**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 always viewed myself as a “left brain”. However, I discovered creativity through my entrepreneurship ventures. The business world is a “Shark Tank. It is therefore vital to be able to think outside the box to survive.

My love of health and fitness inspired me to try and create my own business. Thus “Nusatrition” was born, a line of healthy whey based sports drinks. Valuing the balance between health and satisfaction. Adamant to make health satisfying rather than taxing. Each subsequent step I take complementing this value. I saw the trends within Indonesians and the flavors they tend to enjoy. Thus I began exploring different tastes in local dishes including “martabak coklat”, “pisang goreng” and “kopi gula aren”. Combining what is typically seen as guilty into something healthy brings curiosity. Hooking them into wanting to try it. Knowing that these are popular flavors amongst Indonesian got me hoping that if we execute this well, this could become a unique selling point.

Through packaging, I wanted to draw the customers in. Thus, I designed the packaging as something minimalist and aesthetic. The trick was behind all the small details. We created “collectible” bottle caps with a metallic outline of Indonesian icons. Eliciting curiosity for the customer through flavour and aesthetic.

Simultaneously, hoping to boost our brand by creating campaigns and partnerships between new and trendy gyms such as F45 and Golds Gym to stock our products in their stores. Trying to sponsor events by providing free drinks for the participants of the Bali marathon to promote our product.

Business is the grey area where my left and right side of my brain meet, where I let my creativity shine through and allow new ideas to grow. Using a creative outlook to continue to learn and evolve, both in business and real life alike.