

Client is currently attending Wharton Lauder and received a \$20,000 scholarship

**Drawing on your past and present educational and work experiences, especially those that involved cultures different than your own, discuss why you are applying to the Lauder program. Highlight your reasons for applying to your chosen Program of Concentration and how you see yourself benefiting from, and contributing to, the Lauder program overall. (800 words)**

Per Growing Africa, Africa holds almost 50 percent of the world's uncultivated land, which is suited for growing food crops, and the agribusiness could triple if farmers were supported with more updated farming methods. By improving the irrigation system, my drone company will help feed Africa's fast-growing population. Through the Intercultural Venture in Israel focusing in water Issues and Innovation, I would learn different views on how to achieve water stability.

Per [REDACTED], a current first year Lauder student, the cultural and professional diversity of the Lauder community would help me get different perspectives on a given problem: a banker may not have the same point of view on the reliability of a social venture as an economic development manager at an NGO. In my position at [REDACTED], I have led projects in Asia and The Americas, brainstorming around the same problem, incorporating the perspectives of engineers, salesmen, field representatives and service centers located across the globe. As the Chair of the Young Professional Board at [REDACTED], I harness the talents of committees that are comprised of consultants, entrepreneurs, and lawyers. Through this, I've become very practiced in leveraging the valuable skills and knowledge of my peers for the benefit of the group.

Lauder would provide me with an understanding and appreciation for the historical, economic, and political situation in Africa – and my belief is that this would enhance my future success in developing a business in Africa. I would be able to contribute on this level as well. Given my experience at [REDACTED], I would be able to present to my peers my view on how political conflicts impact business operations, and best practices in how to deal with such a scenario. For example, the recent corruption scandal in Brazil has prevented Brazilian government representatives from using their private jets. As an aircraft is required to be flown at least two hours per month, I had to define a specific program to keep the aircraft in service and more importantly keep our customers.

Given this experience, I would be able to enhance the animated debates that would undoubtedly take place with my peers, and provide them my insight and perspective on the topic of international collaboration. As the Vice-President of [REDACTED], the first European association for aerospace students, I collaborated with European students to organize symposium and conferences in countries such as Germany, Italy, and Portugal and developed new exchange programs amongst 39 universities, with 50 students taking advantage of this opportunity during my tenure at [REDACTED].

At Lauder Institute, I am interested in developing a research paper for the Global Knowledge Lab on best practices for startups when developing government partnerships in Africa. One of my colleagues has recently put me in touch with [REDACTED]. This is a World Bank funded group, developing public-private partnerships for the purpose of improving agricultural water-use efficiency in various countries in Africa, among other countries. I would like to collaborate with [REDACTED] as part of my project for the Global Knowledge Lab.

To better understand how I would prepare myself for an entrepreneurial experience in Africa, I spoke with [REDACTED], CEO of [REDACTED]. [REDACTED] is a Tanzanian NGO that provides equipment loans to farmers. [REDACTED] mentioned that I would need to learn the competitive landscape in Africa, best achieved by obtaining on-the-ground experience in Africa. Through the two-month summer immersion, Lauder would give me the opportunity to meet entrepreneurs in Nairobi, a tech hub in Africa, to learn from their mistakes, thus shortening my learning curve and time to achieve profitability. This would also help me to build my network in Africa for the purpose of gaining a summer internship, which would provide me with on-the-ground work experience that [REDACTED] refers to.

As a child, I corresponded for two years with a 12 year-old kid from Madagascar, which gave me a deep appreciation for the difficulties of living in poverty. Four years later, I walked for 10 days in the Sea of Sand in Mauritania, doing dishes in the sand, and sleeping outside. I interacted with locals to learn about the way they survived. This was part of a larger trip I took with my uncle, where we visited a Mauritanian village, the former home of one of his patients, to help improve their medical facility. Despite the primitive surroundings, I found 8 to 12-year-old students learning about advanced topics

such as AIDS. This experience revealed to me the real potential of this continent, something I am eager to share with my fellow Lauderites.