**2 Minute Video from UA in India, Summer 2015**

**Student 1:** The entire purpose of reverse innovation is to discover those consumers’ needs by spending time in developing markets and just understanding the daily lives of these consumers that you can’t really understand or even comprehend from the United States.

**Student 2:** I’ve learned so much from all the people we’ve met, from the different cultures we’ve seen. I’ve just learned so much from the diversity of India. So, I would definitely recommend it.

**Student 3:** That no matter what year you are in or no matter where you are in in your studies that the innovation experience is the answer. It is such a good way to work with different people: the Indians, the Americans, people in different years, the professors.

**Student 4:** Would you just look at that (motioning at the Taj Mahal).