



## MIT Sloan

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**Cover Letter:** Please submit a cover letter seeking a place in the MIT Sloan MBA Program. Your letter should conform to a standard business correspondence and be addressed to Mr. Rod Garcia, Senior Director of Admissions. (body of the letter should be 250 words or fewer)

**Optional Information:** The Admissions Committee invites you to share anything else you would like us to know about you, in any format. If you choose to use a multimedia format, please host the information on a website and provide us the URL.

"Please keep all videos and media limited to 2:00 minutes total in length.  
Please keep all written essays to 500 words or less.  
If hosting your submission on a website, please ensure you provide an unprotected link (no password required)."

<http://mitsloan.mit.edu/mba/admissions/apply/application-instructions/>

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## David

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Read

**Megaron\_Cover Letter.PDF** (Dialogue Km 34).

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“To believe your own thoughts, to believe that what is true for you in your private heart is true for all men - that is genius.”  
Ralph Waldo Emerson

If I move to Cambridge next year, I have no doubt which personal possession I will pack to take along.



Since elementary school, drawing, painting, and everything related to colors on paper were my favorite activities. A bit older, I longed for my weekly Arts class. Later, as I attended one semester of high school as an exchange student in England, I could devote more to arts as an elective course. I felt motivated to find out that I could submit one piece of work to an arts competition. I chose to mix pastel and watercolor techniques in my work, but unfortunately, in the middle of the job I made a mistake. I accidentally spilled paint and part of my ocean was really blotted. I would not be able to fix the mistake in time for submission, so I decided to finish it freely and without worrying about the competition. In the end, I decided to submit it and was awarded second prize among almost two hundred works. This was not the most significant competition I enrolled and that was not my best work of painting, either, but I saw that award as a symbol of my self-discovery. At age 16 and all alone on foreign grounds, I kept faith in my own opinion of aesthetics. I felt brave and I exercised my creativity freely. It felt good.

I believe in the value of unique experiences that a person can have in life. I believe we must fight to explore in our journey moments at which we could only have acted in a given way. When I am 90 and look back, nothing will have given me more pride than having lived a life in which I can explore all the creativity I feel I carry. I hope that in August next year I can show you my painting. I can guarantee that the colors are much brighter than what the computer screen shows.



## Victor

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I love talk shows. Particularly, at the very end, when the interviewer asks objective questions. I see it as a fun way to get to know the other. How do you feel about knowing a bit more of me?

**1. WHAT IS THE BEST MOMENT OF A REGULAR DAY?**

Half an hour before I fall asleep every night - it is the time where I reflect, contemplate and think about my life or that day.

**2. HOW MUCH SLEEP DO YOU GET?**

Five to six hours.

**3. WHAT TIME DO YOU GET UP?**

I am usually up by 6am, but wake earlier. I love that sense of quiet first thing in the morning as the world wakes up.

**4. WHAT INSPIRES YOU?**

People who are dedicated with the full heart to something they are doing.

**5. WHICH NEWSPAPERS OR MAGAZINES DO YOU READ?**

The Economist, Exame, Valor, Wired (and sometimes MIT Technology Review), Car Magazines, History Books, and Science books for lay people - I am big fan of Carl Sagan, Steve Pinker, Oliver Sachs, and Richard Dawkins among others. Concerning online publications, there might be too many to mention here.

**6. WHICH FILM BLOWS YOUR MIND?**

Definitely: The Scent of a Woman. As for other films, I truly hate romantic love comedies... but I like watching good-mood movies like "Little Miss Sunshine."

**7. WHAT DO YOU LOVE ABOUT YOUR CITY?**

I love Sao Paulo for being my home - the place, where I fell in love with the woman of my life, met wonderful friends, found my occupational challenges and enjoy the adventurous nature of life.

**8. WHAT SOUND IS MOST LIKELY IN YOUR EARS THESE DAYS?**

HBS Working Knowledge and The Guardian Science Weekly podcasts.

**9. A PIECE OF MUSIC?**

"O que é, o que é?" by Gonzaguinha. It is a shot of optimism in your vein. The lyrics describe the importance of learning from the hardships of life.

**10. IS THERE ANY FICTION CHARACTER THAT YOU EMPATHIZE WITH BECAUSE, IN A CERTAIN WAY, HE/SHE REVEALS YOUR PERSONAL VALUES?**

Julien Sorel, "The Red and the Black" (Stendhal). This book tells the story of a young ambitious plebeian that dreams in entering the French high society. He tries to preserve his romantic illusions during his journey, however when he meets his desires, he also meet his flaws. First, like him, I am a romantic - I believe in human goodness, true love and dreams. Second, I am very ambitious. Third, I have the same conflict, because this romanticism and this ambitious cannot live peacefully together in real world.



**11. WHAT SUPERPOWER WOULD YOU LIKE TO HAVE?**

I'd love to be able to manipulate space & time. Imagine being able to be any place you want, anywhere in the world at any time in a matter of seconds? Happiness.

**12. WHAT ARE YOUR FAVOURITE CITIES AROUND THE GLOBE?**

NYC (melting pot), Paris (walking), Tokyo (even though I've never been), Singapore (specifically for the food), and definitely Uberaba (family and peace).

**13. FIVE THINGS WE WOULD FIND IN YOUR SUITCASE?**

Pocketknife, leather boots, my glasses, a book, laptop, iPhone, Moleskine notebook, camera and my shades.

**14. WHERE WOULD YOU TRAVEL TO IF IT WAS THE LAST JOURNEY IN YOUR LIFE?**

I'd travel home to my family.

**15. YOUR LIFE PHILOSOPHY?**

"Skate to where the puck is going, not where it is," Wayne Gretzky

We can continue this chat in an interview. How do you feel about that?



## William

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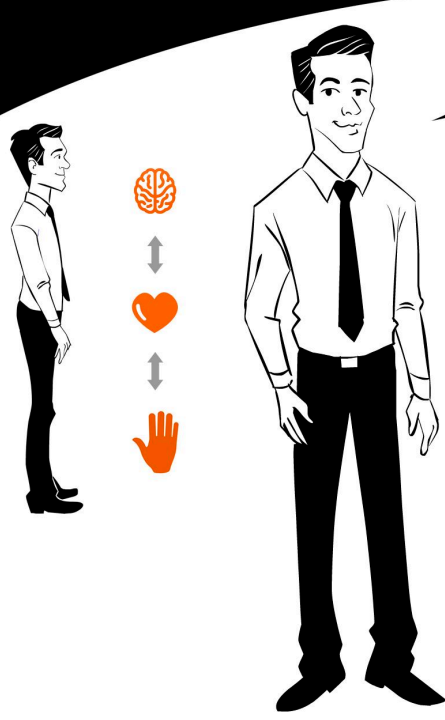
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"DO YOU HAVE THE ABILITY TO REALLY DO THE TOUGH ANALYTICAL WORK BUT THEN STEP BACK AND PULL THE TRIGGER AND EXECUTE? IT'S VERY HARD TO FIND PEOPLE WHO ARE BOTH GOOD AT THEIR STRATEGIC AND ANALYTICAL THAT THEN DON'T GET SO CAUGHT UP IN THAT, THAT THEY'RE STILL ABLE TO SAY I'LL TAKE ON SOME RISK, BECAUSE ALL ACTION, ALL BUSINESS ACTION, REQUIRES COURAGE."



THE MEDIATOR BETWEEN THE MIND AND THE HANDS MUST BE THE HEART.

AS THE SON OF A PROFESSOR WHO QUIT HIS JOB IN A COLLEGE IN ORDER TO SET UP A SMALL BIOTECH COMPANY, I WAS TAUGHT TO VALUE THE COMBINATION OF COMPLEMENTARY SKILLS: THE ABILITY TO DO THE TOUGH ANALYTICAL WORK, BUT THEN STEP BACK AND PULL THE TRIGGER AND EXECUTE. MY FATHER OFTEN SAYS THAT A PROFESSOR FROM USP WILL ONLY LEAVE THE UNIVERSITY IN A HEARSE, STRAIGHT TO THE FUNERAL PARLOR. HE WAS A PIONEER DESPITE THE ABYSS IN BRAZIL BETWEEN SCHOLAR RESEARCH AND SOCIETY, HE IDENTIFIED AN OPPORTUNITY AND WAS BRAVE ENOUGH TO LEAVE THE ACADEMIC ENVIRONMENT AND BUILD HIS FIRST COMPANY IN THE BIOTECHNOLOGY INDUSTRY. IN HIS FONDNESS OF CHALLENGES, HE QUIT A SAFE AND PROMISING CAREER I WITNESSED HIS RESTLESS DEDICATION TO EACH OF HIS VENTURES.

I HAVE LEARNED THAT COURAGE IS THE FIRST OF HUMAN QUALITIES BECAUSE IT IS THE QUALITY WHICH GUARANTEES THE OTHERS.

WILLIAM, THE DOER