

A lenda, o mito, a temível, a

# Statement of Purpose

Inspire-se com os nossos exemplos comentados e comece a sua AGORA MESMO. Você ainda vai querer ter bastante tempo para revisar o documento mais importante da sua candidatura!





# Intro

Olá, integrante do #teamAbroaders!

Se você está lendo este documento, provavelmente já assistiu ao [vídeo](#) com as principais dicas sobre Statement of Purpose (SoP) que os Abroaders colocaram no ar para você! Se ainda não assistiu, aconselho fazer isso antes de ler os exemplos comentados nas próximas páginas. No vídeo, eu explico o que é a SoP e dou as dicas principais para elaborá-la. Estes exemplos comentados vão ajudá-los a fixar e visualizar melhor todas as dicas... e a perceber que a SoP NÃO é uma lenda, um mito, muito menos temível: é uma missão bastante desafiadora, mas longe de ser impossível!

Meu objetivo com este material (vídeo + exemplos comentados) é um pouco pretensioso. Sabe uma assíntota? Aquela curva que em um gráfico se aproxima do eixo mas não o toca? Pois é: quero que você escreva e reescreva a sua até se aproximar do eixo (perfeição) o máximo possível... Mas sem a pretensão de tocá-lo, porque se você ler a sua redação definitiva daqui a um mês, já vai querer refazê-la do zero, acredite! Pensando nisso, aqui vai a primeira dica: **COMECE AGORA!**

Obrigada e boa sorte!

Nanda Cruz Rios





# Sumário

SoP 01.....	Karin Calvinho
SoP 02.....	Lívia Palmerston
SoP 03.....	Luiz Felipe Ungericht
SoP 04.....	Magno Formiga
SoP 05.....	Marcelo Leitão
SoP 06.....	Mel Calmon
SoP 07.....	Nanda Cruz Rios
SoP 08.....	Pati Basile
SoP 09.....	Paulo Alexandre Regis
SoP 10.....	Pedro Menchik
SoP 11.....	Raphael Petegrosso
SoP 12.....	Ugo Bruzadin Nunes



## KARIN CALVINHO

I am applying for admission to the **Ph.D. program in Chemistry because I want a career in research and teaching in Academia. In particular, I want to address sustainable energy alternatives by studying in depth catalysts for photoelectrochemical cells.** This is a very multidisciplinary field that requires knowledge in spectroscopic techniques, materials science, inorganic, organometallic and computational chemistry, and I believe I can bring this diverse contribution to a research group. **I conducted research combining those areas** previously in three different laboratories in Brazil and in the United States, and moreover, completed my undergraduate studies in Chemistry with a concentration in Environmental Sciences, **which provided me with a very unique perspective** on the subject. Furthermore, the ability of **being a team player and adapt quickly** that I developed during those years could prove very useful in a research group.

My interest in using Science to minimize environmental impacts started to bloom **when my family moved from a rural town on the countryside of Brazil to a metropolitan area.** For the first time, I was confronted with patent environmental problems and wanted to direct my curiosity and keenness to learn towards reducing the impacts caused by our society, but still supporting technological development.

When the time to choose a career path came, a prestigious local university had just started to offer a Bachelor in Chemistry with a concentration in Environmental Sciences. I had the opportunity to take part in the first class of this Chemistry program, **which enabled me to have a close relationship with faculty members, get involved in the adjustment of the curriculum, the organization of departmental events and even the preparation of experimental procedures for a newly-opened Analytical Chemistry course.**

**Apresentação , planos futuros, justificativa e objetivos |** A regra aqui é coesão. Se você não consegue unir objetivos, apresentação, planos e justificativa em um só parágrafo objetivo e coerente, separe estas informações por parágrafo, sempre seguindo uma lógica. Bem, a Karin consegue. Veja como ela fala sobre seu objetivo (PhD em química), cita o que pretende fazer/ser com isso (pesquisadora e professora) e fala da sua área de pesquisa geral e específica. Ainda aqui, justifica o porquê seria útil em um grupo de pesquisa na área, através de suas **experiências e habilidades adquiridas com elas.** Também justifica seu interesse quando conta quando ele começou, através de uma experiência pessoal (a mudança do campo para a cidade). Tudo que for relacionado com o convencimento do comitê de que VOCÊ É O CARA (ou seja, o que te motivou, quais suas habilidades, como tem se preparado etc), chamarei aqui de **justificativa.** De cara, dá pra notar que a Karin é boa nisso. Aprenda com ela.





The undergraduate program was aimed at building a solid background in inorganic, organometallic and organic synthesis, identification and quantification techniques, strong physical chemistry, and furthermore, the intricate interactions that occur in nature and our responsibility in developing greener reaction pathways. **I learned all of that, but ended up taking even more from college: a sense of being responsible for the construction of the future, the importance of adapting to new circumstances, and the value of working efficiently, summing efforts with others and communicating actively to get good results.**

In my sophomore year, **I became a laboratory assistant**, a position that I held for two years. I prepared Analytical Chemistry experiments and analyzed contaminants in natural waters and soil. During this time, **I acquired basic training that I still employ on a daily basis**: glassware cleaning, laboratory organization, proper use of precision material, glassware calibration, safety notions, and sometimes creative approaches for lack of material. **It was also when I learned how to manage my time better**; otherwise I could not handle 20 hours a week of internship along with 36 hours of classes.

**Between working in the laboratory and studying, I was involved in the organization of several events at the University.** In the beginning, I gathered sponsors for the Chemistry Academic Week - an internal conference featuring **seminars, workshops and short courses** from guest speakers. Seeing the impact the event had, as the contact with research developed in other universities opened the students' perspectives for subsequent works, **I got motivated to continue to be involved in the organization of conferences and talks. Later on, I assumed the leading role in the organization of the State High School Chemistry Olympics**, which aimed at encouraging young students to learn more about Chemistry. I was challenged to allocate thousands of students, recruit volunteers to administer and grade the test in the regional and state level and document every step. Later, I participated at two Program Fairs at the University, showcasing experiments to high school students and explaining the details of the Chemistry program to the ones interested in applying.

**Justificativa** | De maneira brilhante, Karin lista seu aprendizado na graduação, tanto quanto à técnica como às habilidades pessoais adquiridas, essenciais para um doutorado (como o trabalho em equipe e a adaptação a adversidades). Perceba que isso **não** está no seu CV: o lugar de vender o seu peixe é **aqui**!

**Justificativas** | Não basta listar suas experiências como no CV, certo? Então, estou novamente batendo nesta tecla porque Karin está nos mostrando diversos exemplos de como relacionar experiência com aprendizado. Veja que no seu CV certamente tem seu trabalho como assistente de laboratório, mas dificilmente terá tudo o que ela aprendeu (técnica e habilidades pessoais – de novo)

**Justificativas** | Primeiro, vou aproveitar a primeira frase para introduzir um conceito aqui: aprenda a ler (e escrever) nas entrelinhas. O comitê é mestre nisso. Por exemplo, quando Karin diz que além das horas semanais que citou no parágrafo anterior de laboratório e aulas, ela também participou da organização de diversos eventos na universidade, o que você presume sobre ela? Determinação, paixão, resiliência, organização! Ela não precisou escrever isso, mas **MOSTROU através de fatos específicos**. Se você puder aprender a fazer isso, meu esforço já terá sido recompensado!



Those experiences were very important to **improve my communication skills**, especially with people I was not familiar with, and to **foster leadership skills I did not know I had**.

To keep up-to-date with the latest discoveries, **I attended several conferences**, where some developments in Materials Sciences and Inorganic Chemistry caught my attention. Willing to conduct some investigations in this field, **I worked under Professor F supervision** on the synthesis of surface-modified layered materials. To overcome the lack of an established research structure in this field at my newly born Chemistry program, **I worked in partnership with a research group in other University**. Some graduate students accompanied my work and we produced novel materials with interesting applications, such as polymers' charge and hypoallergenic sunscreen.

However, I observed that using two synthetic routes that are equivalent for obtaining *i. e.* zinc layered hydroxide salts (LHS), produced different compounds when lanthanide ions were employed; one of the routes produced the desired LHS and the other one generated an organometallic complex. The complex was then the object of a further investigation concerning energy transfer processes, more specifically the excited states of antenna ligands. This theoretical study culminated in my senior thesis, advised by Dr. L. **Although I had no previous background, I was able to quickly learn the basics of Computational Chemistry and apply this knowledge to evaluate Density Functional methods**, proposing a pathway to design lanthanide complexes. When presented to the examining board, the thesis was remarked as "highly multidisciplinary, uniting chemical fundamentals, strong theoretical advances and computational tools to give practical results that could be very useful for the design of luminescent materials". **I believe that this ability to combine different areas is very important to generate innovation and could prove useful in my future research group.**

**Justificativas | Mais aprendizado X experiências.**

**Justificativas | Lembra do que falei no vídeo sobre citar O QUE motivou o seu interesse pelo tema? Então, como eu disse, pode ser um professor, seminários, conferências, grupos de pesquisa etc. Eis alguns exemplos neste parágrafo.**

**Justificativas | Aqui, Karin nos dá um exemplo de como transformar um ponto negativo (sua ausência de experiência prévia com o tema de pesquisa no momento da tese de graduação) em positivo, quando ela fala da sua habilidade de aprender rápido. Além do mais, lendo as entrelinhas, a escolha de um tema até então pouco conhecido sugere uma capacidade de enfrentar desafios. Ela finaliza ressaltando como uma de suas habilidades pode ser útil para o seu futuro grupo de pesquisa.**





When I was finishing my undergraduate studies, **Professor G, chair of the Chemistry Department of San Jose State University, invited me to work in his research laboratory** so I could continue my training in spectroscopy while applying to this Ph.D. program. At his laboratory, I am able to conduct research focusing on the synthesis and photophysical studies of chiral lanthanide luminescent complexes. **I am working on this project full time, being actively involved in the research process, developing independently density functional calculations while contributing to a group project at the same time.** The experience I am acquiring in this laboratory is very enriching as I am able to interacting daily with undergraduate and graduate students, **teaching them what I know about theoretical chemistry and learning refined instrumental techniques from them.**

As a result of my research projects, I have been allowed several opportunities to present my results in international and national scientific conferences. Recently, I was also preselected for a **Science without Borders scholarship** to pursue a Ph.D. in the United States that may cover tuition and provide a monthly stipend for four years. The definitive concession of the scholarship, however, is still conditional to my acceptance at a doctorate program.

**I want to pursue a career as a scientist, and the Ph.D. is an essential training for me to become an independent researcher. I am highly interested in working alongside Dr. D on the development of photoactive inorganic materials to address the challenges of solar energy conversion. He conducts research on composite photoelectrodes, besides investigations regarding the relationship between electronic structure, magnetism and the catalysis process, fields that are perfectly aligned to my research interests. I would also be interested in working with Dr. C, who develops nano-materials for light harvesting; Dr. K, because she is developing amazing biomimetic catalysts, and Dr. H, who studies the mechanistic aspect of catalysis.**

I am positive that I can contribute with my diverse background to the Doctoral program at the **University of Washington** and can ensure that a rich exchange will take place.

**Justificativa** | Vamos treinar ler as entrelinhas: ela não disse simplesmente que trabalhou no laboratório X, mas que foi CONVIDADA para tal. O que isso sugere? Reconhecimento de sua competência! Depois, ela fala de sua experiência atual, e de como aprendeu a lidar com o trabalho, seja independente ou em grupo. Note na última frase que ela vê a experiência acadêmica como uma troca: ensino e aprendizado (entrelinhas!).

**Bolsa de estudos** | Eia a hora de citá-la, se você tiver uma. É importante contar como é o financiamento e quais os condicionantes (ex.: você só ganhará a bolsa se for admitido para algum PhD lá)

**Direcionamento, Planos futuros e Conclusão** | Em apenas uma frase, Karin resume que pretende fazer com o título de PhD e por que ele é essencial para seus planos. Ela cita também ORIENTADORES com os quais gostaria de trabalhar naquela UNIVERSIDADE ESPECÍFICA e por quê (chamarei isso de “direcionamento”). A conclusão é simples e objetiva, como deve ser: uma SÍNTESE do restante. É como dizer: “Enfim, é isso”. Pense desta forma ao criar a sua conclusão!





## LÍVIA PALMERSTON

I have been doing research on Pharmaceutical Sciences and Drug Delivery Systems for the last six years and I am thrilled by so many options and resources we can find or create to improve technology and people's lives as a consequence. I got my Bachelor degree in Pharmacy at Federal University of Goiás and enrolled in a Masters program on Pharmaceutical Sciences at the same university right after finishing undergraduate education. I am excited by the prospect of continuing to perform research on this area and acquiring knowledge as a graduate student. My research field of interest lies on the combination of Pharmaceutics, Biomaterials and Nanotechnology, especially the development of new nanocarriers to target and deliver drugs specifically to tumor sites.

As an undergraduate student, I only got a chance to learn about pharmaceutical nanotechnology before the beginning of my third year at the university, during an optional winter class, where graduate students presented different fields of the pharmaceutical area. After that class, I talked to X, Professor of Pharmaceutics at Federal University of Goiás and the coordinator of the best and most modern laboratory of the School of Pharmacy at that university, who then gave me an opportunity to work at the laboratory. Professor X is a well recognized professional in the field of pharmaceutical nanotechnology in Brazil and agreed to become my advisor. Her professional and research experiences inspired me since then and her knowledge and support helped me building my research pathway in nanotechnology and drug delivery devices throughout undergraduate studies.

Although I had worked as an intern in the Laboratory of Pharmaceutical Nanotechnology and Drug Delivery Systems (FARMATEC) since 2007, I started to be more deeply involved with nanotechnology and drug delivery systems in 2008, when I won my first scholarship for an undergraduate research project, and started to work on the development and physical-chemical characterization of liposomes and polymeric nanoparticles, specially for the entrapment of antitumor drugs.

**Apresentação e objetivos** | De cara e de forma bastante objetiva, Lívia fala de sua experiência acadêmica em linhas gerais, apresenta seus graus de formação de sua área de interesse de pesquisa (inclusive explicando o seu tema dentro da área). Já podemos ter uma boa noção do que se trata.

**Justificativa** | O que a motivou: uma matéria, uma professora e seu conhecimento e experiências. Lívia aproveita para citar uma experiência dela própria, trabalhando no laboratório. Note que a SoP deve ser breve, então quanto mais você puder condensar as informações melhor, sempre com coerência e lógica.

**Justificativa** | Aqui ela fala de mais duas experiências relevantes: a bolsa que ela ganhou certamente é uma consequência de sua competência acadêmica.





Since then, from the moment I started to read papers about this subject to research the theme, **I have been motivated by so many advances and achievements from the last few decades**, which show the possibilities of delivering drugs exactly to the site of interest, **without harming healthy tissues and improving therapeutic efficacy**.

**As a Masters student, I became more independent and proactive**, able to conduct my research on the development of a nanosystem to co-encapsulate two drugs for cancer treatment. I have developed a multicompartimental nanocarrier co-encapsulating both a cytotoxic and an antiangiogenic drugs with a temporal drug release pattern associating their properties in order to potentiate antitumor activity, which generated **my first paper as the main author, recently accepted by the journal Pharmaceutical Research**. When I realized that my work could be recognized by the scientific society, **I became even more encouraged to pursue the researching and also the teaching career as a manner to contribute to science advances**.

**At FARMATEC, I had the opportunity to deal with many analytical methods**, for instance, High Performance Liquid Chromatography, UV-VIS spectroscopy, thermal analysis and differential scanning calorimetry and fourier transform infrared spectroscopy, besides learning and implementing several methods to obtain different types of nanosystems such as liposomes, polymeric nanoparticles and nanostructured lipid carriers. It was possible to interact with the most common and also some of the most modern methods to characterize nanoparticles by size like Dynamic Light Scattering, Laser Diffraction and Nanoparticle Tracking Analysis. Even after finishing Masters in 2012, I am still involved in a research on nanoparticles for controlled delivery, but now with cosmetics purposes, by **which I receive a fellowship in research, development and innovation**. Nevertheless, I had already planned to start a Ph.D. program on 2014 and decided to apply to a high level graduate program to **improve my knowledge and skills on research and gain experience during the whole process that will enable a future work in academia as a professor and researcher**.

**Justificativa** | Mais uma motivação: o avanço da ciência nos últimos anos e a provável solução de problemas que ela considera relevantes.

**Justificativa** | este é um parágrafo excelente! Note que ela fala como seu mestrado agregou características essenciais ao meio acadêmico e profissional, e como o reconhecimento a motivou a continuar seguindo seus objetivos. De quebra, sabemos que ela teve o primeiro artigo publicado como autora principal!

**Objetivos, Justificativa e Planos futuros** | eu destaquei as únicas frases que entendi deste parágrafo. Aqui, Lívia conta seu aprendizado no laboratório farmacêutico e conta como obteve reconhecimento pelo seu trabalho e pesquisa. No final, ainda justifica a escolha pelo grau de PhD e suas opções de carreira (professora e pesquisadora).





I want to pursue a Ph.D. degree in Pharmaceutical Sciences as I believe the characteristics of the program, from the fundamentals of pharmaceutics to more specialized areas, are the ones that most align with my academic and future goals. Also, my research interests in drug development and targeting of pharmaceutical carriers to cancer sites for treatment and diagnostics **match the program's focus, especially the ones from Professor X.** Professor X is supporting my application and agreed to receive me as a researcher in his group if admitted to the Ph.D. program, something that I find extremely positive. I believe that being admitted to the program and having the chance to work with him would be the best opportunity to improve my knowledge and research experience in the field of drug delivery systems. **I am determined, committed and dedicated and I believe I could contribute with great results to the research group if admitted.**

**Direcionamento e Conclusão |** Neste parágrafo final, Lívia sintetiza o porquê da escolha do curso e cita o orientador (perceba como todos nós fizemos isso – certamente foi decisivo para nosso sucesso!). Conclui citando suas qualidades que, mais uma vez, foram comprovadas durante o texto (pense assim: se ela não tivesse dito que é determinada, comprometida e dedicada, você já estaria tendo esta mesma impressão dela a esta altura? É claro que sim!)





## LUIZ FELIPE UNGERICHT

"As cities continue to grow in size and complexity, we continue witnessing the unintended consequences of poor design and urban management." **This phrase said by a professor of mine, while still so current, has been in my memory since** one of my first lessons in History of Art, Architecture and Urban Planning, at the beginning of **Architecture and Urbanism School**, which took place in a now distant 1998.

**For being always involved with design and urban planning in my studies and my professional activity, whether as a city planner or as a university professor, I regard the PhD program in Urban Planning as my main target.** It represents also the opportunity for academic excellence and for conducting research primarily in the areas of international planning and development and **urban resilience**.

**My interest in urban planning was aroused even before entering college.** I was born and raised in a place that has historically many flood records, irregular settlements and neglect of environmental issues, the region known as "*Vale do Itajai*", southern Brazil. Still very young, situations like this provoked disquiet about **why the city was growing wildly and towards wetlands and rivers curves**, putting the population at risk.

**Always involved with student organizations**, the student association for architecture and urban planning school, university students' union and most recently **founding and coordinating the local teachers' union**, the motivation to transform reality and defend the common interest is an important feature in my life and also present to urban planner activity. **This interest in the collective made me pursue a career with the public agencies.** In the year that I graduated from college I went back to *Vale do Itajai*, achieving first place in a tender exam for working as City Architect and Urban Planner in Itajai.

**Apresentação** | Você já notou que não precisa começar a SoP dizendo logo quais seus objetivos de modo cartesiano. É sua escolha e vai de acordo com seu estilo. Tenha em mente que você precisa prender o leitor no primeiro parágrafo e lançar pistas de quem você é (como fez o Luiz)

**Objetivo e justificativa** | ele apresenta seu objetivo aqui, justificando através de sua experiência, e dá a dica do seu tema de pesquisa.

**Justificativa** | Contar sobre alguma experiência pessoal / de vida que despertou seu interesse no tema é sempre interessante, e mais ainda se tiver relação com o seu país e como sua área de pesquisa poderá contribuir para o local onde vive.

**Justificativa** | Observe as entrelinhas. O fato de Luiz ter participado de muitas organizações estudantis e ter fundado e coordenado a associação dos professores local diz o que sobre ele? Capacidade de liderança, de trabalho em grupo e, como ele cita depois, interesse no coletivo. SEMPRE DÊ UM JEITO de destacar estas habilidades na sua SoP (são fundamentais para o trabalho num grupo de pesquisa científica)!





The years 2007 and 2008 were decisive to the new focus of my career. **As the City Urban Planning and Land Use Director, I led a team of architects, planners and engineers in the development of the new municipal master plan.** The plan included new zoning and land use law. Through research, data collection, designs, public hearings and training, we were able to engage the population during the whole process.

In 2008, the region suffered again from heavy rains and major flooding, the biggest of most recent times. In this period, still as urban planning city director, **I participated in the emergency catastrophe's task force.** Since then, my interest in researching urban planning and design for more resilient cities has become quite important for me.

My government job required popular collaboration, lectures and data gathering. **This quest for information, technical meetings and workshops with the population did enhance even more my desire for research and teaching activity,** closely observing the multiplier power of critical debate and awareness of the population. This insight led me to a Master of Science degree in a program with an emphasis on education, preparing for entry into an **academic career and scientific research.**

Approximately one year after the completion of the master's program, I was approved in first place in a competitive selection to a Professor position at the "Instituto Federal de Educação, Ciência e Tecnologia Catarinense", an Itajai neighboring municipality, starting my academic career. **At doctoral studies I will be looking for advanced specialized education for a career in academic research and teaching,** where I will be challenged by a first class faculty, developing critical and analytical thinking as well as integrating hands-on experience to my education.

**Justificativa |** Luiz cita uma grande experiência e exemplifica o aprendizado adquirido com ela.

**Justificativa |** Mais uma experiência fantástica – sem esquecer de comentar qual foi a importância dela para o estabelecimento dos seus objetivos!

**Justificativa e planos futuros |** Observe que Luiz estrategicamente cita as habilidades desenvolvidas durante o seu trabalho, e assim justifica de uma só vez por que escolheu seus planos futuros e por que ele É O CARA que o comitê quer.

**Justificativa e planos futuros |** É importante você justificar a escolha de um PhD (ao invés de outros graus de formação). Mostre que um doutorado é naturalmente o próximo passo você.





Such lab groups include Dr. S and Dr. G. As a perspective research, **my interests are to study urban resilience, climate changes and urban growth and the impact of the built environment on flood damage.** To examine case studies of cities with known projects on mitigation, prevention and recuperation of vulnerable - both social and environmental - areas, and identify its strategies within the urban planning. Afterwards, compare those results with cities in Brazil, especially on the *Vale do Itajai* region.

Therefore I could relate to **Virginia Tech Planning, Governance & Globalization PhD program**, and with the faculty research interests. As Dr. K work in flooding/disasters, the relation and influence of urban growth and climate change and the intersection of infrastructure planning and climate change; and Dr. M work on urban and regional resilience that could also provide landscape/design level perspective. **As so, not only Virginia Tech PGG is a stimulating environment - on both personal and professional aspects-, but also is certain a good match for my research interests.**

After graduation my main goal is to **continue in the area of teaching and scientific research**, since this is part of my career as a professor. Being a federal employee, chances to contribute in this area in many municipalities make me even more determined to study the subject, since **I can act in a practical way through agreements, partnerships or consulting.**

When returning to my University **I will also be able to develop research in my area of training**, continuing studies on this topic involving students and researchers on campus and in the region, leveraging research and studies in urban planning for more sustainable and resilient cities, **bringing benefits not only to the region that suffers from problems with land use and heavy rains, but for the whole country.**

**Objetivos** | Ele fala sobre o seu tema específico de pesquisa, e ainda explica um pouco sobre a metodologia que pretende seguir.

**Direcionamento** | Falar sobre os professores com quem quer trabalhar e algumas palavrinhas sobre a universidade é sempre uma boa ideia! Já notou que este parágrafo é quase sempre muito parecido, não é?

**Planos futuros e conclusão** | É FUNDAMENTAL reservar uma parte da redação para falar sobre o que você pretende fazer no futuro, em quais áreas profissionais pretende atuar e como isso pode contribuir para o seu país. Se estiver na dúvida de como fazer isto, esta é a SoP perfeita para usar de exemplo nesta parte. Veja estes dois parágrafos! Luiz concluiu a SoP dele aqui mesmo, possivelmente por conta da extensão do documento, mas sempre que possível, acrescente aquele parágrafo de síntese no final.





## MAGNO FORMIGA

Education was always given first priority in my life and there was no compromise for it. No wonder **I was about to turn 13 years-old when I convinced my parents that fleeing the city for better education opportunities elsewhere was the best choice for me**, considering the fact that there was not even a high school in the small town in which I used to live. Life has truly moved on from there and I was able to quickly develop a crucial sense of **responsibility, self-motivation, commitment and maturity**. This led me to finish secondary education successfully and helped me pass a highly competitive public university entrance exam. It was then when I had the opportunity to **develop research skills beyond the comprehensive research component already existing within the Bachelor of Physiotherapy degree program I enrolled in.**

My schooling and college education played a pivotal role in shaping my future. Although we did not have excellent facilities, **the faculty laid greatly emphasis on fundamentals and engaged students in scientific activities**. This ignited my interest in academics even more. As an undergraduate at Universidade Federal da Paraíba, I was always the one selected from my group to **research, present seminars and give lectures about a subject that had been studied back then because of my writing, analytical and oral abilities**. These moments certainly gave me experience reading, speaking for a broad audience and interacting with them, but I was still unsatisfied intellectually. The more I have learned and studied, the more I have wanted to learn. That is basically why **I have always been interested in a higher education career as a college or university professor. Being able to teach, conduct research and go deeper in my field is truly what I want to do.**

I believe that an interdisciplinary learning that I have strived to acquire, working together with areas such as Medicine, Occupational Therapy and Physical Education, **taught me to look for answers and overcome challenges**.

### Apresentação e justificativa |

Observe ao segundo trecho em destaque. Ele fala de suas características pessoais diretamente, listando-as. Este é um recurso que deve ser usado quando estas mesmas características podem ser comprovadas ao longo do texto (antes de serem citadas é melhor). Magno fez isso? Claro! Leia o primeiro trecho em destaque agora. Para os já treinados na arte das entrelinhas, ele grita: MATURIDADE, comprometimento e responsabilidade (já aos 13!).

### Justificativa e planos futuros |

Destacar os pontos fortes da sua universidade é sempre uma boa ideia, desde que com ênfase no seu objetivo com a SoP (carreira acadêmica). Mais uma vez, Magno fala sobre sua experiência com a apresentação de palestras e seminários e ressalta suas habilidades de oratória (que podem ser subentendidas através de sua experiência).

Justificativa | Note que ele está falando da sua motivação e de onde ela surgiu.





Having knowledge in various fields certainly makes that job easier, as we know which field can cater to what part of the solution. I am currently pursuing a graduate specialization degree in Cardiopulmonary Physical Therapy and **this approach has really helped me in working in collaborative research initiatives**. For instance, my final project has been focused on judging criteria used by healthcare professionals with different level of pre-existing skills to treat dyspnea in patients with COPD, which correlates with my main research interests.

**I desire to pursue a Ph.D. in Health Sciences at the University of Wisconsin – Milwaukee because** I believe that an in-depth understanding of dyspnea in patients with Chronic Obstructive Pulmonary Disease (COPD), including its physiologic bases, methods of assessment and management strategies for this symptom, can be obtained by investigating carefully the mechanism behind the control of muscle activity and chest movements that generate breathlessness. **It is my aim to focus on both experimental and theoretical work, particularly contributing to** expanding knowledge in regards to the effective management of disabling dyspnea, which remains a major challenge for caregivers. **I hope to be a part of fulfilling such unconcluded areas.**

As a result of my positive academic background and motivation, a **pre-selection for a Brazilian scholarship** to study abroad was given to me. Administered by LASPAU: Academic and Professional Programs for the Americas, this scholarship is contingent on my acceptance to an accredited research institute in the United States. With my perseverance, tenacity and cogency, I will be able to do very well in your graduate course and will be extremely pleased if you share my confidence and give me an opportunity to continue with my further studies at your esteemed university; since it offers much of what I hope to be involved in. I am highly interested in the graduate program because of its interdisciplinary studies as well as the university's faculty. **Although all of the faculty members involved with cardiopulmonary rehabilitation, exercise training and kinesiology interest me, there are particular research groups that I find exceptionally appealing because of their work.**

**Justificativa |** No CV de Magno deve ter seu curso de especialização atual, mas com certeza não tem o que? Você já sabe o que vou dizer, né?? Então pronto! A dica está em destaque aí! Rs

**Objetivos, justificativa e direcionamento |** Ele introduz o objetivo do PhD na universidade escolhida, seguido de uma justificativa que já fala do seu tema específico.

**Bolsa de estudos e direcionamento |** Além de citar a bolsa e etc (ainda tem muitas SoPs aqui para eu repetir isso até você encher o saco), Magno fala especificamente do corpo docente e grupos de pesquisa da universidade para a qual direciona seu texto. Isso faz muita diferença!



Such lab groups include **Dr. S and Dr. G. Professor S and I have been in regular email and video conference contact**, and are working in unison to refine my original proposal. He has offered his dedicated commitment to advise and mentor me, what is extremely positive.

The knowledge that I will gain at UW-Milwaukee will open many opportunities for me in the academic world. Moreover, my intentions of going into graduate studies are to learn the skill set required to **become an independent scientist, and to contribute to society by means of developments and discoveries in the cardiopulmonary physical therapy field**. I hope to have the privilege of working with your exceptional faculty soon.

**Direcionamento | Uma palavra? Orientadores.**

**Direcionamento, planos futuros e conclusão |** Neste combo, Magno fala uma última vez da universidade, cita seus planos futuros e sua contribuição futura para a sociedade (não esqueça desta parte).





## MARCELO LEITÃO

My name is Marcelo de Almeida Leitão, I have graduated in **Architecture and Urban Design at the Federal University of Ceará** and I am currently working as **Project Manager** at an office of Architecture, Planning, Engineering and Construction Management, which is engaged in projects of the public and private initiatives. My area of interest is **Environmental Technology, specifically Bioclimatic Architecture in tropical climate**, by focusing on the integration of sustainable development and renewable energy in the promotion of Social Housing (SH).

The choice of this subject was inspired in the fact that **Brazil is a country in accelerated development and it has a high housing deficit, as well as a big income inequality.** In order to cope with these problems, the government has created projects to encourage the income distribution and the production of SH which have shown great efficiency in dealing with the issues and ensuring low-cost housing for the poor. **However, these are only palliative solutions**, requiring consideration on the long-term sustainability of the projects.

The production of SH should be characterized by low cost and efficiency, without lack of quality. **It is necessary to optimize both the design and the constructive production process. It is also essential to employ technologies with low environmental impact and rational use of energy**, to reduce the initial costs, the environmental damage and the expenditure on maintenance.

Another very important factor that must be considered is the user, usually composed by individuals or families with low income. Therefore, **the dwelling must fulfill its function in a sustainable way, ensuring its users a good social, economic, technological and environmental performance.**

**Apresentação** | Mais um exemplo da incrível habilidade masculina de resumir. Formação, trabalho atual e tema de pesquisa (geral e específico). Invejei! Ob.: existem prós e contras neste approach. Por um lado, é super objetivo; por outro, muitas SoPs devem começar do mesmo modo. O primeiro parágrafo é onde você deve prender o leitor (lembre-se das centenas de outras candidaturas e se ponha no lugar do comitê), você pode fazer isso começando de modo diferente ou fazendo uma apresentação direta como a do Marcelo. A escolha vai depender do seu estilo!

**Justificativa** | Uma ÓTIMA forma de justificar seu tema é falando sobre a necessidade de seu país e/ou região de origem em relação a ele! Note que Marcelo fala que as soluções do Governo atual são paliativas, e depois opina sobre o que de fato é necessário para mudar a realidade local – note que é isto que ele toma como objetivo de sua pesquisa.

**Justificativa** | O que ele está fazendo aqui? Apresentando os desafios que seu tema traz! É uma pista da sua MOTIVAÇÃO.





Based on these problems and on the great demand for sustainable projects, I intend to focus my studies on technologies and processes able to optimize the production of SH in order to improve its environmental performance in the aspects of consumption/production of energy. The achievement of this objective is of great concern to both sides: the government, which will be financing SH Policy and investing in the production of clean energy; as well as users who will have an energy efficient house and will be able to focus their investments in other areas to improve the quality of their lives.

I opted then to seek a **PhD in the U.S. because of the tradition in innovation and the excellence of their universities.** Facing the current state of regional development with great service demand and lack of technical capacity of their agents, I believe that the desired post-graduation in the U.S. is essential to the solid and sustainable development of my country and my technical and professional capabilities.

The achievement of this PhD is extremely important to the consolidation of my future as an architect and project manager. Nowadays, it is even more noticeable that the current model of development is leaving clear marks of damage to nature and society. Therefore, the market is increasingly demanding technical, scientific and professional knowledge on issues related to comfort and sustainability. However, I perceive daily in the work environment a huge lack of capacity.

As a project manager that works with the development and management of projects and constructions of the public and private sector, I am an agent in a strategic position to apply and spread the knowledge acquired and developed in my PhD research in a practical way. For this reason and in order to have better technical ability and performance in professional activities that I develop now, I seek the PhD program. I believe I can contribute with the development of my region in a firm and sustainable way.

**Objetivos e Justificativa |**  
Veja que Marcelo lançou a problemática nos parágrafos anteriores para agora mostrar como ELE entra na história – e o melhor, como sua pesquisa vai contribuir não apenas para o Governo, mas principalmente para a sociedade. Excelente!

**Justificativa |** O porquê de fazer a pós-graduação – e o porquê de fazê-la nos EUA!

**Justificativa |** Aqui, ele mostra que quer preencher as lacunas que o seu país e o mundo possuem atualmente quanto à problemática em questão.

**Justificativa |** Como sua formação e experiência contribuem de forma estratégica para que ele seja A PESSOA CERTA a atingir os objetivos pretendidos. Isto que é vender o seu peixe!





Another motivation is the desire and great vocation **to follow parallel academic career and become a university professor and researcher.** I was a student at a public university and throughout my undergraduate studies **I worked in several areas, so I could make a mature choice of my area of expertise.** At the same time I also had the opportunity to be an exchange student in Spain and to participate and cooperate with study groups and extension research projects. **In consequence, I discovered the value of the profession outside the strictly commercial practice.** Soon, I intend to complement my professional development with academic activities and to return to society what was given to me through my graduation. I look forward to sharing my experience with my future students and coworkers.

Thank you for your attention and consideration.

**Planos futuros e conclusão | Marcelo fecha com chave de ouro falando de seus planos futuros, sobre como e por quê está certo de sua escolha e como suas experiências passadas contribuíram para esta decisão. Está percebendo as razões do sucesso destas SoPs? Todas elas seguem mais ou menos a mesma lógica, concorda? Continue lendo e ao final a sua sairá de forma muito mais intuitiva, garanto!**





## MEL CALMON

My objective for graduate studies in Physical Anthropology is to prepare myself for the long-term goal of pursuing a career of **teaching and research; I never gave up this idea even with the lack of opportunities in my home town.**

I have chosen to pursue a PhD study at **Tulane University** because I believe that I would be under the guidance of distinguished professors and researchers. **I have been in contact with Dr. W**, who encouraged me to apply for the program and is aware of my intentions to develop a research project matching his own interests. The PhD in Physical Anthropology at Tulane University matches my academic knowledge and would provide me knowledge and experience **to fill a gap, which I believe, is currently lacking on my academic background.**

During my **undergraduate studies in Biological Sciences**, I had a **subject** in which the students were supposed to present articles they found interesting. Both my presentations were about **Forensic Anthropology**, one with **an article written by Dr. Z** and the other about the Scientific Police Department in Brazil. After reading a little bit more about the subject, I could firmly state that I wanted to be a researcher not only because it is a dream I have had since I was a child, but also because I believe that the development of new technologies and the discovery and design of new methodologies and techniques in forensic anthropology **is the best way to make a real improvement to the legal system.**

Unfortunately, Universities in Brazil did not have good programs for an undergraduate student who wanted to pursue a career in forensics, especially in forensic anthropology. **After noticing I did not have much opportunity pursuing a graduation program in Brazil**, I decided to contact Dr. X, who was very supportive and gave me the opportunity to apply for the first **Specialization Degree in Forensic Anthropology at University of Coimbra in Portugal.**

**Apresentação e objetivos** | Mel apresenta seu objetivo de carreira e aproveita para falar do desafio superado: touché!

**Objetivos, Direcionamento e justificativa** | ela fala logo sobre a univ. e orientador. Veja que não há regra, mas há o conteúdo que não deve faltar, e este é um deles! Ao final, justifica a escolha pelo grau (PhD).

**Justificativa** | além de apresentar sua formação, Mel fala do que a levou ao seu interesse de pesquisa (ela também o apresenta) – matéria, artigos – e justifica sua escolha falando do que o tema acrescentaria à humanidade.

**Justificativa** | veja que ela não se vitimiza por causa da falta de oportunidades no Brasil, mas mostra o que fez a respeito da dificuldade (foi estudar fora!) Ela parece determinada para você? Para o comitê também!





By that time, I did not have the money to pay for my fees and tuitions or even to fund one year living in Portugal. **However, it was what motivated me.** I kept in contact with Dr. X and **I started working as a teacher and instructor in an oil rig and, as a result,** I could save the money to pay for the course and to fund my stay in Portugal for ten months.

My experience as a student in the Specialization Degree in Forensic Anthropology at University of Coimbra gave me great satisfaction but also the feeling that I could and needed to do more. **I had classes with great professionals who work with forensic anthropology, could follow a daily routine during forensics investigation, was able to perform excavations and had lectures with great professors like Dr. Ann Ross and Dr. Keith Manchester.** Most professors were also responsible for the Portuguese Department and Laboratory of Forensic Anthropology, and worked in cases around the whole country as well as in Kosovo and Sri Lanka, performing excavations and working with Human Rights Violation.

Therefore, it was not a surprise for me when I found myself interested in all disciplines. Nevertheless, during a **research project** for a Human Identification and during studies to complete the Biological Profile Report, I found the **traumatology aspect** very intriguing and decided to study and search more about those aspects. In addition, Dr. X provided **newly launched books** with state-of-the-art parameters, methodologies, techniques and findings.

Thenceforth, my intention has been to study Traumatology. **Within this area, I would like to join the biomechanical and biological perspective** and develop a methodology that combines the actions that cause injuries with the resultant trauma from the biomechanical perspective, and to analyze and create a data base of patterns of forces, directions, speed and stress in different levels that combined cause a typical trauma.

**Justificativa |** Mais uma vez, o desafio foi o fator motivador e, de quebra, serviu de experiência com ensino – o que é muito desejável para um PhD! Só eu acho esta garota demais?

**Justificativa |** Mel conta sobre sua experiência na especialização e no que isto acrescentou à sua carreira e às suas habilidades acadêmicas. Além disso, cita nomes de grande influência em sua área com quem ela teve contato durante este tempo.

**Justificativa |** cita mais fatores motivadores (um projeto de pesquisa e livros) e o tema que escolheu dentro de sua área de pesquisa.

**Justificativa e planos futuros |** esta é a parte onde Mel fala mais especificamente de sua área e objetivos de realizações dentro dela. Isso não pode faltar em nenhuma SoP!





After I concluded the course at one of the top University in Portugal, I was given the opportunity to apply for a **Brazilian scholarship** for a PhD in the United States of America, to which I was already pre-selected. This scholarship is offered by a partnership between the Brazilian Government, through the Science without Borders program, and the Academic and Professional Programs for Americas-Affiliated with Harvard University (LASPAU), and will cover all the University's tuitions and fees, and a major fraction of my stipend.

When I came back to Brazil I contacted the Forensic Anthropology Laboratory in Brasília, which is coordinated by Dr. Y, who gave us a lecture in Portugal. **He stated that Dr. X had told him about me and he offered me an internship which will be done in January of 2014.**

The possibility to work with Dr W combined with all the courses provided by the faculty, certainly contains the resources, scientific value and facilities to increase my motivation, intellectual ability and qualifications. Working under the guidance of researchers and professors whose works serve as a model is the most inspiring method to transform a student into a largely independent researcher, who is capable of making significant original contributions. **I believe that continuing my studies at Tulane University will be an invaluable extension of my academic objectives, a major and decisive step towards achieving my pursuits at this challenging yet rewarding career in Forensic Anthropology.**

**Bolsa de estudos |** mais uma vez, a BOLSA DE ESTUDOS está presente.

**Justificativa |** observe como esta simples frase mostra como ela acabou sendo “adotada” pelos professores e orientadores ao longo do processo, além de falar da experiência com o estágio. Isto é estratégia!

**Conclusão |** foi isso que eu quis dizer no vídeo como “sintetizar” todo o restante (ela fez numa frase).





## NANDA CRUZ RIOS

My interests in academic research and in **Sustainable Construction** are tightly interconnected. This was the theme I chose for my undergraduate final project, just before earning a degree in **Architecture and Urban Planning at the Federal University of Bahia, Brazil.**

The field of sustainability has fascinated me since the beginning of my undergraduate studies, when **I attended to an international conference** in the city where I live, the third largest city in Brazil. It was one of the biggest events on sustainability organized in the city and assembled qualified professionals from around the world to present seminars about sustainability related to engineering and architectural sciences. **I remember I left the conference absolutely passionate.**

Afterwards, I participated in many other **seminars, conferences, and courses** related to Sustainable Construction, but in most cases the content was disappointing and the overall quality of the lectures never reached that first congress's level. That was especially frustrating, because Brazil is a country in full development – including the construction industry –, **and there is a wide gap in the area of Sustainable Construction. Due to that, I became determined to go deeper into this subject and be able to bring relevant information to local professionals.**

This lack of technical information and data about this subject in Brazil was a **considerable difficulty** during my undergraduate final project's research, and all I had were some books and several doctoral theses and other publications mostly from United States of America. During this research, I became strongly interested in **renewable materials, dry construction, the design for disassembly and rainwater harvesting systems**, and their impact on the building's lifecycle.

**Apresentação** | já introduzo o meu tema e apresento a minha formação (o quê e onde)

**Justificativa** | cito um dos eventos dos quais participei que me despertaram o interesse pelos meus objetivos (Sustainable Construction)

**Justificativa** | veja que não cito os nomes dos seminários –tem no CV e é irrelevante neste caso: eu justifico meu interesse, falando da falta de informação local sobre o assunto. Aproveito para dar uma pista sobre meus planos futuros como consultora (leia as entrelinhas).

**Justificativa** | aqui cito como superei as dificuldades que tive e sou um pouco mais específica sobre o meu tema (subáreas que escolhi).





These techniques are part of **Integrated Design principles**: a set of multidisciplinary pursuits responsible for planning and developing a building's design regarding the entirety of its lifecycle, from its design to its demolition. The success of this method is based on the **cooperative and accurate work of architects and engineers**. Hence, as an architect, I decided to explore deeper into the engineering area to build up a holistic understanding of this process – and the best way to research my intended subfields from an engineer's point of view was applying for a PhD in Civil, Environmental and Sustainable Engineering.

I truly believe we attract what we desire the most, and when I decided to study the sustainable construction inside the engineering logistic, I was given the chance to apply for a **Brazilian scholarship** for a PhD in the United States of America. This scholarship is offered by a partnership between Brazilian Government, through the Science without Borders program, and the Academic and Professional Programs for the Americas (LASPAU), and I was already pre-selected for earning it.

As a Ph.D., I will be prepared to – aside from continuing my studies – share my knowledge both theoretical and practical **as a teacher and also as a consultant**, since guiding the building industry into the sustainable construction is fundamental to my research. Moreover, my experience as an architect and urban planner surely will be relevant for the research group.

**I do not have a master degree**, although I am sure I have enough capacity and skills to conclude a PhD degree, such as a strong **determination, dedication and motivation**, alongside my personal passion for the research field. I am also very sociable; **working in groups is really pleasurable to me**, since in the College of Architecture this ability is strongly developed in students.

#### Objetivos e Justificativa |

aqui eu falo sobre meu objetivo do PhD já justificando-o. NOTA: Veja como transformei uma possível desvantagem (ser arquiteta e concorrer para o PhD em engenharia) numa vantagem (falo como as formações são complementares para o meu tema de pesquisa)

#### Bolsa de estudos |

aqui eu cito a bolsa de estudos para a qual fui pré-selecionada, o que dá amparo aos meus planos de seguir o PhD.

#### Planos futuros |

falo dos meus planos de carreira – o que farei com o grau de doutora.

#### Justificativa |

hoje eu acho que trocaria de lugar este parágrafo, mas OK (viu? Você nunca estará satisfeito!). Veja que não me desculpo por não ter o mestrado, mas falo de algumas das minhas características essenciais para o PhD (observe que já estão “comprovadas” pelas experiências citadas no texto).





To make my dream possible, a university of high standards which leads research in the area of sustainable construction would be an excellent choice. The **Arizona State University** left me fascinated by its initiatives in the field of sustainability, through the **Global Institute of Sustainability** and its union of interdisciplinary efforts to achieve common goals. I am also very excited about the opportunity to work cooperatively with people from multiple disciplines and how this sociable environment could be an amazing life experience.

Through my research, I could be one of the **University's sustainability scientists** and contribute to its academic evolution. I have been in contact with **Professor X and Professor Y**, whose research interests fits perfectly on my concerns. They have shown interest in being both my supervisors, and if I am admitted by the Arizona State University, I will show the dedication I have always had in order to ensure that the research group reaches the highest expectations.

**Direcionamento e conclusão** | estes dois últimos parágrafos eu mudei de acordo com a Universidade que escolhi. Observem que citei, além do nome da universidade e dos orientadores (neste caso, eu não divulguei o nome deles porque... sei lá, nunca se sabe), termos específicos da Universidade em questão: o Global Institute of Sustainability e University sustainability scientists – respectivamente, o instituto de pesquisa local e como eles chamam seus integrantes (você está vendo que eu pesquisei, né? Eles também notaram!)

**Nota:** como você pode ver, não está perfeita e eu já mudaria um monte de coisas novamente! Tenho certeza que meus colegas diriam o mesmo (prova de que você precisará de tempo para revisar várias vezes) . Continue para ver os outros exemplos nas próximas páginas.





## PATI BASILE

**My main goal as an urban planner** is to help transforming poor urban areas where people live under precarious conditions into sustainable communities. **Finding myself eager to meet this challenge, I am pursuing a PhD in the Constructed Environment**, in which I would continue my research on urban sustainability in slums. This opportunity will make it possible for me to contribute to the improvement of life quality and **make a difference in people's lives as a researcher and professor.**

I became interested in Sustainable Urban Planning during my Undergraduate studies, when conducting the research for my final project. As I examined different cities' structures, problems and potentialities, **I realized it is inevitable to rethink the traditional approach of urban planning and search for new possibilities in order to cope with the Brazilian context of economic growth, social fragility and environmental vulnerability.**

My thesis for the Specialization course was inspired by my daily job at the time, in which I noticed the difficulties on urban planning projects focused in sustainability in slum areas. These obstacles accrue from the lack of complete environmental, social and economic data of the area, and the **absence of a specific methodological approach for the design process of such a complex project.**

**In São Paulo there are 2,000 slums with approximately 2.0 million inhabitants.** It is essential to reconsider the way of thinking growth and maintenance of the built environment. I plan to study how to insert a sustainability criterion in the design of rehabilitation of urban spaces. **I intend to propose a new approach** for upgrading slums based on diagnosis of the area and the definition of parameters through such analysis, aiming to improve urban life by sustainable urban planning.

**Apresentação, objetivo e planos futuros |** Pati usa seus planos futuros e objetivo (o PhD) para se apresentar. Dentro de planos futuros, veja que ela cita seu objetivo de carreira e como pretende contribuir para a sociedade de modo geral.

**Justificativa |** Para justificar a importância do seu tema, ela lança a problemática existente. Além disso, aproveita para citar a sua experiência com pesquisa durante o trabalho final de graduação, assim como seu curso de especialização e parte de sua experiência profissional, todos voltados de alguma maneira para o seu tema de pesquisa (entrelinhas: paixão, interesse pelo tema!)

**Justificativa |** Como já disse, as particularidades de seu país de origem que lhe despertaram interesse para o tema ou que carecem de solução relacionada com sua pesquisa podem e devem ser contempladas na SoP. A segunda frase em destaque sugere um espírito inquieto e criativo, ao propor uma nova abordagem para um tema universal. Uso das palavras!





I believe **University of Virginia** offers much of what I hope to be involved in. I am drawn to the graduate program because of its **multidisciplinary character and the strong focus on individual study**. I can assure a high level performance throughout the PhD program in the Constructed Environment if admitted.

#### Direcionamento e conclusão

Aqui, ela conclui sua redação fazendo um rápido direcionamento e afirmando sua capacidade de se adaptar ao desafio que pretende enfrentar (o doutorado).

**Nota:** Você deve ter notado que esta SoP foi extremamente breve. Lembra-se de quando eu disse no [vídeo](#) que você deve **seguir as regras**, ou seja, ficar atento ao que pede cada universidade? Pois é. A University of Virginia tinha, neste caso, um limite de palavras mais baixo que as demais, e Pati fez uma versão reduzida da sua SoP especialmente para esta universidade. Achei válido colocar neste documento a versão reduzida, ao invés da original, para que vocês pudessem ter um exemplo de como sintetizar as informações para um documento menor.





## PAULO ALEXANDRE REGIS

I am writing to express my interest in pursuing a **Ph.D. in Computer Science and Engineering, more specifically in the subjects of smart-cities and mobile technology.** These technologies I believe will have **major influence in the future**, from disaster prevention to urban planning, and honestly, the possibilities just grow each day.

I received my **Bachelor's degree in Telecommunication Engineering** in 2011 and I am currently enrolled in a **specialization program for development of mobile technology.** During my undergraduate studies mobile technology emerged and grew exponentially, and I started to pay attention to its evolution. Eventually **I started studying mobile development by myself**, and as years went by, the potential of these new technologies were quite obvious.

### **My interest for the subject stems from a tragedy occurred in 2008 when my hometown suffered one of the biggest floods in its history.**

Many people were affected by landslides; lost their houses; roads were blocked or broke into pieces. Everything could have been minimized by a correct urban development in the past. By that time the definition of smart city wasn't really in evidence, but eventually it rose in the media, and a couple of years later I started searching about it.

As I started studying by myself, it became clear that the concept of smart-city was much more comprehensive than I expected. So with my background in telecommunications, my focus was driven towards mobile technology and development. As my undergraduate studies ended when I had just found myself enthusiastic about this, **I began a mobile development course, and it has given me the ability to explore the potential of mobile devices such as smartphones and tablets.**

### **Apresentação e objetivos |**

Já mostrou a que veio em duas frases. Apresenta o curso-alvo, sua área de pesquisa e justifica sua escolha. **Incrível como os homens sabem ser sucintos!**

### **Objetivos e Justificativa |**

Cita sua formação e atual especialização, ou seja, o que está fazendo para alcançar seus objetivos - inclusive estudar sozinho (corre atrás do quer).

**Justificativa |** Não sei você, mas eu adoro esta parte. Ele fala como um evento em sua vida pessoal dirigi seus interesses. É uma motivação bastante forte e nobre e vale a menção!

### **Objetivos e Justificativa |**

Paulo cita mais uma de suas investidas em sua educação e as habilidades trazidas por este novo curso, bem como um direcionamento em sua área de pesquisa.





At this point I am convinced that a graduate program is the next logical step in my career. To help me in this pursuit, **I applied to a scholarship program** granted by the Brazilian government, called Science without Borders, and administered in the United States by the Academic and Professional Programs for the Americas (LASPAU), affiliated with Harvard.

**One of my goals is to help useful information to reach the population and help the government to make better decisions,** based on trustworthy collected data. It is known the benefits of this approach: by giving access to this data to the inhabitants of a city, they will supervise the actions taken by their government representatives.

**The research that I intend to carry refers to network access in emergency situations.** Access to communication is crucial for the orientation and recovery in a natural disaster scenario. Tethering is a concept that emerged a few years and can be used in such cases. By studying its issues, might be possible to improve it by increasing access to telecommunications infrastructure in these recovery situations. **I recently made contact with Professor X**, who enlightened me about this subject's difficulties and if I'm accepted to the graduate program it would be a great experience to work with him and his research group.

**There is misleading information about my GRE Analytical Writing score. It does not represent my actual skills on that matter;** the test day was exhausting, took me more than 8 hours traveling, so I gave minor attention in that part of the test. Though my background apparently is not focused exclusively on computer science, it has been an area my interest since my first computer.

My Engineering program was extremely helpful in terms of network and electronics and my specialization in mobile development presented me a great range of possibilities for portable devices.

**Bolsa de estudos |** De novo, novamente e mais uma vez, para você não esquecer: a bolsa de estudos!!

**Objetivos e Justificativa |**  
Ele apresenta seus objetivos dentro de sua área de pesquisa e justifica sua importância.

**Objetivos |** Paulo cita seu tema específico dentro da área de pesquisa e fala do ORIENTADOR COM O QUAL FEZ CONTATO PRÉVIO (de novo, sintam a importância disso).

**Justificativa |** AHÁ! Um bom exemplo para vocês de justificar discrepâncias na sua candidatura. Paulo conta como o GRE não o representa!! Rs





If I manage to successfully obtain a Ph.D. degree, I would then pursue an academic career. **Continuing the research concerning smart-cities and teaching what I have learned.** Since the scholarship I obtained requires me to come back to Brazil, it would be a great opportunity to **introduce this line of research to local universities, as it is a relatively obscure subject here.**

As mentioned before I have contacted Professor X, whose research interests meet mine and also is starting a research group which purposes support my research area. **If I am admitted at University of Nevada, Reno I'm confident I will accomplish the program's expectations.** And I can only guarantee I will make my best efforts to accomplish the research and fulfill the highest expectations.

**Planos futuros |** Paulo fala o que pretende fazer depois de conquistado o título de doutor.

**Direcionamento e Conclusão |** Ele cita novamente o professor e a universidade e sintetiza o porquê deve ser escolhido (óbvio que os pormenores já ficaram claros ao longo da SoP!)





## PEDRO MENCHIK

This statement of purpose was written to express my interest in applying for your department's **Ph.D. program in Food Science**. Firstly, let me introduce myself as a **curious Food Engineer**, passionate about alternative methods of food processing. **I used to be the kid who would go to the supermarket and read the labels of every product my parents were buying.** Many questions would pop in my head, such as "how does the milk become powder?" As the time passed, this curiosity grew inside of me and had me figuring out who the professionals responsible for that were.

Soon enough, my career path was clear, so I studied hard to be admitted in a Food Engineering course in a great public university. Being a good student, **I was approved in four different universities, including a first place rank among the applicants for the University of São Paulo (USP)**. However, the one chosen to be my second home for the following six years was the Universidade Estadual de Campinas (Unicamp), which has one of the top Food Engineering undergraduate programs in Latin America.

During my life and times at the university, I was enrolled with many different activities and projects. My first **teaching experience** happened in 2008, when I received a scholarship to be an assistant in teaching the subject of "Characteristics and Pre-processing of Fruits, Vegetables, Coffee, Cocoa and Sugar Cane". Later, the university gave me an opportunity to take part in an **academic exchange in Mexico**, where I studied relevant subjects for my bachelor degree and **learned how to adapt to a different culture**. Coming back to Brazil, the organization of some **academic events** also had my participation, such as the "28<sup>th</sup> Week of Food Engineering (Semalim)", in which students from all over Brazil gathered to attend lectures, visited food companies and had practical classes on selected topics.

### Apresentação e objetivos |

Pedro apresenta sua profissão, seu interesse de pesquisa e o que quer (o PhD). Já não restam dúvidas sobre o propósito da sua SoP. Observe que ele usou o adjetivo "curious" para definir a si mesmo, dando pistas de sua personalidade – e ao mesmo tempo de uma característica bastante desejável a um pesquisador. USE adjetivos.

### Objetivos e Justificativa |

Aqui ele começa a contar sua trajetória (o que tem feito para alcançar seus objetivos – note que uma SoP é baseada sempre nestes objetivos). Até a sua classificação no vestibular pode contar ao seu favor, ou o fato de ter cursado uma boa universidade. Saiba vender seu peixe!

**Justificativa |** Observe que as experiências escolhidas são as mais relevantes para – novamente – o objetivo de Pedro (a carreira científica). QUALQUER experiência de ensino é interessante, até se você deu aulas de ballet. Se o seu caso for como o dele, que deu aulas em sua área, melhor ainda! Experiências no exterior também são importantes, mas sempre fale no que isso te ajudou. Pedro falou na adaptação a novas culturas (você vai precisar disso, não é?)





Regarding research, my first contact occurred in 2009 with an involvement in an **Undergraduate Research Project**, whose project title was “Study of Commercial Pork Lard Deodorization by Physical Method”, which aimed to study the physical refining process of the product. This method is safer and less polluting than the traditional chemical one, and generates less waste, seeking to meet consumer’s demand for more environmentally clean technologies. The same line of research permeated the content of my monograph (**undergraduate thesis**), which expanded the concept of physical refining to edible oils and fats in general, as well as the effect of the process on its nutritional and sensory properties.

My previous **professional experiences** included a fourteen-month period in Coca-Cola FEMSA, acting both as an **intern and as an operations analyst**. Then, there was a five-month experience as a temporary trainee in Belmar Dış Ticaret A.Ş., a spice producing company in Izmir, Turkey, where **cultural adaptation was taken to the next level**. Currently, I am pursuing a **specialization course** in Integrated Management System (Quality, Environment, Work Safety and Health, and Social Responsibility) at Serviço Nacional de Aprendizagem Comercial (Senac), in order to complement my knowledge. **My present job is a volunteer work as a chemistry teacher in two different preparatory courses for low-income youth, and I am also the author of a blog about controversy and urban legends regarding food.**

Despite having left Unicamp in 2011 – **where I graduated as top of my class** - research has never left me, and I have been waiting for an opportunity to pursue a graduate program abroad ever since I received my bachelor degree. Recently, Academic and Professional Programs for the Americas (LASPAU) has **pre-selected me as a grantee for the Science without Borders program**, whose scholarship would cover university tuition and provide me with a monthly stipend. My goal is to work at the **Department of Food Science of Cornell University, with Professor Carmen Moraru, who has already accepted to be my advisor**.

**Justificativa** | Neste parágrafo, ele cita sua experiência em pesquisa acadêmica e alguns temas estudados, inclusive a contribuição científica do seu TCC / Monografia (undergraduate thesis – é assim que você deve chamar o seu. E sim! Ele CONTA como experiência acadêmica, e muito, dependendo de como você abordá-lo aqui!!).

**Justificativa** | Aqui, Pedro já fala da sua experiência profissional. Note que ele dividiu os temas por parágrafo, o que ajuda a criar uma SoP clara e organizada. Ele fala também do seu curso de especialização atual e do seu trabalho voluntário como professor. Também fala sobre seu blog – claro! Por que não? Note que isso mostra que seu interesse pela área é tão grande que ele dedica seu tempo livre para informar as pessoas sobre ela: não é o que um cientista deve querer fazer?

**Bolsa de estudos e Direcionamento** | Adorei ver BOLSA DE ESTUDOS e ORIENTADOR num mesmo parágrafo, só para lembrar a vocês MAIS UMA VEZ do tamanho da importância de ambos!





Her research themes are directly connected to my future interests as a researcher, which consist of alternate and non-thermal food processing, including membrane technology and pulsed light treatment. Cornell University has the necessary structure to develop my research at the highest level possible, so it would be the perfect match for me. **After the program, my plan is using the knowledge acquired to help develop food-processing technologies in Brazil, aligning academy, industry and government.**

I appreciate your time and attention in considering my application.

#### Planos futuros e conclusão

| Você não precisa de mais de uma frase para definir seus planos se souber como ser objetivo. O fato é que eles não podem faltar na sua SOP! Pedro conclui com um agradecimento formal ao comitê de admissão, o que é facultativo porém desejável.





## RAPHAEL PETEGROSSO

I am applying for a **PhD in Computer Science for the Artificial Intelligence area**. After having the opportunity to **work on a number of Machine Learning and Natural Language Processing projects**, I have continued to **study these subjects independently** so that I may enhance my knowledge and skill set in this area. I hope to build upon my knowledge and experience in this subject during my PhD, in order to contribute with new ideas and discoveries that will help the Artificial Intelligence community spread their knowledge. My goal is to eventually **use my PhD to serve as an Artificial Intelligence professor in Brazil**. Brazil lacks people who dominate the area, but there is a large and growing interest in the field. I hope to help provide more opportunities for education in this subject in my country.

My application is supported by the **Brazilian Science without Border program**, administered by LASPAU (Latin American Scholarship Program of American Universities). Though the program, the Brazilian government will provide me with a **scholarship** for the entire doctoral program.

I began my study in a public school in São Paulo. As **I was always a good student, teachers suggested that I try to enter in a technical high school**. Most of my preparation for the acceptance exams was done independently, with limited support from my teachers, yet I was accepted into one of the best public high schools in Brazil, called ETESP. During the last year of the high school **I started working translating books about computing from English to Portuguese**. With my earnings, I was able to afford a preparatory course which helped me gain acceptance to the University of São Paulo. Throughout University I had **many great internships**, including one with the company Taqtile, where I was later invited to become a co-partner of the Brazilian branch, and am currently employed.

**Apresentação , objetivos , planos futuros e justificativa** | Tudo num só parágrafo, o que mostra que não há regra, há lógica e coerência. Se você conseguir criar um link entre estes conteúdos, ótimo! Rafael fala um pouco de sua experiência, de seus objetivos durante e após o PhD e de como pretende ajudar no desenvolvimento do seu país.

**Bolsa de estudos** | Olha ela aqui de novo!

**Justificativa** | Veja que interessante: Rafael já começa a construir uma imagem positiva para o comitê desde o colegial. O que significa isso? MATURIDADE, o que é muito importante para um doutorado. De novo, leia as entrelinhas. O trabalho como tradutor de livros sugere um bom domínio da língua escrita, o que é também essencial para a carreira acadêmica (e pra vida, viu, gente? Ai, ai).





Taqtile is based in Seattle, WA, and **is one of the leaders in mobile development**, creating robust apps to customers such as NBC, Stanford University and the British Royal Family. In 2009, **using my basic knowledge in Natural Language Processing, I led the development of a project** called Dekks. Dekks, launched at the DEMO Fall 09 event in San Diego, CA, served as an Intranet software and worked to predict which individuals at a company had experience or knowledge on a given subject.

To help expand my knowledge in the subject of Artificial Intelligence, **I have been taking online courses** in Coursera and Udacity on the Artificial Intelligence and Bioinformatics subjects. **Due to my passion for the subject**, in 2011 I was invited to be a co-supervisor for engineering students doing their final papers about Neural Networks - a system that suggests a gift to a person, giving information about him.

**I have a basic experience with** Artificial Intelligence applied to recommendation systems using Machine Learning and Natural Language Processing. **However, I always wanted to have a chance to be involved in Bioinformatics projects.** **I love** the application of computing in molecular biology in order to find more information about the human body, such as DNA sequencing. Moreover, **I am very interested** in the use of pattern recognition in disease analysis, such as cancer, having been a victim of skin cancer. I hope to use the PhD as an opportunity to improve my knowledge in this area through research such as cancer pathways and other biomolecular analysis in order to help understanding human diseases.

**I am a very technical person and continue to study new subjects, both within and outside of my curriculum**, especially where it can be applied to my work or areas of interest. **I am resourceful and enjoy researching new technology.** **At my company, I am consulted when we are looking to leverage new solutions.** I perform the initial research and development, then **train team members** on how to adopt this new technology for implementation in their projects.

**Justificativa** | Rafael informa o comitê sobre a dimensão da empresa onde trabalha e cita um dos projetos que liderou (pense o que isso diz sobre ele nas entrelinhas, além da óbvia competência e habilidade de liderança. Se você tivesse um puta emprego destes, por que interromperia sua carreira para fazer um PhD? PAIXÃO, jovem. Lembre-se: o comitê lê as entrelinhas.

RÁ! Não disse?? JURO que eu não tinha lido este parágrafo antes de escrever meu comentário acima! Estou ficando especialista nas entrelinhas B)

**Objetivos, Justificativa e planos futuros** | Olha só ele transformando um ponto negativo em positivo: ele confessa sua pouca experiência na área de interesse, mas mostra a sua paixão em aprender: eu destaquei as expressões mais passionais de propósito. Ele também fala de seus objetivos e planos futuros aqui, para reforçar o porquê deve ser chamado apesar da pouca experiência

**Justificativa** | DE NOVO: veja como ele vende bem seu peixe! Observe o peso das informações que ele deu sobre si, e treine as entrelinhas neste parágrafo!



**I love to teach.** I also have done several project documentation in my career. For this reason, I see this opportunity to go back to university for a PhD **as a natural evolution for me.**

As described in my education and work experience to date, and demonstrated in my transcript, I believe I am an excellent candidate for this PhD program. I am confident that as a **self-motivated and dedicated student**, I will thrive from both an abroad experience and the opportunity to further my education in the field of Machine Learning applied in Bioinformatics. As an **avid learner and quick-study**, this PhD program will be both challenging and rewarding for me and I look forward to eventually **leveraging my learnings to foster further development, opportunities, and new applications of this subject within my own community**. Unfortunately, I have never had a chance to live abroad and, as a result, **my TOEFL iBT score of 97 and GRE verbal score of 152 were not as high as I would like they were. However, I think that these scores do not show how fast I can improve when placed in a US campus.** I know I will be a great contributor both within the PhD program and beyond.

Thank you for your consideration.

**Justificativas** | Eu digo no vídeo para você não sair dizendo “I love science, I live science, I wannabe science, WHOOOAAAAA” (ok, não exatamente assim). MAS observe que tudo na vida é equilíbrio. O Rafael parece unir técnica e paixão, determinação e competência. Não parece um gafanhoto ingênuo que quer ser cientista para descobrir a fórmula da paz mundial. SEJA passional em momentos pontuais, mas saiba fazer isso.

**Justificativa e Conclusão** | Mais algumas características pessoais já demonstradas ao longo do texto (nas entrelinhas), o que ele espera do PhD e... Mais uma vez, a tal da justificativa de discrepâncias na sua candidatura (neste caso, TOEFL e GRE). E pronto!





## UGO BRUZADIN NUNES

My name is Ugo Bruzadin Nunes, and **I'm a bachelor in Psychology** from Pontifícia Universidade Católica de São Paulo, Brazil. **I am applying for a PhD in Cognitive Psychology, in the area of Memory, Learning, Consciousness and Perception.** I am planning to study in depth these topics in the **perspective of Cognitive Sciences.**

**I have a strong desire to become a teacher and a researcher. Mostly, I want to help the development of the sciences of psychology in Brazil.**

There is little research on Cognitive Psychology in Brazil. Most of the field is rooted on psychoanalyses, and due to that, my background is belittled on mathematics, computation and statistics. **However, I believe in science and I don't think that can stop me on continuing my studies.** I am intelligent and fast learner, and I believe that will have no problem learning, on the first and second semesters of the graduate studies, whatever knowledge I may lack now, in order to achieve a PhD degree.

My first intentions, when I entered the undergraduate in Psychology, were scientific. I wanted, and still do, to help uncover the mysteries of men's mind. I was always an enthusiast on trying to understand the mind. One insight that I had during my undergraduate was that memory is a fundamental property of cognition. When I went further in the studies I discovered that a lot of the processes of the memory is still a mystery. **I got stunned by how little is known about the memory and learning process, which are, in its essence, the central cores of Psychology, even of psychoanalyses.**

There is little incentive on scientific research in Brazil, but the program Science without Borders (SwB) is trying to change that. I am currently a pre-selected grantee by LASPAU: Academic and Professional Programs for the Americas, which administers the **SwB scholarship.** The programs intentions are the same as mine: to bring more scientific studies to Brazil.

**Apresentação e objetivos |**  
Formação, objetivo (PhD), área de pesquisa e tema de interesse. Tudo aqui, em 5 linhas.

**Planos futuros e justificativa |** Como não tem ordem, você pode começar "de trás para frente", usando seus planos futuros como justificativa para seu objetivo atual. Ele também fala de como o Brasil carece de pesquisa na sua área e atribui a isto sua pouca experiência, SEM se vitimizar (além do mais, ele aprende rápido!)

**Justificativa |** Observe que, falando das suas inquietações, ele dá a pista do que quer estudar, através da importância do tema para o mundo científico. Interessar-se pelo desconhecido é um desafio próprio de um cientista em potencial!

**Bolsa de estudos |** Sem mais.



Nevertheless, during college I had two **research experiences** and I believe that they have provided me with enough abilities to pursue a research career. The studies were on the female self-image and men's masculinity. The first was a **group study**, in which I had the chance to participate in every step of the process: **bibliographic research, problem delimitation, methodology planning and statistical correlation**. The second was a lone study and took two and a half years. The conclusion of both opened my eyes to society's patriarchy and how disturbed is our view on sexual identities. Although **they are unrelated to my goal** in my graduate studies, they've strengthen my world view for equality of gender.

**I believe that my shift of focus can become an advantage and enriches my comprehension of the mind.** Most people are interested in common and focused subjects, but **my interests are broader**. I enjoy studying about politics, art, science, physics, quantum mechanics, mathematics, logic, education, astronomy, religion, sexuality and so on. **I also had courses on experimental psychology, statistics and linguistics and studied pre-calculus math and some computer programming on my own.** More importantly, I am in love with all of the aspects of the mind.

For the SwB program I developed a small research project on Baddeley's Working Memory Model. This model can give insight on the memory and learning process. In my search for a professor that was working on a similar project as I firstly intended I encountered the **Professor X and Professor Y, which finally led me to the Southern Illinois University**. I was very impressed with their work and decided to work on something equally impressive in my PhD.

I am conscious of the hard work of a PhD and **I believe to have the necessary characteristics to pursue this path**. I am certain that the Southern Illinois University is the next step of my journey in my ultimate goal of opening the eyes of the beholder and that I'll be a great asset to its research teams. With its great laboratories and faculty, there wouldn't be a better place to achieve my goals. **The prospect of working with Professor X sparks great interest. With her guidance I will help develop a research that leads us to the path of building a unique model of Language, Learning and Memory.**

**Justificativa** | Aqui, Ugo fala sobre suas experiências em pesquisa acadêmica e em que elas contribuíram para a formação do seu pensamento atual. Note que ele exemplifica as etapas de pesquisa nas quais participou, e fica subentendido que domina o processo.

**Justificativas** | Se você leu as outras SoPs, já imagina o que vou dizer: ele transformou em vantagem um possível ponto fraco! Aposto que você já pode identificar isto no texto. Porém, quero chamar a atenção para algo: esta visão sistêmica do Ugo é importantíssima para ciências como a psicologia e outras áreas mais humanas. Se seu foco são ciências exatas, isto pode ser interpretado como "falta de foco". Por isso, a **recomendação geral é ser bastante específico sempre que possível!**

**Direcionamento** | **ORIENTADORES.** Note que ele conta que foram os orientadores que levaram a escolher aquela universidade. Comigo também foi assim, e esta é uma lógica muito comum!

**Conclusão** | Aqui, você já está craque, né? Percebeu como as conclusões são todas muito parecidas? É assim mesmo que tem que ser!





# That's all, folks!

Espero que vocês tenham gostado do [vídeo](#) e dos exemplos comentados! E de verdade, espero que vocês consigam produzir SoPs que possam servir de exemplo para os próximos candidatos! **Qualquer dúvida** que vocês tenham sobre o tema ou sobre estes exemplos, podem mandar um e-mail direto para [fernanda@abroaders.com.br](mailto:fernanda@abroaders.com.br). Mas se quiser nos dar um *feedback* com sua opinião sobre este material, clique neste pequeno link laranja abaixo! Rs.

O seu retorno é muito importante para nós, é a única forma de sabermos como estamos indo e no que podemos melhorar. **Sua opinião** é o que mede a competência do nosso trabalho e recompensa o nosso esforço (não somos remunerados, somos voluntários desta equipe que nós mesmo fundamos). **Se quiser contribuir** com os Abroaders, faça sugestões, mande materiais, se disponibilize para escrever sobre algum assunto específico e curta e compartilhe nosso site e nossa fanpage! Um grande abraço, até a próxima e boa sorte na sua SoP!

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