase in projects, etc.
- Not much knowledge about how current social service providers work

Desires:

- High impact, high profile projects to engage with
- Seeking for an opportunity to give back to the community and support women in tech and diversity at workplace
- Seeking for participation and collaborations that could maximize the visibility and brand identity of WhyTech
- Sponsoring events will positively impact the brand image
- Do something more meaningful that will add value to her life, beyond excelling at her work position.

Social Service Providers



Shelly Raven

Community Engagement Coordinator

31 years old

University Degree in Social Services

M. Ed. in Special Education

Previously working as a special needs teacher in elementary school settings, where she worked with troubled youth and youth with learning difficulties. After a career change, Shelly now works at a social service centre in Toronto. She has been at her current position for 3 years.

Shelly has always been an advocate for community-building and social justice, especially when it comes to the physical and social wellbeing of youth.

Shelly doesn't have a lot of experience with technology. She is an average user and uses technology for work and daily entertainment purposes. She is interested in learning more about technology, but in the past, she has never interacted with a chatbot via smartphone before.

Needs:

- Shelly's workplace has a major goal to "Partnered with industry technology leaders which leverage resources, increasing service quality and accessibility." She needs to develop and select projects that meet organization's mandate for partnerships.
- Mandate "Reach out to vulnerables and connects them with relevant services" Shelly wants to highlight the value of the organization and its role as a service provider that helps every member of the public.
- Leverage technologies to serve better for the community

Obstacles:

- Difficult to directly reach out to and track each vulnerable community
- Convince her superiors about the values of the project as funding is not readily available
- Never experienced technology as a service to solve problem target homeless population, lack of a clear goal and plan

Desires:

- High impact, high profile community outreach projects.
- Build a sense of empowerment. Promote shared responsibility for advancing equitable and inclusive community
- Establish long-term, sustainable partnerships