Why Northwestern? 300 words

From building an auto-bullseye dartboard to building glitter bombs to fight porch pirates, Mark Rober, a YouTuber, has never failed to amaze me as he solves problems using his ability to create things. Inspired, I also began creating solutions to problems I noticed, such as building an automatic-door-handle-sanitizer to minimize viral transmissions and building solar-powered street lights for people in the remote Kei Island in East Indonesia.

In the future, I aim to tackle humanity’s greatest challenge - climate change. Delving into the Electric Engineering Design course will help me learn how to design more complex circuits that will support the cause. Be it building nuclear fusion tokamaks to produce clean energy or building better electric cars to reduce reliance on fossil fuels, studying electrical engineering will give me the skillset to pursue my goals.

To achieve this, I need to have deep knowledge in engineering coupled with solid business acumen to expand my inventions to scalable projects - and Northwestern is my springboard to achieve that! Northwestern’s mission to “cultivate problem solvers” and emphasis on solving climate change align with my mission.

At Northwestern, I also hope to be mentored by the legendary Casey Grage, who has raised $2M in funding for her company Hubly, to learn about business - from assessing my project’s feasibility to developing sustainability strategies. Being part of the Residency Program, I am confident that the aforementioned skill sets would help me gain funding from VCs to make my ideas a reality. In addition, I’m looking forward to receiving feedback on my startup from the family of entrepreneurs at Northwestern.

I hope to utilize these opportunities at Northwestern, a place that will not only help me learn, but also help me make a tangible impact.

Hi Vincent:

I think you have a solid start.

Although you may be interested in many different potential project, its better to have a focus. I would just narrow down what kind of business you want to build that will support your bigger goal of tackling climate change, and adjust the context of your essay around that specific goal.

Also I suggest also giving equal weight to the engineering program as you have business – mentioning specific interest(s) about the program that will support your goal.

All the best!