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

My friend, Rudy, ran a side business with a sneaker consignment store selling trending fashion items. I've admired him since I knew him in freshman year. He was a hard-worker, business-savvy and excelled academically. So I was shocked when I learned his business went under. To my bigger surprise, he didn’t know what went wrong when I asked him what happened. Having become his business discussion partner for a while, he asked me to look over his business and see if he missed anything. That’s when I learned he never tracked any cash flows or business transactions. While he calculated profit margins, he never thought about costs or budgets. When Covid-19 hit, there was almost no capital to purchase inventory or adjust any business strategy. At the end, all he had was out of trend shoes, a deserted website, and some cash he would’ve lost if I didn’t stop him from spending on new shoes.

I realized then how hard it is to run a business, and how easy it is to screw one up. At that point I didn’t have any passion for being an entrepreneur. I was just glad I was able to give my two cents near the end of his business. My interest in being a businessman decreased, but my interest in financial management was piqued.

To help people like Rudy, I developed a social media platform called Ruang Triliuner about money management for both personal and business settings. Having started by myself, I did everything from content development, visual designs, market research, advertising, to partnerships. As the platform grew, so did my audience. From a middle schooler saving allowances for the first time to a home-based bakery trying to budget for an emergency fund, I received messages asking for financial advice and answered them on the platform. As the audience grew, so did my team. I had my friends asking if they could get involved as well seeing how exciting my venture was. Without realizing it, I became an entrepreneur. I realized that entrepreneurship was not something to chase after, entrepreneurship is something that comes to you when you chase after your passion. Entrepreneurship is not a goal, but the path to my goal: to cultivate and pursue my passion in financial management.

At Babson, I plan to learn what it takes to be a great entrepreneur. I want to learn how to maximize my chances of developing a sustainable and scalable venture while minimizing the risks of falling into pitfalls. Having learned how far I am from a wise business leader, a strong marketer, or even a meticulous accountant, Babson’s emphasis on practical work, real-time decision making, and teamwork will fulfill my needs to become an effective entrepreneur. I am excited to attend conferences as part of the Entrepreneurial Thought and Action methodology to create breakthrough innovations in the financial management industry. And finally, I aim to make this happen even before I graduate by participating in the annual B.E.T.A Challenge.