**Personal Statement**

The word limit is 500 words, please help shorten it.

Standing in front of the curious gaze of my peers, I felt euphoria rush through my body. It was my turn to perform my puppet show. I was confident I would awe the whole class with my imagination and ideas through my intricate script, setting, and character – the story of a prince on a unicorn saving a princess from an evil witch. I took my puppets – mostly socks with strings as hair and decorated plastic bottles as props, and proceeded to tell the story that I had rehearsed into mantra . As I finished, the room filled with resounding claps and giggles. Whoever thought that desire of wanting to awe people would fuel my current ambitions of turning my crazy ideas into reality.

Before long, I was already in year 10 and a member of Streetizens, a community service club whose mission is to teach children from a less fortunate backgrounds and no access to quality education. To my surprise, my first event was greeted by eagerness and commitment to learning basic arithmetic and geometry. We spent hours learning under the scorching sun, before a realization struck me. These kids starkly contrast my classmates and I who complained about having accounting class go overtime. For a moment, I realized these kids were better students than I was despite attending a prestigious international school. I wanted to do more. That epiphany led to my next project: Raisondetre.

As a kid, I adored playing doctor. Having lost a loved one to cancer, I used to imagine a world without such a horrible disease. Although I probably won’t be the next Jonas Salk who invented the polio vaccine, I wanted to make a difference. I began looking into what cancer patients needed. Unlike some of my peers who started a venture to make it ‘big’ or make profit, I started with my passion to help others. Financial struggles being one of the biggest challenge for these patients, I partnered with two of my friends and started Raisondetre, aimed to provide financial support for children cancer patients through donations. We did not want to ask for money, as I tried and realized asking for donation is not an effective fundraising method, we ended up building an apparel retail venture, donating 100% of our profit to Yayasan Kasih Anak Kanker Indonesia (Indonesian Children Cancer Foundation). With our limited budget, we started with an online and direct sales channel.

I thought starting a business with a noble mission would be easier, was I wrong. Finding the starting capital took months and just having a noble cause does not necessarily make it easier to sell products either. I realized to turn a business idea into reality, takes three things: 1. A good business idea, 2. The necessary capital, and 3. Commitment. Out of the three, I believe the most important is the third, and I was confident in Raisondetre because unlike my other peers who started other businesses, I had ironclad commitments. Raisondetre faced many obstacles, from product design, limited capital, setting the optimal price, and the most effective marketing channel. We decided to produce custom-designed t-shirts. Starting a business was tougher that what I had to do before. We put up banners and posters around our school and give public presentations to convince people to buy our t-shirts. Balancing school life and business management, finding high quality and reliable supplier. In a time span of 4 months, we manged to make a profit of 15 million rupiah (approximately 3 months-worth of average salary in Indonesia) and donated everything to the foundation. If I did not have strong commitment, I would have quit in the first 5 days.

Through building a business, one day I want to capitalize my new ideas and turn them into reality. I believe joining University of Washington Seattle and learning the building blocks of a business is the first important step I need to take. I don’t currently have a good business idea and or the capital to pursue it. But with commitment, I am confident I have what it takes to have a voice, be fearless to pursue new ideas and opportunities later down the road. Raisondetre, means a reason to be, and with my commitment to aweing and helping others, I hope to find my place and reason in this world.

Overall:

Hi Tiara,

Great writing style! I just worry that the content is not as focused as it can be so please read my comments and revise ☺

You got this!