

FAT ENVELOPES LAUNCHES WITH 55 MBA INTERVIEWS FROM ELITE PROGRAMS, AND 60 HOURS OF VIDEO

BOULDER, CO (SEPTEMBER 24, 2015) – Fat Envelopes, a premiere site for candidates applying to business school, launches today. It features interviews with 55 successful MBAs and more than 60 hours of video content. This is the most comprehensive crowdsourced analysis of best practices for getting into the nation’s elite MBA programs.

Fat Envelopes is on a mission to change the face of the MBA application process by getting answers straight from the MBAs who were successful. Real MBAs. Real advice. Real acceptance letters.

Fat Envelopes’ founder, Nick Hofmeister, is a graduate of MIT Sloan and a serial entrepreneur. “I had a horrible experience during the application process. Despite a great resume, I applied to four schools and got into zero. I fought my way off the waitlist to get into MIT. Good advice was so hard to find; I wanted to help the next generation of applicants.”

The 55 MBAs were interviewed by Hofmeister over a three month road trip covering almost 12,000 miles. They answered 45 common questions about essays, interviewing, letters of recommendation, and the GMAT. Fat Envelopes then analyzed all the answers to reveal the patterns of what works and what doesn’t when applying to business school.

For example, Fat Envelopes asked interviewees to describe their answers to the essay question: “Describe a time when you went beyond what was defined, expected, or popular”. The 16 best answers were selected, including the MBA’s motivations, story, and takeaway. In another question, Fat Envelopes asked: “What qualities of yourself were you trying to convey to the admissions committee?” The website has a chart showing the distribution of the 14 common answers, with Leadership, Personality, Strong achievements/ambition, Clear knowledge of the value of an MBA, and Analytical skills as the top five.

Early feedback on the Fat Envelopes project is extremely positive. Even the interviewees wished they had Fat Envelopes while applying. “It’s for the good of the MBA application process!” said Daniel Siegman, Wharton. “People who have gone through this [MBA application] process are so helpful. Talking to them is nuggets of gold,” said Jason Liu, of NYU Stern. And Wendy Lu, of UCLA Anderson, said “I like your approach; it values the individuality of the candidate. There are different approaches; take a look and see which one works for you.”

About Nick Hofmeister

Nick is a serial entrepreneur in the mobile/web and biotech spaces. He launched, funded, and operated four startups: Fabric Media, Triton Algae Innovations, Verdant Therapeutics, and Fat Envelopes. Nick also worked at Sapphire Energy (algae biofuels), Bain & Company, and Microsoft. He dedicates his time to advising startups, including as a mentor for TechStars and CanopyBoulder. He has a BS in Computer Science from Northwestern and an MBA from MIT Sloan.

About Fat Envelopes

Nick is a successful entrepreneur. He also wrote some really terrible essays while trying to get into business school. During the interview to get into MIT, an admissions officer said that the essays conveyed none of his personality. The concept of Fat Envelopes was born in that painful moment (which was very much relieved by getting into MIT and loving it). Years later, Nick decided drive around the US to gather up the stories of successful MBA applicants. How did they get in? How can their struggles help a new generation of applicants? 12,000 road miles and 55 interviews later, Fat Envelopes became reality.

Contact

[Fat Envelopes Media Relations](#)
pr@fatenvelopes.com
[617-320-8743](tel:617-320-8743)