

Applicant: Vineeta Muvvula

Institution: University of Southern California

Major: Business and Technology

I like to consider myself a social entrepreneur. Whether it's joining business clubs or advocating for social issues in my local community, I've always tried to find a way to intersect entrepreneurship and social justice and apply it to the real world. Before joining the University of Southern California, I was a part of Leadership Initiatives (LI) - a non-profit that connects students to aspiring entrepreneurs in Nigeria. Upon joining, I was tasked with my first company: KB Tailoring by Kabiru Adamu. Kabiru was a single provider for his family of six, and with limited savings, could never open his dream tailoring business until he joined LI.

At our first Zoom meeting, I greeted Mr. Adamu with "sannu," hello in Hausa. Speaking through a translator, I asked Kabiru to describe his ideal business. The 21-year-old, famous for his embroidery skills and timeless wedding gowns, wanted his shop to be a go-to service business and also a place where youth in his community could learn tailoring. Kabiru's passion helped me envision what KB Tailoring could be, and I felt a responsibility to turn his dream into a reality.

I placed myself in the shoes of an everyday Nigerian customer. Using Google Maps, I scouted locations for potential leases and performed a cost-benefit analysis on each contender. I researched Kabiru's competitors and created a SWOT analysis to give Kabiru's business a competitive edge. With the help of Nigerian translators and local tailors, I converted all financial documents and marketing material to Hausa and discovered current Nigerian trends Kabiru could implement in his designs.

Working with Kabiru taught me that in order to be an entrepreneur, I had to widen my perspective first. I felt a sense of responsibility to search for more opportunities where I could make greater impacts, in hopes of helping others become entrepreneurs too. After months of building Kabiru's final business operations, I applied for a \$2,000 grant on Kabiru's behalf to fund his total business costs.

At USC, I strive to continue spreading entrepreneurship. As a business and technology major, I hope to further hone my business skills to positively impact small and family-owned businesses across the world. For example, I am currently on the microfinance team in USC's impact investing program. Through this program, I've had the opportunity to work with family-owned businesses in LA, such as food trucks and local restaurants, and offer \$1000 no-interest loans to provide financial assistance. I am also currently pursuing a business finance minor, where I am learning the fundamentals of finance including accounting, macroeconomics, and financial strategy. I hope to apply

these skills to continue financially uplifting small businesses in the LA community and help local companies create greater impacts.

Additionally, last semester, I had the opportunity to join USC's premier entrepreneurship society, Spark SC, an organization on campus that aims to spread entrepreneurship to students of all backgrounds and disciplines. Through SparkSC, I participated in planning the Startup Career Fair, an event where we invited local businesses and startups across California to offer internships to USC students. I also host SparkXM, a podcast dedicated to showcasing successful creatives and entrepreneurs' journeys at USC. By joining different entrepreneurial clubs on campus, I had the opportunity to not only learn how to create a positive social impact in my community but also create opportunities for my peers to do so as well!

As I continue my college journey, I hope to continue curating opportunities for local entrepreneurs and companies. Aiding Kabiru in creating his dream company was only the first step in my journey to becoming a social entrepreneur, and I am committed to leveraging my newly acquired business skills to make a meaningful impact in my community beyond college!