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

I think the future will be digital, so those who cannot adapt will be left behind. Therefore, by pursuing an MS in Technology Management degree at University of Columbia, I can take courses such Technology Management Capstone Project that will prepare me to devise sustainable solution when facing a business problem. In addition, the technology management capstone project is highly praised by all of Columbia’s alumni because it can learn the 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. I believe that I can apply my long-term career goal in the capstone project which is creating a start-up company similar to LinkedIn for blue collar workers instead of professional workers to help the labourers find steady job. After taking this class, I believe I can get more knowledge about this service industry, and see whether this start-up company will be feasible to implement in my home country or not. In conclusion, an MS in Technology Management program at Columbia University will be the defining experience on which I will build my entrepreneurship abilities utilizing cutting-edge technology. More than just abilities in innovation and digital strategy, I feel this program will teach me how to succeed in a competitive corporate environment.

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