***Please provide an essay that explains why you chose your intended program of study. What interests you the most about this major? Please be specific - those evaluating these essays are highly interested in your response. If Undecided, what areas of study do you look forward to studying in college? (50-500 words)\****

I still remember sitting in the living room having a conversation with my father about his zero-to-hero story of building a successful insurance company from the ground up. As a grade-schooler, I didn’t pay much attention to it. However, in high school, I began to understand how amazing my dad was. Despite his poor household condition, he managed to become a successful entrepreneur, turning what seemed “impossible” into “I’m possible,” which grew my interest in entrepreneurship and learned the meaning of perseverance.

What attracts me to entrepreneurship is my aspiration to turn my passion for gaming and the esports industry into a successful business venture. As a semi-professional gamer, I have observed the increasing business opportunities in the esports industry in Indonesia. I have seen the growth of professional esports teams, higher demands for YouTube gaming content, esports merchandise, and more. This has definitely caught my eye and confirmed my goal to pursue entrepreneurship and contribute to the growth of the esports industry in Indonesia.

Another reason for my pursuit of an entrepreneurship degree is my role model Adrian Husein Paulus, the CEO of the professional esports team RRQ. His perseverance and success in building a top-performing esports team in Indonesia, where gaming was frowned upon as a business, became an inspiration for me. I want to follow in his footsteps and create my own esports organization, and grow the esport industry in Indonesia together with him and other leaders in the field.

I believe that the entrepreneurship program will provide me with the necessary skills and knowledge to achieve this goal. I am excited about the opportunity to learn about market analysis, business planning, and financial management. These skills will be essential for creating a business plan and securing funding for my esports organization. In addition, I am eager to develop my leadership and team-building skills, which will be essential for creating and managing my own esports organization.

In addition to learning the technical skills, I also understand the importance of networking in the industry. I am excited about the prospect of networking with fellow students and industry professionals, as well as gaining hands-on experience through internships and other practical opportunities. I believe that these opportunities will help me to build relationships with other industry leaders and gain valuable experience that will be beneficial for my future esports organization.

Furthermore, I am also looking forward to learning about marketing and advertising strategies that will be necessary to promote my esports organization and attract sponsors and investors. I believe that a strong marketing strategy will be essential for the growth and success of my esports organization.

Applying to the University of Illinois at Chicago, I am excited for the opportunities to get involved in the school's esports Competitive Gaming Club. I believe that this club will be a great platform for me to network with other like-minded individuals who share my passion for esports and gaming. I am looking forward to participating in competitions, events and other activities organized by the club and using this as an opportunity to build relationships with other students and industry professionals.