**What attracted you most to this program (250 words or less)?**

By pursuing an MS in Technology Management at the University of Columbia, I will have the opportunity to do the capstone project that is highly lauded by Columbia alumni. I am planning to create a platform inspired by LinkedIn called Blue for blue-collar workers. With this job board, I hope to assist low-income people in finding manual work in a quick and intuitive manner.

The capstone project will allow me to apply my newfound business and technological knowledge. Through this project, I aspire to create an interesting start-up concept that includes a business strategy, financial model, and investor presentation. The part I look forward to the most is the final presentation, which allows me to professionally pitch the Blue platform to industry experts and address their questions and feedback. My class materials, together with individual reflecting sessions with the professors and TAs, will help me develop a comprehensive and promising business strategy for the Blue platform. Furthermore, the startup lab at Columbia Business School and the startup bootcamp at Columbia Engineering will provide the necessary guidance for the Blue platform’s launch. By attending this program, I believe I can gain more knowledge and determine whether it is feasible to set up this start-up company in my home country.

In conclusion, an MS in Technology Management program at Columbia University will be the defining experience that will prepare me to succeed in a competitive corporate environment.

FINAL DRAFT:

After your revision, there is now a realistic reason why you're attracted to this program. By addressing the specific parts of the capstone project and tying it to your own goal, your essay now sounds more professional and personal. Good job ☺

I’ve edited some parts out to fit the word limit.

Best,

Melinda

**DRAFT 3:**

Hi Kev,

The part where you write "technical, leadership, and communication skills required to identify, develop, and implement solutions within organizations" Moreover, in this class, students will select and critically assess a real-world challenge and develop an integrated digital transformation plan and solution." **is not yet paraphrased** from its original source.

Rather than re-writing what the capstone project is about, you should instead write about what you’re planning to do as your project, per my advice above.

From what I’ve read on the Columbia website, this is what another alumnus mentioned for the capstone project:

"The opportunity to dedicate time to work on my business idea, receive feedback from investors and entrepreneurs, and validate it in the market was crucial for turning an idea into a successful startup. In addition, the added resources of the Columbia Business School’s startup lab and Columbia Engineering’s startup bootcamp provided additional support and guidance to bring my startup to launch.

To avoid overlap with the other supplemental essay, it is best if you keep all the details of the capstone project in this essay.

Before you submit, make sure that there is no overlap across all your essays and that everything is paraphrased from the original source. Without paraphrasing and rewriting it in your own voice, I’m afraid Columbia will consider it plagiarism.

Best,

Melinda

DRAFT 2:

Hi Kev,

I see that you’ve revised most of the content. Now, we can see that it’s a more direct answer to the prompt.

Since you’ve mentioned some of these parts in your PS, it is better to avoid repeating the same thing as this particular prompt only allows 250 words. After looking at the Columbia website for your MS program, I noticed that almost all of the alumni mentioned the Capstone project as one of their most valued experiences doing the program. Why not use this one instead?

“*This course serves as the capstone project for the M.S. in Technology Management degree. The capstone project requires synthesis of program content applied to real-world challenges. Students select and critically assess a real-world challenge and opportunity and develop an integrated digital transformation plan and solution. The purpose of the course is to learn to develop and apply the technical, leadership, and communication skills required to identify, develop, and implement solutions within organizations.*”

Talk about what you’d like to do at the Capstone project (maybe you can do the LinkedIn blue collar one to see whether it can be implemented in Indo later on?)

Here’s an example from a notable alumni about his capstone project:

**How did the capstone project allow you to develop your start-up BoxOrganizer?**  
*I co-created the technology start-up BoxOrganizer, which is a connected inventory management system that provides a tool for small businesses and individuals to systematically manage their inventory and possessions. With this innovation, we are supporting our current 1,800 active monthly users to find what they are looking for more quickly and more intuitively than ever before!*

*The capstone project allowed me to combine all of the business and technology knowledge I learned from the different courses in the program and develop an exciting start-up concept including a business plan, financial model, and investor presentation. The final presentation furthermore allowed me to present the BoxOrganizers professional pitch under exam conditions and to face the questions of experts. All those different learnings from class, in combination with individual reflective sessions with the professor and TAs, certainly helped significantly in my developing a strategic and promising business plan for the BoxOrganizer.*

By writing about what you’d do in the MS program, you’d appear as a candidate who is visionary, action-oriented, and diligent ☺

Best wishes,

Melinda

Hi Kevin,

The same concern remains for me about the overlap amongst these essays. I think it would be a good idea to follow Melinda’s idea about elaborating on your platform for blue collar workers to become your capstone project. Then you can mention certain professors and other resources unique to the program that can help improve or manifest your startup idea.

I suggest talking to your mentor about strategizing the content of these essays so that they’re not repetitive.

Good luck,

Chiara

From Kevin:

I think we can just say about one thing that attracted me the most out of this program and expand it from there