**Many of us have at least one issue or passion that we care deeply about – a topic on which we would love to share our opinions and insights in hopes of sparking intense interest and continued conversation. If you had ten minutes and the attention of a million people, what would your talk be about? 250 words**

It was red, and the car halted to a stop. I was sitting on the back seat impatiently, worried of being late for school. Red means it’s time for child beggars to swarm the streets and roam selling toys and drinks or perform music. The contrast between our lives was stark. Growing up in Jakarta means having child beggars and workers on the streets as part of daily scenery. Wherever you pass by the roads, they would wait for the red-light to signal their work for daily bread. There is no school or aid for people like them.

The reason I believe this matter as critical problem not only for the obvious – child labor or child poverty, but also because it’s something most people can easily turn a blind eye to. Although most are not affected by the issue, I believe it speaks about all of us Jakartans as a society. It represents how we treat the weakest members of our community. Child labor is not only an educational, a welfare, or an economical issue, but also an ethical subject about where our priorities and compassion lie. I realized that I too could have been born into poverty just as likely as a family with privilege. I view those children as family of the same generation, and it pains me to see their living condition by no fault of their own. It is part of my personal goal to see it disappear from Jakarta when I grow up.

*Hi Kelly!*

*I know time is running out, but I gotta say that this essay still has lots of room for improvement.*

*A one-liner that I got from reading this is: I see child beggars; my economics/geography class talked about poverty in LEDCs; I want to alleviate this. You’re trying to communicate “I don’t wanna take things for granted” – I get that. But your piece over here lacks that personal touch to be able to unlock the hearts of a million people.*

*Imagine being an Instagram influencer with 1M followers with a story pipeline to fundraise for child labor/ harsh working conditions/ income inequality. How would you do that? Think as creatively as possible, dig up any personal encounters you’ve had with one of these impacted people and to top it off – give us some mind-boggling statistics.*

*Remember: you want to spark an* ***intense*** *interest on your audience whose attention span is about 5 seconds before they will tap onto the next story. So be sure to make a hook in the beginning, touch their hearts with your personal story in the middle and end with a powerful statement that will make people immediately want to donate to the cause of the fund.*

*You can do it!*

*- Matthew*