**Every person has a creative side, and it can be expressed in many ways: problem solving, original and innovative thinking, and artistically, to name a few. Describe how you express your creative side. (350 words)**

I was never an artist, never a musician. I have always viewed myself as a “left brainer.” However, it was through my entrepreneurship venture that I managed to spark up that creativity of mine. My love for health and fitness inspired me to try and create my own business.

“*Nusatrition*!” I exclaimed.

*Nusa*, a term used to encapsulate the vast Indonesian archipelago, is the brand commitment I wanted to embody for my line of healthy, whey-based sports drinks. Being a big-time planner, the first step I took was identifying my target customer segment: the young adults. Understanding that a lot of the more mature inhabitants of the gym would most likely want to stick with their trusted brands, my team and I strategically downsized our target segment to efficiently utilize the limited capital we had. However, the next big hit came to us before we even started curating our products: the viral Instagram/DIY recipe Tik Tok wave.

From *Indomie*-flavored chips to spicy chocolate bars, the combinations are literally endless. My mind almost slipped into the ocean just thinking about the smoothly-whipped dalgona coffee that one seller account cunningly teased, until my left brain snapped me into screaming, “Competitors!” Indeed, the next step I wrote on our team agenda was product differentiation. After days of research as to the flavors Indonesians highly associate with a team-building treat, we funneled chocolate *martabak*, *pisang goreng* and *gula aren* coffee – three staples of an in-between work snack. And yes, touching upon how teenagers and young adults in the country love to hang out and spend their buck in packs, my left brain wouldn’t have dare leave out the cultural aspect of market penetration... or was it my right brain?

Ultimately, it was through business that I got to leverage on my dominating, analytical side to propel my dream venture into global chains *Gold’s Gym* and *F45 Training*. Yet *Nusatrition* doesn’t stop there. From incorporating Indonesian landmarks as small, metallic embosses into our collectible bottle caps to sponsoring major events like Bali Marathon, I continue to be the analytically creative CEO that I am.

*Hi Raisa!*

*I 100% agree that not everybody are musical prodigies or great painters, and I just love how you unapologetically tell the truth that you haven’t necessarily been flexing that right brain of yours and that you appreciated the process with your venture Nusatrition to get to the point where you are now.*

*Overall great job, looking forward to more inspiring stories like this!*

*- Matthew*