Your moment has arrived. Share with us the moments or experiences that have led you to apply to Babson College (500 words maximum).

My mom is Kim Kardashian’s biggest fan.

When her loungewear brand launched, my mother immediately purchased the products which were shipped miles from the U.S to Indonesia. The words “I AM NOT PLASTIC” stamped on the surface left me, a girl who has always found layers and layers of plastic bizarrely heartbreaking, in awe.

International shipping usually contains unnecessary amounts of plastic, but this was peculiarly made of unfamiliar and lightweight material. *What is compostable packaging?* I googled. Although this concept is alien in Indonesia, its very introduction gave me a starting point to make a difference in a small business established by my grandmother and me.

After years of helping grandma sell glutinous rice, I reflected on how I could substitute plastic with such materials instead. The idea of replacing plastic packaging with raffia straws and bamboo leaves sounded silly to many people in my community; yet, these were the two alternatives that met my criteria of sustainability, practicality, and affordability.

Since then, our family’s triangular-shaped delicacies were wrapped in leaves that would decompose within six months, tightened with biodegradable raffia straws, and sold for 1.5 dollars per piece. Soon, we became notorious for distributing these warm goodness in eco-friendly, yet minimal packaging that maintained quality taste and good insulation.

This eye-opening experience brought me to realize that creativity drives innovation; an essential key to modern business today.

Through creativity, I aspire to become an entrepreneur; but through sustainable innovation, I aspire to become an entrepreneur at Babson. As an international student drive-touring Babson in 2021, I remember passing the sustainability office where I listened to Babson’s carbon commitment to emission reduction goals. In a community setting such standards, the future of sustainability flourishes where young leaders connect from diverse backgrounds, collaborating and challenging complex social and environmental issues; striving for growth in every aspect of our decisions that impact our ever-so-scarce natural resources. This is the community I wish to be a part of.

Babson’s setting left a deep impression that resonated with my desire to make a difference. Aiming to experiment with new innovations, courses such as Affordable Design & Entrepreneurship (EPS 4515) will serve as a stepping stone for me to initiate projects that maximize resource efficiency and model inexpensive, convenient innovations. Further, courses like Future Trends and Entrepreneurial Ventures ​​(EPS3504) will nurture my journey to make biodegradable products more accessible to the public through decision-making analysis for the future of corporate sustainability.

It is crucial that the future of sustainability involves women being active players in our economic and social development, which is why I imagine listening to Professor Lakshimi Balachandra discussing the growth strategies of successful women entrepreneurs in *“Beyond The Bucks,”* inspiring me to advance gender equality and sustainable practices in Indonesia.

Whether it be scaling-up business plans at the Babson Entrepreneurship Ecosystem Platform (BEEP) or brainstorming ideas with changemakers at the Sustainability Club, Babson will foster my creativity, to innovate and challenge the boundaries of the conventional.

Hi Nicole,

I really like what you have here. I even got excited myself as I imagine the possibilities of sustainability in packaging, especially in the escalation of culinary businesses in Indonesia.

However, I do have a few suggestions that would help make the essay clearer. Please refer to the comments.

All the best!