To: Professor Tom Kosnik, Andy Lin, and Yihan Guan  
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From: Marilou H. McFarlane, Founder + CEO  
Kathy J. Williams, COO

Re: GEM 10 PROPOSAL for WIN/SPR PROJECTS

1. Who is the project sponsor (organization or individual entrepreneurs)?

Vivo Girls Sports, Inc. (vivoGS) is a vibrant company that offers an interactive online community to empower and inspire athletic teenage and college girls. VivoGS.com is the ultimate online resource for girls, 13- to 24-year-olds, who are active, play sports, and represent an estimated 15 million enthusiastic and discerning consumers. These girls are the “neglected niche” in the multi-billion dollar sporting goods industry and vivoGS.com provides unique access to them.

vivoGS.com provides a direct portal that gives the girls new choices and opportunities to share their interests, voice their opinions, exercise their consumer power, explore things they wonder about and more and will provide one stop shopping for all of their sporting and related needs. A share of profits to non-profit organizations is an added incentive to buy from our site. By communicating directly with each other through vivoGS, they will one day influence retailers and designers. We’ll see to that! vivoGS.com features female-centric sports news and the hottest stories of the day, girl-to-girl product recommendations, expert advice in sports medicine, nutrition, coaching/interpersonal relationships, female health, discussion forums on issues the girls raise. We provided direct video interviews with Olympians to our site from our team in Vancouver.

2. What are the project objectives?

The objective of this project is to develop a marketing plan that will allow the company to build its traffic through more effective use of SEO techniques and strategies. Now that the industry is moving away from metatags to off-page criteria, marketing skills are much more important! The overall marketing plan includes attracting users through events, promotions and an innovative viral outreach. You will be able to utilize every element of the DDART framework and scope the answers that all of our stakeholders want to know.

3. What special language or technical skills must at least one member of the project team possess?

www.vivoGS.com is built on Drupal, the open source software that is interactive and highly reactive. At least one member of the GEM team should have familiarity with Drupal to facilitate the interactions between the website developer and the team. The best “characteristics” we are seeking in GEM team members is a love of sports, a healthy lifestyle, and the desire to meld work and passion into one.

4. What are the benefits for the GEM project team?

Your vivoGS.com project experience will give you first hand knowledge of a startup business and resume building experience. You will be working with an executive team that understands leadership. You will have a lot of autonomy in the approaches you take and the creativity you bring to the project, and have the satisfaction of seeing whether your marketing ideas work with our target demographics - the feedback is almost immediate in some cases. In others, we will keep you informed of the results we see in 3 to 4 months.
5. **Who (Name, title, contact info) are the project sponsors who will guide and evaluate the project?**

Marilou H. McFarlane, Founder + CEO, and Kathy J. Williams, COO  
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6. **When and how should the team contact the project sponsor?**

Please contact us immediately at the email addresses or telephone numbers provided above. We are available to answer any and hopefully all of your questions.