***Describe your academic and career plans and any special interest (for example, undergraduate research, academic interests, leadership opportunities, etc.) that you are eager to pursue as an undergraduate at Indiana University. Also, if you encountered any unusual circumstances, challenges, or obstacles in pursuit of your education, share those experiences and how you overcame them. (200-400 words)***

Witnessing the amount of waste generated in the hospitality industry, I came to realize the expansive waste problem that will soon blow out of proportion if not addressed correctly. Growing up in Indonesia, I am constantly exposed to the lack of sustainability awareness, which leads to this problem. To reduce waste, I founded Bumi Bersih, an eco-NGO where I recycled soap with underprivileged communities and made eco-enzymes, a multipurpose cleaner made of organic waste. This experience has solidified my goal to become an eco-entrepreneur. By majoring in Entrepreneurship and Corporate Innovation and minoring in Environmental and Sustainability Studies, I plan to create a waste management venture to reduce the adverse effects of waste on human health and the environment.

IU’s Urban Problems and Solutions course will enable me to develop feasible and effective solutions for waste management. I envision creating waste management systems to support the recycling, re-using, collection, and disposal of waste in big cities by adopting the urban metabolism approach, where waste is considered a resource and reintegrated into the urban flow. Furthermore, the Idea Validation and Business Model Development course will teach me how to crowdfund, launch a growth-oriented venture, and create feasible business models, bringing me closer to my eco-entrepreneur goal.

As an aspiring Hoosier, I look forward to immersing myself as an intern for the Zero Waste program at the Office of Sustainability; I hope to offer my unique perspective and creative problem solving skills, finding sustainable solutions to reduce campus waste. Additionally, I aim to join the Collegiate Entrepreneurs' Organization in hopes of connecting and collaborating with like-minded prospective entrepreneurs.

Furthermore, Dr. Kris Klueg from the Biology department has previously emphasized the importance of the Rainwater Harvesting (RWH) system. Having implemented and conducted research on RWH systems, I hope to work closely with Dr. Klueg and start a student organization focused on developing RWH systems to foster a culture of self-sustainability and make the entire campus more environmentally friendly.

Studying at Kelley gives me a plethora of opportunities that can shape me into a well-balanced eco-entrepreneur. With the goal of implementing environmental sustainability in business and empowering local communities, I am confident that a Kelley experience will sculpt my skills, knowledge, and character and be my stepping stone toward creating a more environmentally conscious and sustainable world.

Hi Brian!

It seems that this essay has been polished extensively! You’ve detailed your accomplishments and experience in sustainable entrepreneurship and provided evidence of your interest.

You’ve also done your homework by writing about your aspirations at IU and giving specific responses. Well done!

The only thing that is missing from this anecdote is your narrative of overcoming an obstacle while working on your passion project. I think it is a good idea to mention one challenge you encountered while recycling organic waste in Bumi Bersih. Perhaps the monetary aspect (which can be tied in to your hopes in learning crowdfunding at IU)? Any other challenge will also work by mentioning the current challenge you’re facing and why you desire to gain this skillset at IU.

Other than that, everything looks good!

Best wishes,

Melinda