***The purpose of the Foster School is to develop leaders who strive to better humanity through business. How do you plan to leverage your experiences to advance Foster’s purpose?***

As someone who's passionate about health and fitness, I would always have talks with my friends and colleagues about the topic. It was then that I realized that many of them were taken in by the health myth that being skinny means being healthy.  And so, I started working on my startup Stayhearty: a health and fitness project that provides online home-workout routines and meal planning platforms to reduce cardiac disease risks for people aged 40-60. Through the survey I created to observe people’s health habits, I performed exploratory data analysis and visualization. And so, I noticed the pandemic’s slowdown effect on people’s workout routines and confirmed the interest of my target market. Using this information I was able to construct a budgeting plan and strategies to develop and market my platform.

Additionally, I used competitive analysis to look at similar firms’ features that will allow me to innovate Stayhearty. After a couple of meetings with my mentor and summarizing potential costs, I managed to come up with the most cost-efficient and effective business idea which would not only help others but also maximize profit by utilizing pre-recorded workout videos and a personalized meal-planning system. Creating my own start-up and conducting research about health facts, I realized that most fitness services are more catered towards the youth even though middle-aged people are at a higher risk for health issues due to their less active lifestyle.

At Foster, I want to grow and become a leader in the health and fitness industry to inspire others to take action in improving their health and well-being and raise awareness on preventing health issues. By participating in UW's Center for Leadership and Strategic Thinking, I will gain valuable leadership experiences and skills as well as evidence-based strategic planning abilities. The experience will enable me to manage teams and plan health development projects elaborately. Moreover, even though I have yet to become familiar with mental health, I also plan to raise awareness of its importance in overall health and fitness.

Utilizing my newfound knowledge, I am eager to start a health revolution initiative to help others pursue a healthier lifestyle and mental well-being. Knowing that my life changed for the better when committing myself to a healthier lifestyle, I want to encourage others to create a perfect balance between work, study, and physical and mental well-being by leading fitness classes, organizing workshops to teach how to prepare healthy meals, and providing counselling services to help the UW community overcome barriers in adopting a healthier lifestyle. With this, I hope to strengthen the bond between the community while also developing my knowledge in health and fitness. Moreover, in collaboration with the Cambia Palliative Care Center, I plan to conduct research to develop innovative tools and platforms to track and analyze people’s health and fitness data to enhance the delivery of patient-centered care. This will help our diverse population receive the appropriate medical treatments and interventions for their conditions to improve their quality of life.

Hi Axell,

It is admirable to see that you want to help others lead a healthier and more fulfilling lifestyle. I see that you’ve also done some research into the organizations that you’re excited to join as a student. All of this is commendable, as it shows your initiative and enthusiasm as a prospective student.

I do have some feedback so that you can develop this to suit Foster better. Since it is a business school, I think it’d be best to cater your experience to suit this sector. As of now, I am still unable to see clearly the business aspect of both your start-up and your plans while being enrolled at the school.

For the first and second paragraphs, I suggest that you include some business strategies or knowledge that you plan to execute at your start-up. You’ve mentioned data and competitive analysis. What are the results? What differentiates your business strategies for StayHealthy from those of other health platforms?

In the third and last paragraphs, I’ve left specific comments on some of the parts that need more elaboration. It is true that the admissions committee wants to see your contributions to the Foster. However, before mentioning your plans to lead fitness classes and develop tools for the health center, it is imperative that you mention how you plan to leverage your expertise to contribute to these ambitious goals.

The prompt highlights leveraging past experiences and expertise, so make sure that you mention **relevant** experiences and expertise and correlate them to achievable goals and organizations. For instance, you’ve led an Indo organization successfully (PERMIAS, etc.). Thus, you plan to create another organization to help international students exercise more regularly by holding a running event biweekly and so on.

Best of luck!

Melinda