

Motivation Letter

Sample

Dear Sir or Madam:

I am writing to apply for the Master in Finance & Accounting program at the London School of Economics and Political Science starting in the autumn 2012. The degree from one of the most recognised and prestigious business schools is my chance to make a substantial progress in personal career and thus contribute to Ukrainian economic development.

Ukrainian economy is an emerging market whose economic evolvement is extremely dependent on investments. I started explorations in investment valuation when studied at the university. I found out that low sovereign risk was one of the most important factors for successful investment activity in emerging markets. My research was concentrated on development of an econometric model for measuring a sovereign risk of Ukraine. The model allowed not only to obtain a quantitative assessment of Ukrainian sovereign risk but to define macroeconomic factors that influenced it the most. The results of my explorations were highly evaluated by Victor Pinchuck's and Ivan Puluy's Foundations as I won two scholarships. Studying at the London School of Economics and Political Science will allow me to obtain necessary skills and knowledge in investment valuation and analysis to proceed with my explorations and make my model widely circulated among domestic and foreign investors.

In addition, the Master's degree from the LSE is crucial for my career growth. I have already made a substantial career progress from an intern position to a senior analyst at Metinvest Holding, the largest steel & mining company in Ukraine. It took me only two years to grow up and prove to my colleagues that my knowledge and abilities were enough to work in a highly competitive and complex business environment. My future career perspectives strictly depend on educational progress due to the fact that my managers and directors already have foreign institutions' diplomas that allow them to communicate with our overseas partners in one language of business and financial terms.

As a senior analyst at Strategy & Business Development department I studied opportunities for steel consuming sectors development in Ukraine. One of the most attractive options exists in wind energy sector that is very steel intensive. During the project I had a chance to participate in the international conference devoted to consideration of successful factors to implement wind energy projects in Ukraine. All of participants, included foreign wind turbine manufacturers, investment banks and international financial institutions, pointed out that they needed reliable partners to start business in Ukraine. As a representative of Metinvest Holding I experienced lack of world-class investments valuation and expertise practice to assure foreign investors that our company could be a reliable partner in this complex and cross-industrial business. Diversification of energy sources is one of top priorities in the long-term national energy policy that is why succeeding in wind energy projects is significant for energy independence of Ukraine.

I am pretty sure that acquaintance with world-class investment valuation and risk assessment procedures is my chance to make substantial career progress. As the Master of Science in Finance & Accounting I would manage complex investment projects in steel and related industries, for example, wind energy attracting foreign investments in Ukraine. I would also be able to assure foreign investors that sovereign risk can be easily measured and we know what factors influence it.

Since studying at the university I have been steadily developing personal communication and presentation skills. I participated in more than ten international and regional student scientific conferences in Ukraine and abroad. There were no conferences where I did not take a prize place. My presentation skills were significantly strengthened during work at Metinvest Holding as I was urged to prove rationale of various investment projects and market strategies to company's top management.

During studying at the university I also managed to demonstrate leadership potential. I was a captain of a team which participated in student business games. Our team showed very good results at the regional stage and was chosen to participate in the final. I highly appreciate this experience as it was my first serious successful management practice.

To sum up, I am at the beginning of my career path, but I have already attained substantial progress in it. I aspire to study at the London School of Economics and Political Science in order to obtain urgently needed investment valuation and analysis skills to make further progress in personal career. My educational results as well as communication and leadership potential prove that I am basically prepared to apply for the Master in Finance & Accounting program.

Yours faithfully,

Anton Nakaliuzhnyi