



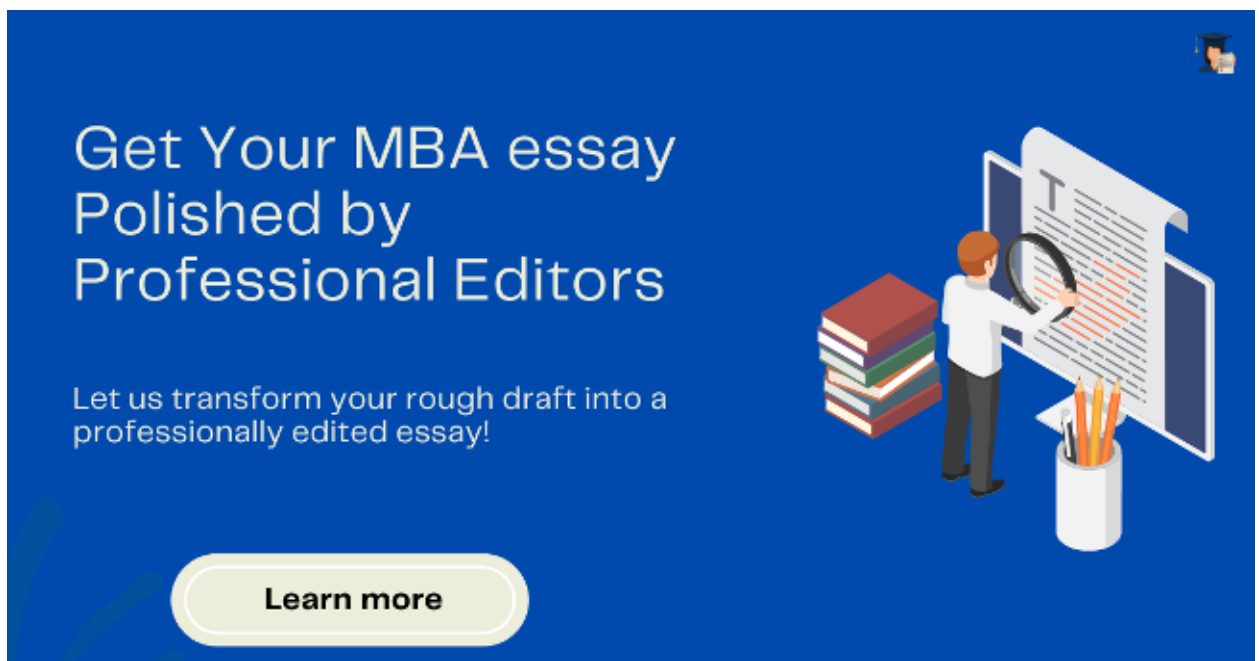
MBA Essay Application

In my life, I have been encouraged by many different people. Reid Hoffman, Vinod Khosla, and Marc Andreessen, a venerable triumvirate of technology innovators who have left an indelible imprint on my thoughts, have left an indelible imprint on my thoughts. Each of them succeeded in developing a commendable technology firm with Sun Microsystems, LinkedIn, and Netscape, respectively, and effectively transitioning into highly experienced investors and venture capitalists. I really see myself building a high-growth, future-ready business and eventually donning the investor hat to assist other ambitious market leaders in their own enterprises. A few months ago, over a reflective weekend, I made a fascinating observation. Outstanding consumer technology companies like Google, Microsoft, Facebook, and Yahoo have another trait. Each of their names contains one or more "O"s. Given that our jaws take on a more rounded shape when uttering these names, may the multimodal neurological condition known as "Synesthesia"—in which various senses such as visual forms and sound get intertwined—correlate with creating a strong brand identity? More significantly, if my theory were to be proven correct, could it be used in the development of software that would make identity design more data-driven and affordable? These kinds of interdisciplinary issues have always intrigued me.

The most important thing to me is to build a fantastic technology enterprise. My extensive expertise in Huntsville's high-tech sector and contact with multiple Fortune 500 firms



have motivated me to create a fantastic high-tech business that would produce cutting-edge electronic items. Millions of consumers will be empowered by such items, which will also significantly ease their lives compared to currently. My time at Panasonic also introduced me to the realm of cutting-edge goods. As a policy wonk, I have done a lot of studies on many technologies and made a significant contribution to the creation of several products. As I went along, I had other thoughts and talked with some of my close friends about how to start a business to put some of our ideas into action. I eventually moved to Japan in 2019 and started my dream business.



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The advertisement features a blue background with white text. On the right side, there is an illustration of a person in a white shirt and dark pants standing next to a large stack of books. The person is holding a magnifying glass over a large document that is displayed on a screen. The document has a large 'T' at the top and some text below it. A white cup filled with pens and pencils is also visible. In the top right corner, there is a small profile icon of a person wearing a graduation cap.

I chose a few fantastic concepts with my cofounders, and we toiled day and night to launch our first item for the Japanese schooling market. It had the ability to change the way that learners between the ages of six and ten would be educated. The pupils will be entertained and relieved from the monotony of classroom-based learning thanks to our interactive platform. We



aggressively promoted our solutions after receiving positive initial feedback from several schools.

But after six months, I discovered that our cash flow was far lower than the anticipated revenue amount. I contacted several VCs and banks in a desperate attempt to acquire funding, but I was unable to do so. The pillar of success, so the saying goes, is failure. My first venture's failure has taught me a lot. Upon consideration, I also understood that my time working in Huntsville had left an enduring imprint on my DNA. I concentrated on creating a service-oriented culture to ensure sustainability in light of Panasonic's fast expansion. My team created a 35% increase in NPS by tracking customer input, performing weekly reviews, implementing soft-skills training, and putting up an NPS-linked assessment procedure for 150 staff. Hence, my heart echoes with the success stories of firms like Sun Microsystems, LinkedIn, and Netscape. I have seen firsthand how these businesses have altered the path of human history. In Huntsville, I aspire to change the game by starting a profitable business.

Furthermore, I have a strong passion for finding transdisciplinary solutions. I aim to develop software tools that will address industry problems in the real world, such as how to use analytics to develop a market penetration strategy or how to make advertising more data-driven rather than just relying on brand managers' gut feelings. Such issues would necessitate acquaintance of a wide variety of topics, including customer behavior, brand recognition, marketing, advertising, etc., and this is what attracted me to the Stanford MBA program.

Essay Two



In the Stanford GSB Behavioral Lab, I envision having cross-disciplinary discussions with my multicultural peers about many topics. In addition, I've learned about a medical disorder called "synesthesia," in which all of our senses blend together as one and gives people a halo impression. For instance, organizations with "Os" in their names include Google, Microsoft, and Facebook. Is that the key to their successful branding? I would want to have a brainstorming session with Stanford School of Medicine neurological specialists. If my theory is correct, branding can become a more data-driven science than it already is. I think Stanford would enable me to achieve my professional goals of successfully founding a start-up in Huntsville. I hope to one day work as a venture investor who will assess ground-breaking ideas and transform society. It will offer me a variety of resources all under one roof. I am motivated to make the most of my experiences, collaborate on creative concepts with faculty members and peers from around the world, and start my own business when I earn my MBA.

It would be fantastic if I could cooperate with specialists from the Stanford School of Medicine and the GSB Behavioral Lab on a software challenge, work with a cross-functional crew of classmates at the Stanford Venture Studio over coffee to develop the idea, and then pitch Vinod Khosla for guidance. Despite experiencing only modest high sales in my initial foray into entrepreneurship, my desire to found a great technological firm has not faltered, and I am still looking for the next game-changing concept. However, I am determined to do it better this time. Building an organized strategy to manage the micro and macro issues of running a business, developing a strong analytical framework for evaluating market prospects, and fine-tuning my go-to-market and sales tactics are all tasks I consider essential to achieving my vision. And I am sure I could include each of these skills into my toolkit at Stanford GSB. The most crucial trait I



hope to develop there is the fortitude to take risks when others would rather take cover, and Stanford GSB was by far the most logical choice given its location at the core of hi-tech innovation since it all began. I cannot wait to explore Knight Way's back lanes. After all, it is the most reliable route to train for the marathon from Huntsville's periphery to Sand Hill Road's core.