WUNIVERSITY OF WISCONSIN MADISON *1 NOV 2022*

Tell us why you decided to apply to the University of Wisconsin-Madison. In addition, please include why you are interested in studying the major(s) you have selected. If you selected undecided please describe your areas of possible academic interest. (you may enter up to 650 words). \*

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We were parking our car in a restaurant not far from my parents’ office when we saw this parking attendant, a 60-year-old man in his orange uniform. My father was surprised when this man greeted him as we were coming out of our car. Soon, my parents realized that this man was one of the heads of the department for their company more than 8 years ago and had already retired and received his pension money. He explained briefly how he lost all his pension due to a bad investment and had to work again in his sixties as a parking attendant.

His story and many more stories that we often had at dinner table discussion were what inspired me to be a Financial Analyst. I have witnessed people, both rich and poor, lose their life savings as a result of financial illiteracy. I want to change that. I want to use my skills not only to manage money for wealthy people but also to educate everyday people about smart investing. I want to learn how to maximize wealth in any given situation with the available resources.

At the University of Wisconsin-Madison, I am most interested in the Wealth Management Group. This will be the place where I can exchange ideas, learn from the group and look for internship opportunities. I need to obtain the Certified Financial Planner certification. By joining the wealth management program, I will have a chance to apply what I learn in class while expanding my communication and analytical skills. As an international student, I can share with the group the challenges and different practices for investing in Indonesia. I can contribute my experience when working for PrepareLabs, where I helped analyze valuations for several companies and researched over 100 new startups in Indonesia.

Choosing the University of Wisconsin-Madison is the first step toward my goal. Learning finance is the right match for my strengths, skills, and personality and Wisconsin-Madison is a great college to start.