

July - 2021

Dear College Admissions Officer:

This is in strong support of Amara Jain's application to your undergraduate degree program. Amara attended Columbia University's Venture for All® Program Online from 6/21/2021 to 7/2/2021. Venture for All® is an intensive, college-level course exposing students to the theory and practice of entrepreneurship and innovation by guiding them through the new venture creation process as applied to their own original ideas. This course allows participants to hone critical skills in research, creative decision-making, communication and negotiation, project management, financial analysis, and collaborative leadership. Students, working in teams, are tasked with creating their own venture concept and providing a detailed, extensively researched, plan with corresponding documents by the end of the program. Throughout this accelerated class, students assess the industry and market appropriate for their venture ideas, form competitive strategies, develop new products and services, and generate full financial statements.

Amara's participation in class demonstrated a level of thoughtfulness, interest, and sophistication that distinguished her. Amara displayed excellent innovation skills. The course focuses on developing entrepreneurial and leadership skills as well as learning the process of creating new ventures from idea to detailed plan. Amara's team focused on creating a new venture in India to solve the plastic waste issue. She blended quantitative and qualitative research effectively and persuasively in the development of his venture. She clearly demonstrated the ability to grasp new concepts and work on open-ended problems in a fast-paced environment. Her work was of high quality and her capacity for top academic performance was clearly demonstrated throughout this program.

In summary, I would strongly recommend Amara as a candidate for your undergraduate degree program and would estimate her to place at the top of her peers in terms of showing academic and professional promise.

Sincerely,



Jack McGourty, Ph.D.
Columbia Business School
Director of Community and Global Entrepreneurship