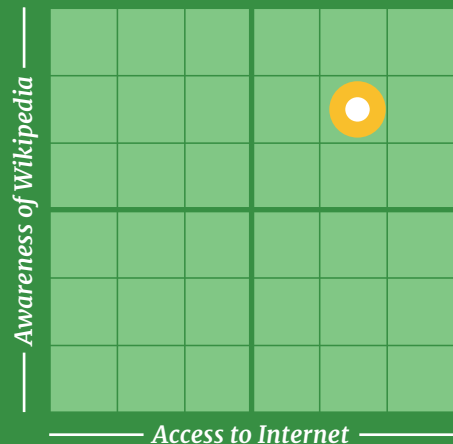


NAME: **Femi** AGE: **35**

FROM **Lagos, Nigeria**

LIVES: **Lagos, Nigeria**

OCCUPATION: **Entrepreneur**



## BIOGRAPHY

Femi is the founder of EduChap, a children’s education app. Coming from a long line of educators, he believes deeply in the role of education to empower the next generation and transform his country.

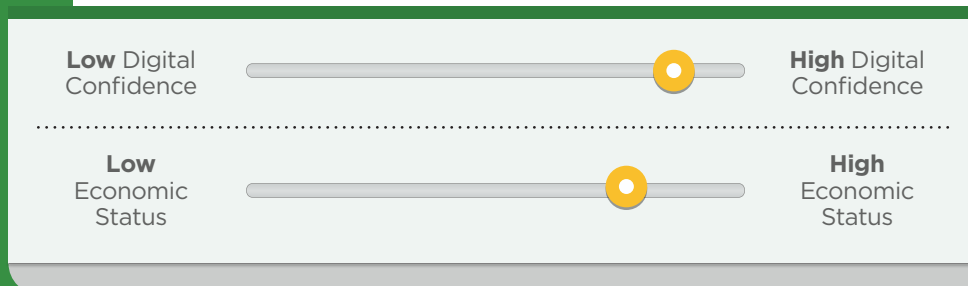
After getting his MBA from the prestigious University of Lagos, Femi worked at a computer business owned by a family friend. Though his salary was modest, Femi worked hard and spent little. After six years, he left and, with his savings and some support from family, started EduChap.

Today, most of Femi’s internet use is for work. Running a startup, he is working seemingly 24/7. Checking and sending email on his phone is often the last thing he does every night before falling asleep and the first thing he does when he wakes up in the morning.

Given how much he is on the move (or sitting in Lagos traffic), his internet usage largely happens via his mobile phone. His iPhone 6 is his primary gateway online—he uses it for email, browsing, LinkedIn, and constantly checking on EduChap. His Blackberry is mostly for social media—he likes Twitter and Facebook for news—and for managing contacts. His Macbook Air is kept at the office for word processing, presentations, and some light browsing. He spends N5,000 to N10,000 (\$17.70 to \$35.40) on monthly data plans and can use up to 1 GB in a day. Last month, his friend told him about a great new MyFi service in Lagos. Femi needs N18,000 to get set-up on the plan and is willing to give it a shot after his current plan expires. He had tried a couple of these types of plans in the past and had left them because the service deteriorates after a while.

Femi knows that for EduChap to be successful he must invest in his own professional growth. He is currently trying to improve his coding skills (via international sites such as Lynda.com, w3schools.com, etc.) and knowledge about primary school curricula and pedagogy (via basic online research to find relevant articles and events).

Femi developed a fondness for Wikipedia at UNILAG. His professors would tell him not to use, but Femi couldn’t understand why, beyond the fact that they wanted to profit from their own textbook sales. He also noticed his professors using Wikipedia material for their lectures and thought this double standard was unfair. He eventually figured out a loophole: he would use Wikipedia content, but just to cite other sources. Today, a modified version of his practice continues: he uses Wikipedia content for EduChap modules and supplements it with information from other sources.



## DEVICE USE



### iPhone 6

**PRIMARY USE:** Voice calling, emailing, LinkedIn, and EduChap.

**NETWORK:** Etisalat: Spends N5,000 (\$17.70) on a 5GB monthly plan for his smartphone and to tether his other devices. Spends another N1,500 (\$5.30) weekly for calls.

**APPS USED:** *In order of preference:* Twitter, Facebook, WhatsApp, Instagram, Wikipedia.



### Blackberry Z10

**PRIMARY USE:** Social media, and voice calling.

**NETWORK:** Etisalat: Spends N2,000 (\$7.10) for data on his BlackBerry and N500 (\$1.77) on airtime top-up each month. Tops up 2 to 4 times a month.



### iPad

**PRIMARY USE:** Reading, taking and looking at photos.

**DETAILS:** Not data-enabled, only accesses internet through WiFi and tethering. iPad was a status symbol—frequently carried, but with limited usage.



### Macbook Air

**PRIMARY USE:** Primary desktop device for word processing, presentations, etc.

**DETAILS:** Kept at the office, primarily for typing, preparing presentations, and light browsing while at his desk.