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THE CONFORT ZONE IS THE  
GREAT ENEMY OF  
CONFIDENCE AND COURAGE

Bryand Tracy



From students  
to students



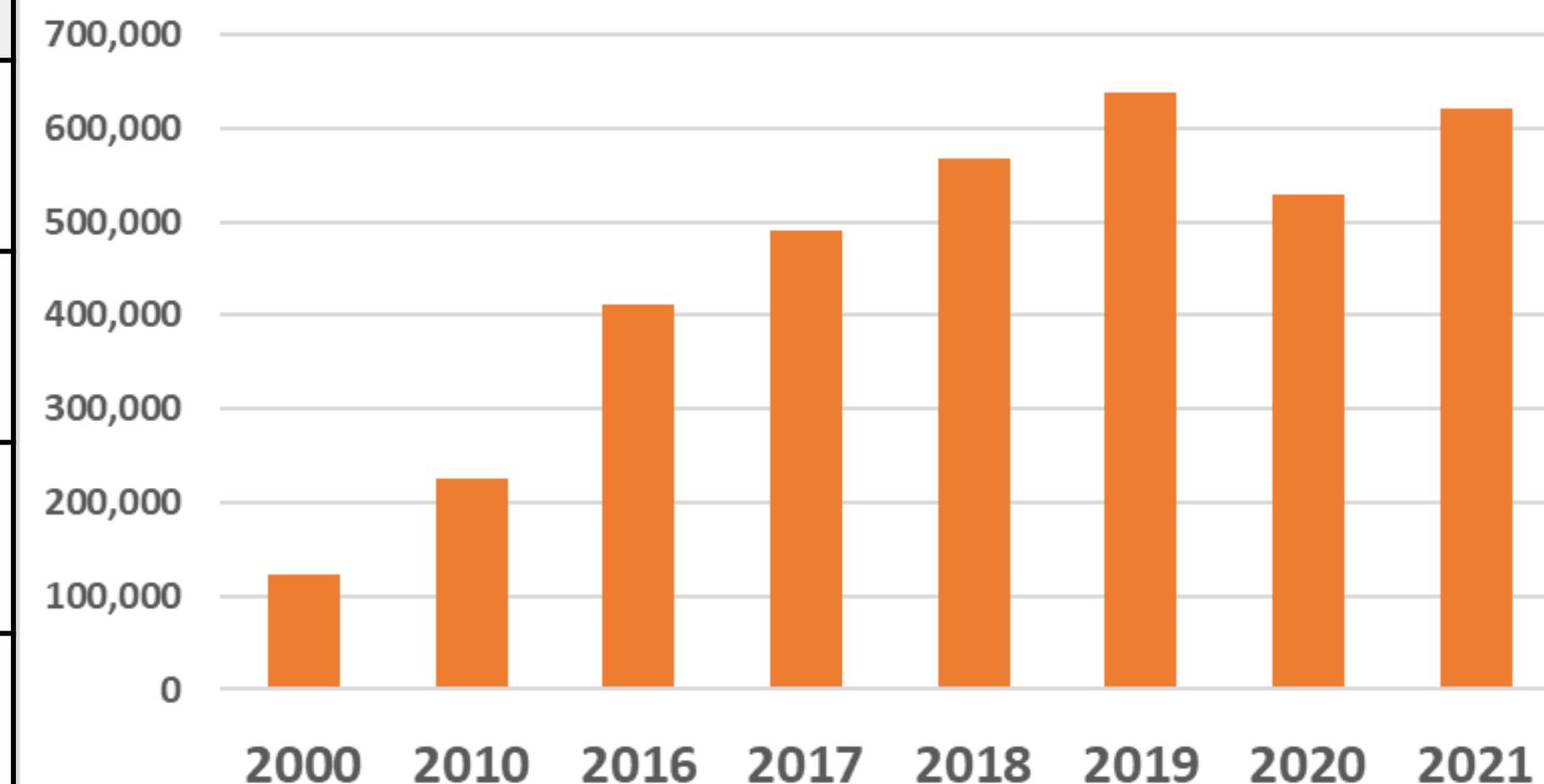
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Josue, Mariana, Namiki, Risako



Year	The number
2000	122,665
2019	638,280
2020	528,190
2021	621,565

**Number of study permit holders with a valid permit in Canada from 2000 to 2021**

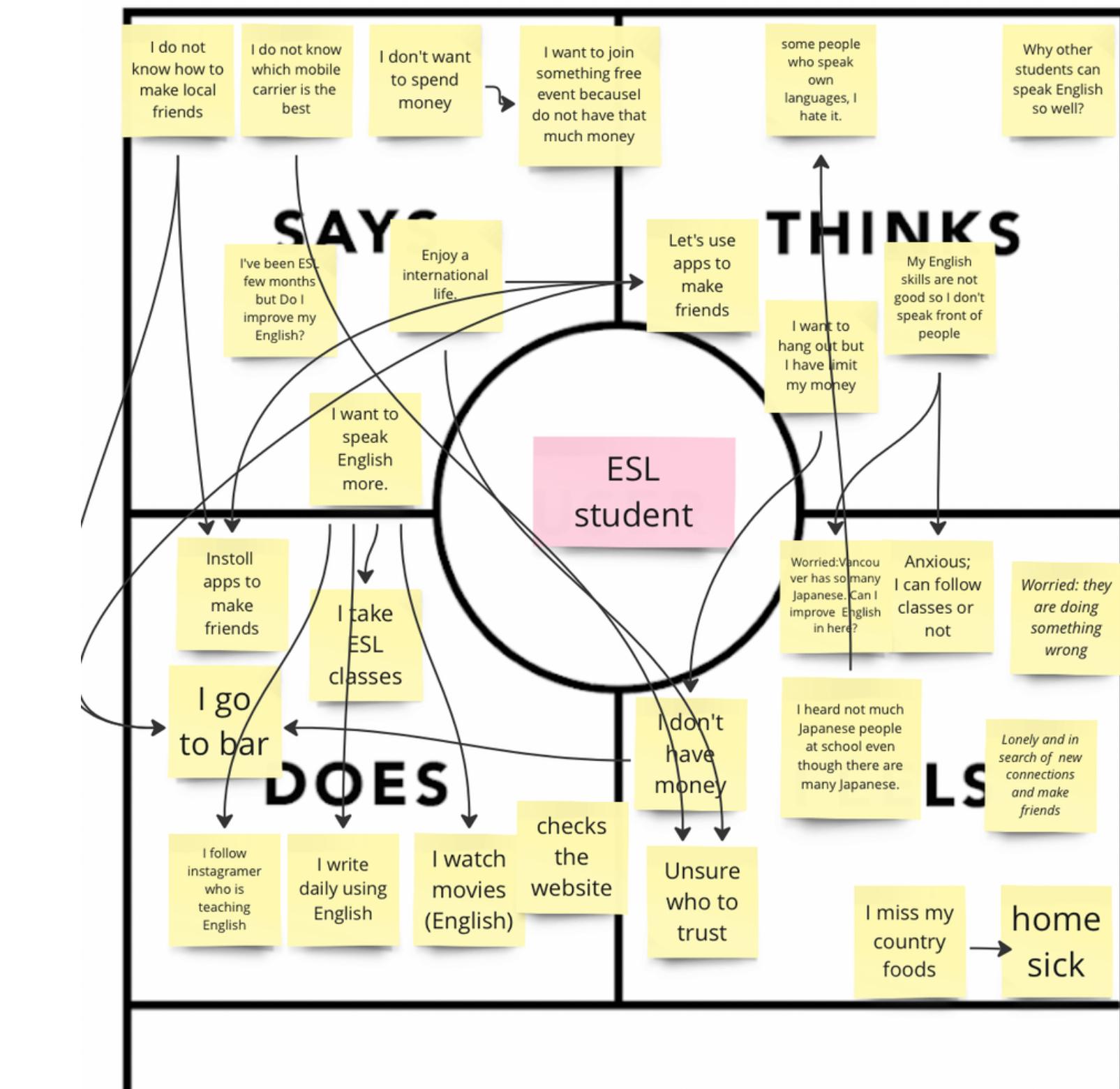


# Empathize Map

ESL Student



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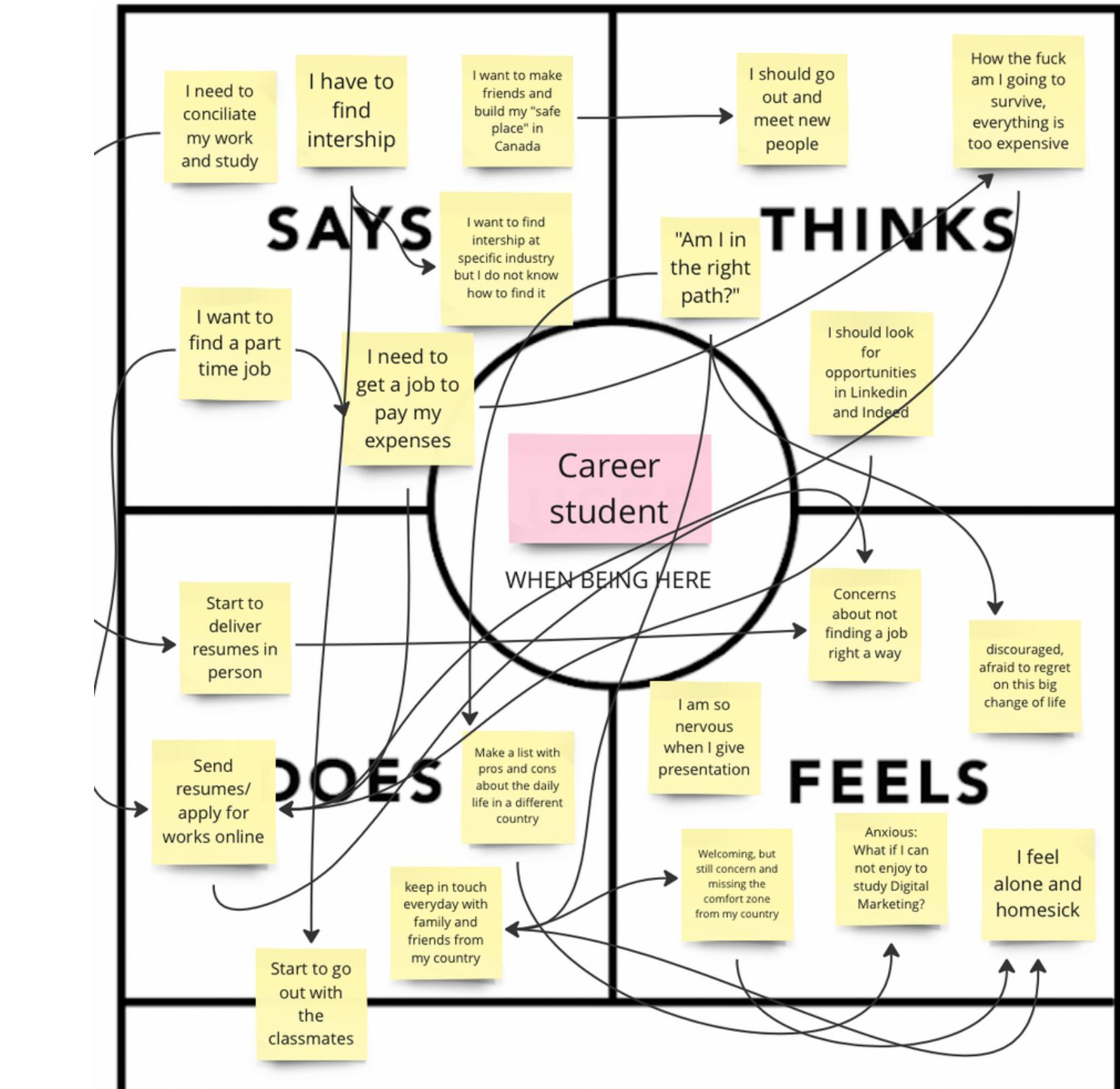


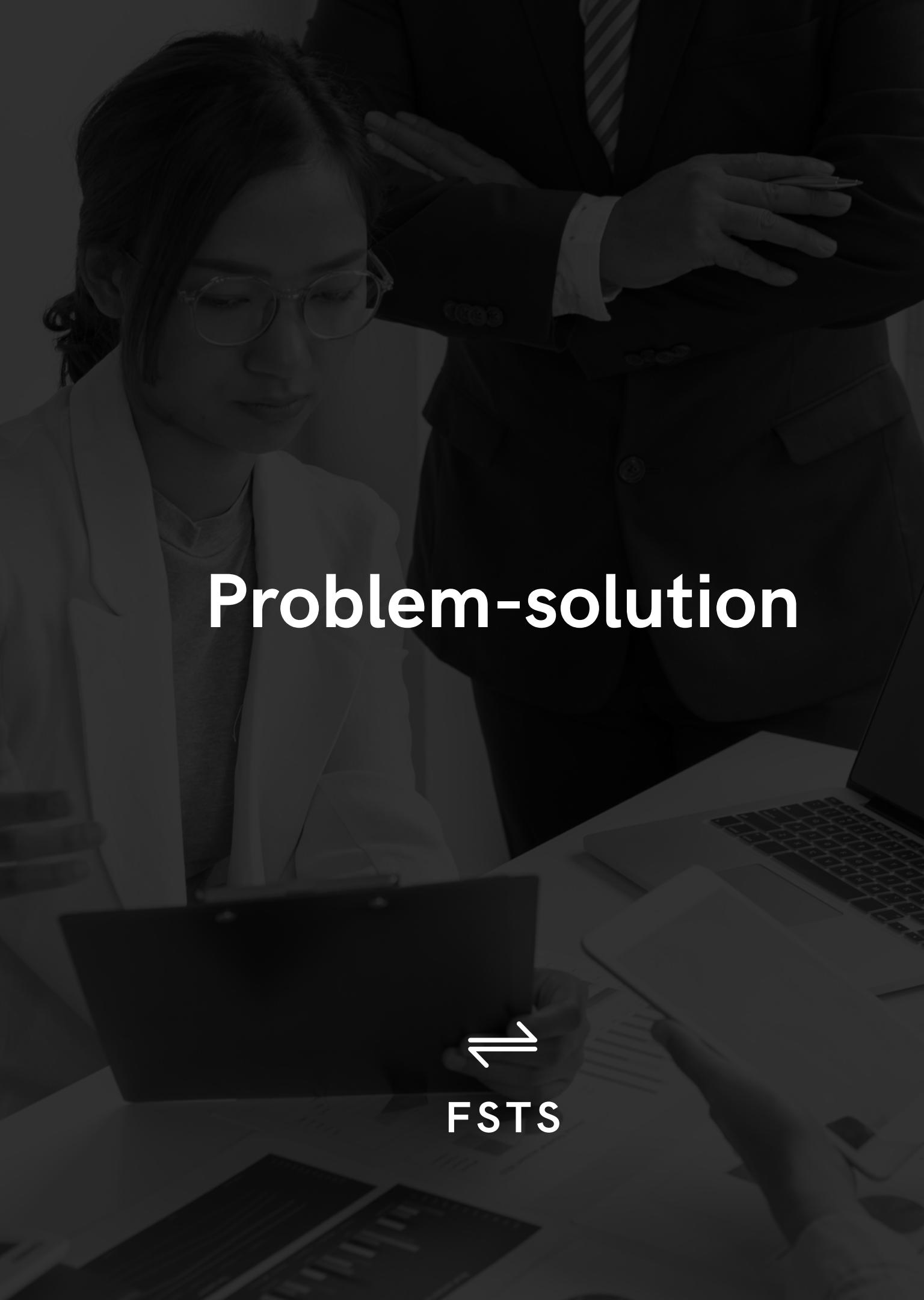
# Empathize Map

## Career Student



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# Problem-solution



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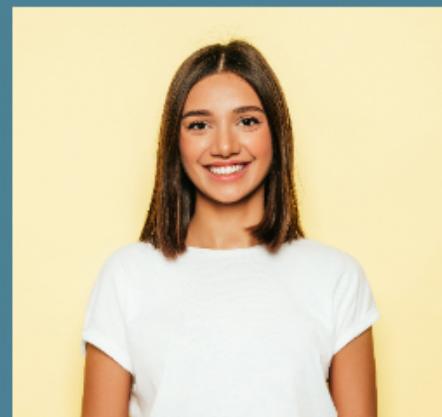
***IMPROVE THE ENGLISH SKILLS DURING THE INTERNATIONAL EXCHANGE, WHILE  
FACING THE PRESSURES AND FEELINGS OF LIVING ABROAD***

***OVERCOME THE OBSTACLES OF LIVING ABROAD WHILE MAINTAINING AN  
IMPROVEMENT IN MY ENGLISH SKILLS***

***WISHING TO HAVE AN INTERNATIONAL EXPERIENCE, HOWEVER FEELING ANXIOUS  
ABOUT NOT KNOWING WHAT TO EXPECT***

***TO GET A JOB AND HAVE STABLE FINANCIAL INDEPENDENCE , ACHIEVING PERSONAL  
WELLNESS AND TO BE ABLE TO CREATE MEANINGFUL CONNECTIONS AND PERSONAL  
EXPERIENCES***

# Persona Template



## Name

Celina

## Age

20~23

## Profession

University Student



## Customer quote

I want to improve my English to find better jobs in my career



## Needs, wants & expectations

- Wish to improve her english
- Want to have an international experience



## Motivations & attitudes

- Listen to music
- Watching movies
- Talk with abroad people using app
- Meditation
- Keep study english
- Try to English tests ( TOEIC, IELT...)



## Frustrations

- No information about language school and destination
- She is not confident in her English ability
- Anxiety about living abroad
- Need money



## Bio

She likes Western music and movies, and has a strong admiration for foreign celebrities, so she wants to enjoy Western music and movies without subtitles. And she is interested in studying abroad, and she wants to make international friends and interact with them. She is currently planning to study abroad at a language school to study English, and is requesting information about the country and language school she will be traveling to.



## Relevant jobs to be done

- She does not have experience with work yet



## Channel or product preference

- Instagram
- Youtube
- Google
- Hello talk

# Persona Template



## Name

Paul

## Age

24-28

## Profession

Accountant



## Customer quote

I have been working Accountant for 2 years but I want to brush up my career."



## Needs, wants & expectations

- Want to brush up his career
- Want to study IBM



## Bio

-Paul has been working in Sales for 2 years. He enjoys working in the role however he wants to brush up on his career. He wants to learn about digital marketing.



## Motivations & attitudes

- Tidy and Independent personality
- Love Hiking
- Play Golf



## Relevant jobs to be done

- 2 years experience to work as an Accountant in Mexico



## Frustrations

- The cost of living in Canada is very high
- Homesick
- Hard to get experience to work in English-speaking country
- Expensive Tuition
- Lack of self-confidence



## Channel or product preference

- WhatsApp
- Instagram
- YouTube
- LinkedIn

# Solution

## HOW MIGHT WE HELP TO REDUCE STRESS?

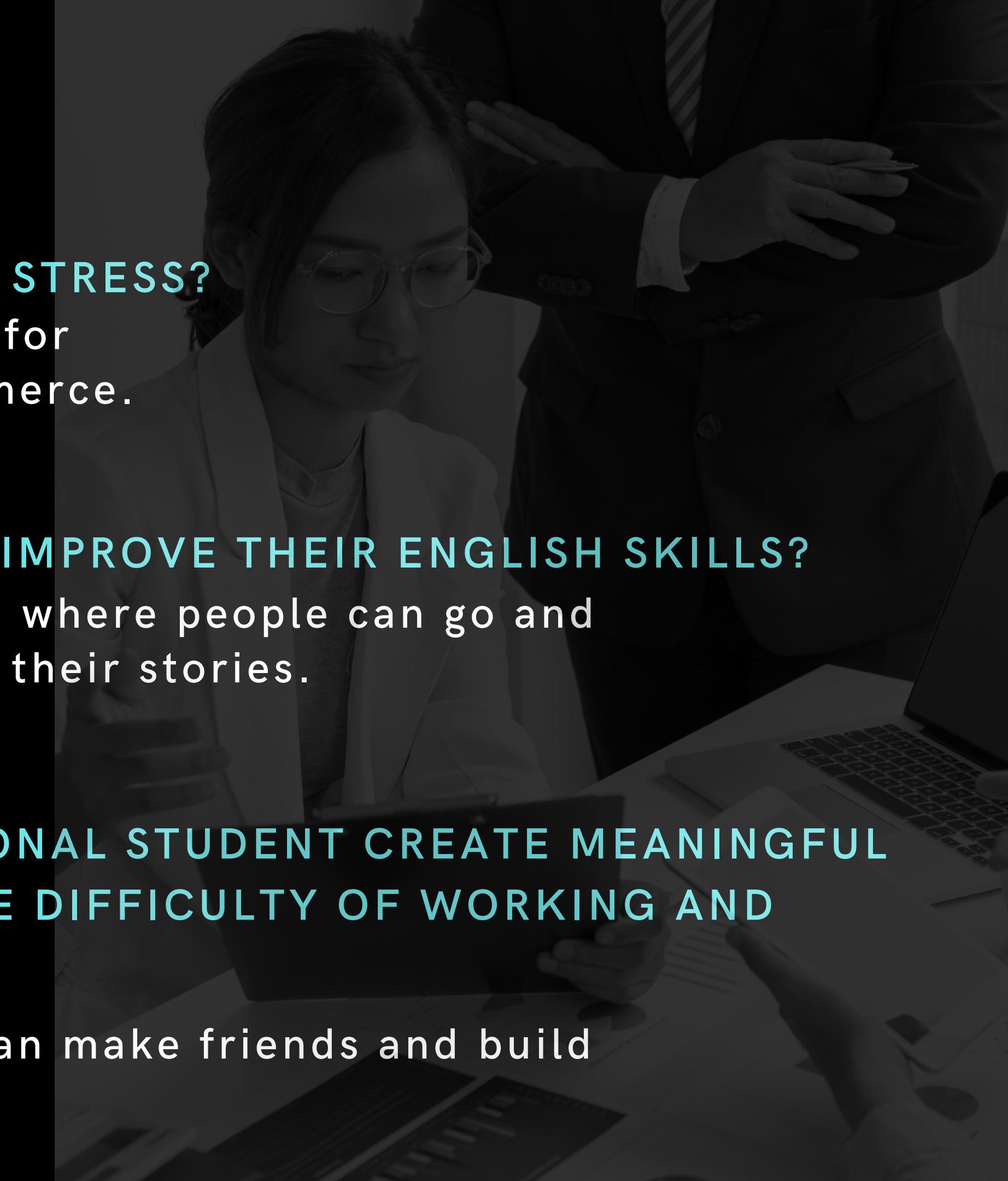
- By creating a blog like a directory for sharing tips and advices for newcomer.

## HOW MIGHT WE HELP STUDENTS IMPROVE THEIR ENGLISH SKILLS?

- By creating conversational groups, where people can go and practice their english while sharing their stories.

## HOW MIGHT WE HELP INTERNATIONAL STUDENT CREATE MEANINGFUL CONNECTIONS WHILE FACING THE DIFFICULTY OF WORKING AND STUDY ABROAD?

- By creating free event so people can make friends and build connections.



# From students to students (FSTS)



## Online Platform

Easy to find and easy to share.

FSTS is a platform to help international students to enjoy more the experience about living and studying abroad.

## Safe community

Meaningful connections between people with the same interest.

FSTS is a safe place where everyone can build connections and make friends, running away from the loneliness of living in another country.

## Trustful informations

From students to students. You can offer and get help about living in Canada.

FSTS is a platform where everyone can share useful informations about surviving in Canada



Thank you for  
listening!

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