**2. Every person has a creative side, and it can be expressed in many ways: problem-solving, original and innovative thinking, and artistic, to name a few. Describe how you express your creative side.  (346 words)**

In the summer of 2020, my three teammates and I competed in a global business case competition called Tiger Global Case Competition, which was a highly competitive competition with more than a thousand participants. The challenge was to come up with a business idea for a drone firm so that the company could expand globally. We barely had any notion of where to start.

No one understood much about drones--so my team and I read up as much as we could about drones, the company, and what they have done. I figured that the company already has major competitors with a solid business model. I delved deeper into these competitors, and I found that some of them use drones for filming, agriculture, and security. With extensive commercial usages, I was tempted to recommend that the company in question also tap these aforementioned areas. However, my groupmates told me that the idea is impractical as it doesn’t have the network nor the budget to do so.

I continued my research on the company to identify potential expansion areas from their existing business. I found that it has been using drones for delivery to remote islands without human intervention and has a competitive advantage in its technology for long-distance travel. Since the company is based in Japan and has partnerships with the US and Chinese companies, I thought they could leverage their expertise in logistics and use drones for delivering goods in the world’s largest retail markets. To expand geographically, I suggested a collaboration with the UAE, a wealthy country, to further expand this business in the retail sector.

The presentation led us to win one of the top ten regional finalists in Southeast Asia.

I learned that we must take perspectives from a different angle and continue to think outside of the box.