

Sugacchi Diaries

Starting a business while studying might sound overwhelming to many, but for me, it became one of the most rewarding adventures of my university life. *Sugacchi* began as a small dream, a dessert brand inspired by my love for creating things that make people smile. The name itself, a cute blend of “sugar” and “tasty” in Japanese, reflects everything I wanted the brand to be: simple, sweet, and full of joy.

When I first started Sugacchi, it was just me, one person doing everything from baking and packaging to taking orders and promoting online. I didn’t have a big plan, only a clear vision: to make desserts that felt personal, aesthetic, and unique. What began

with homemade cheesecakes and mochi soon grew into something much bigger. Within just two months, Sugacchi reached its break-even point, and today, we’re a growing team of five passionate individuals working tirelessly.

Over time, we’ve participated in three major university fest stalls, each one teaching us something new about customer connection, presentation, and persistence. Sugacchi has even gone viral twice on social media, a reminder that people truly resonate with authenticity and creativity. Seeing others enjoy something I built from scratch still feels surreal.

My experience as the **General Secretary of UIU Entrepreneur Development Forum (UIUEDF)** played a quiet but powerful role in this journey. Working in a leadership position helped me learn the art of people management, organization, and communication skills that turned out to be invaluable when managing a business. Being surrounded by passionate student entrepreneurs also inspired me to take my own leap of faith and believe that even the simplest ideas can grow into something meaningful with dedication and heart.

Sugacchi’s journey is still in its early chapters, but it’s already been filled with lessons, growth, and gratitude. If there’s one thing I’ve learned, it’s that you don’t need to have everything figured out to start, you just need the courage to begin, stay consistent, and keep believing in your little dream.

