

Oh, the Places He'll Go: The Matt Greene Story



"Certainly, travel is more than the seeing of sights; it is a change that goes on, deep and permanent, in the ideas of living."

- Mary Ritter Beard

As we get older and our time as college students starts to come to a close, people constantly ask the question, "What are you going to do with your life?" Some may not know the answer right away but if you're anything like Matt Greene you've got a pretty good idea of where you're going and how to get there.

Matt Greene is a very well rounded student at Salisbury University. He is the captain of SU's soccer team, an honors student, studied abroad at Brunel University in London, England, an international businessman, and just won second place (along side his two partners Heidi Schimoler and Rachel Lanza) in the Salisbury University's Entrepreneurship competition. I sat down and talked with Matt about all his accomplishments, what he plans to do with them, and how studying abroad might

have helped him achieve second place.

ME: So first things first, tell me about your business that won you second place.

MATT: It's called Connect U and basically it's a market disrupter.

ME: Can you explain that a bit more? What is a market disrupter?

MATT: Essentially, it's a group of opportunist who realize the possibility of a new successful business in the market it represents. The business almost closes the gap that was missing in a specific market.

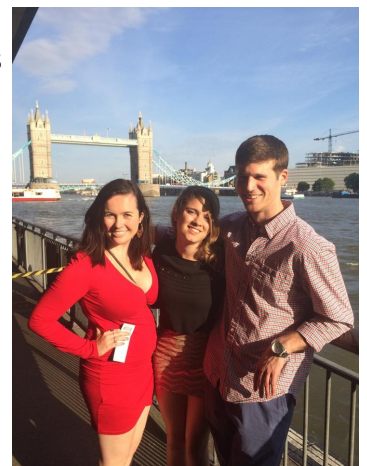
ME: So what gap does Connect U close?

MATT: Well what we're hoping with it, is that it will do exactly what it says, connect the community and who knows, maybe someday the world. What we and the employees of Connect U will do is promote for local events or busi-

nesses to get an increase in attendance, which will hopefully then lead to people who go to talk about the event or local business. I believe your network is your net worth so the more people you know and build a solid foundation with, the better off you are. I think Connect U can help build strong networks.

ME: That sounds awesome. So you think it can go global because promotion of local events and businesses can be done anywhere.

MATT: Exactly. Connect U is going to start here in Salisbury. It's a



fully backed business and we will be starting to work with the Mayor of Salisbury on it.

ME: Wow, congrats! Well with all this success, is there any way that you think studying abroad in London may have influenced this?

MATT: Absolutely. Actually it was in London that I decided I wanted to switch from Business Econ major to Business Marketing. While at Brunel, I

surrounded myself with people who marketed for multiple different companies and in different countries and I realized that is what I

wanted to do, not economics. If I hadn't switched, I doubt I would have been a part of Connect U.

ME: Oh wow, so London definitely impacted this. I remember while living in London, you used to travel to different countries to give speeches for companies. Did this have any influence on your Connect U success?

MATT: Definitely. I gave a speech in Hamburg, Germany in front of over 100,000 people, which helped with the entrepreneurship competition because I felt fully prepared.

ME: That's a lot of people. Were you nervous?

MATT: At first yeah, especially because they didn't speak English so I would talk some and then a translator would follow. If I made a joke, I had to wait through a slight awkward moment for the translator to tell it. It was really after this that I realized I love talking in front of people, I love being able to inspire so many.

ME: So what's Matt Greene's next move?

MATT: Finish out school here and my time as captain of the soccer team, build up Connect U with my great partners, hopefully travel more, and just have fun.

Matt Greene was a great person to talk to, very inspiring. He's got plans and he knows how to accomplish them. Remember to support your fellow SU students and get involved with Connect U. This seagull is going places, but he's not the only one. As long as you have passion and determination, as Dr. Seuss said, "Oh the places you'll go!"



University of the Month: Brunel University London

□ Brunel University a world-class university based in Uxbridge, West London, and was established in 1966

□ The University hosts a diverse community with students from more than 110 countries.

□ Brunel provides an Airport Welcome service at Heathrow at the start of the academic year, and runs a free three day orientation program for international students

□ Brunel is a campus-based university situated in Uxbridge, West London. The campus offers first class accommodation, easy access to all study facilities and a great social scene.

□ Brunel offers up to 150 scholarship awards of £3000 for international undergraduates and multiple scholarship awards as well as an automatic 15% tuition fee discount, unlimited to those who meet certain conditions for postgraduates at Brunel.