

Respected Members of the IAM,

**About me:**

I am a final year student of finance, pursuing my under-graduation from the University of Delhi (to graduate in May, 2019). I stumbled across the memory world precisely 2 years ago in December 2016. What started off as a means of challenging myself soon metamorphosed into a quest to find the limits of this newfound ability. I express my deep gratitude to the Memory League community, for it is their platform which eventually transformed this hobby of mine into something that is now an integral part of the person I am today. Without the thrill of being involved in real-time matches and interacting, competing and getting to know several new people from all over the globe, I doubt if this hobby of mine would've taken off to become anything more than an infatuation. While I am yet to experience the delight of taking part in an actual championship, I look forward to it with great eagerness.

**My Motivation to be a Board Member:**

These are exciting times for the memory community. The sport is moving from the traditional pen and paper format to an increasingly digitized and user-friendly one. Albeit this shift may take some time to become the norm, it is something which must be done.

My vision for memory sports is analogous to the sport of cricket. People who are familiar with cricket would know the three formats it is played in: T20s, One Day Internationals and Test Matches. For the uninitiated, I shall briefly inform you what these formats entail. T20 is the newest format, gaining wide prominence in the last decade wherein the game is fast paced, taking merely 3-4 hours to complete and always a treat for the spectators given the many nail-biting match endings. One Day Internationals (ODIs), on the other hand, take up the full day (about 9-10 hours) and still have a good following as they can also be full of surprises. Test Matches, the oldest, the longest and arguably the true test of skill, take place across a period of 5 days (maximum).

I believe the popularity of memory sports can be sky-rocketed by taking cue from the T20s in cricket. For the sport to be known among the masses, it should have an element that appeals to an audience, something that commands viewership. Lucky for us, we already have proven examples in events like the Memory League Championship (formerly XMT), wherein people watching are often at the edge of their seats given the nature of the format. Adding elements like commentary (as done in the past by Florian Dellé, and even initiated by Johannes Mallow for the league playoffs most recently) go a long way in making the uninformed connect with the sport. Audience appeal is also something that will make it attractive for sponsors and companies to try and associate themselves with the sport, thereby making it much more recognized.

While I do not discourage the long events (our ODIs and Test Matches) in memory sports, I am of the view that focus should be increasingly given to the shorter formats than what is given presently. Having experience in organizing events and fests in college, cold-calling for sponsorships, promoting events, I believe my skillset will enable me to contribute.

I also think that initiatives should be started to reach out to schools and impart knowledge about memory sports on a regular and more structured basis. 'I wish I knew these skills when I was in school' is something a lot of us feel. Let us try and make children know about the sport early on!

Finally, it will be a pleasure to play a small role in the betterment of the sport that has helped me in ways I could not have imagined. I am always open to discussing new ideas and suggestions that would encourage the growth of our beloved sport. If you identify with my vision and believe that I can represent your interests well, I would be honored to earn your vote.

Warm Regards,

Sanchit