***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 new ideas for 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. I decided to utilize pre-recorded workout videos and a personalized meal-planning system. Creating my own startup 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 & fitness industry who inspires 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 that will enable me to make a difference in managing teams and planning health development projects. 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 gained knowledge at UW, I am eager to start a health revolution initiative  that will engage students, faculty, and staff in pursuit of 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 counseling 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.