Proposal for Spring 2010 Global Entrepreneurial Marketing Team

Introduction

YouNoodle develops technology that creates entrepreneurial culture change. This spring, we will be launching a new project that will bring more buzz to our network and shape YouNoodle to serve as a leading platform for entrepreneurial activities. Over the past 3 years, we have been building a network of over 400,000 members, 40,000 startups, 350 groups, and 100 innovation competitions while partnering with top entrepreneurship centers and brightest minds around the world. By bringing together the information, people and technology to help startups succeed, YouNoodle introduces new opportunities and connections in the entrepreneurship community. We have been featured on TechCrunch, Wired Magazine, New York Times and the Wall Street Journal, among others, and also have recently been published in BusinessWeek for our work.

Projects

We are so excited to have a team working with us and have put together several project paths – all of which will involve creating a strategic development plan and marketing campaign. The goal is to both expand our community and foster collaboration within our network of entrepreneurs all over the world. We have successfully come this far in supporting entrepreneurship groups and now believe it is time to concentrate on creating a greater entrepreneurial alliance that better connects resources and people together across all borders.

We are looking for a team of highly motivated and creative entrepreneurs who can work with us to jump-start this effort and who have technical, marketing and design skills. This project is an opportunity to explore several areas based on your expertise and interests.

Community – The team will develop a campaign to launch our new project. This can include (and is not limited to) a website makeover, extensive marketing promotion, and newly designed features for our groups. We want your fresh and creative perspective on how to reach our users and address the big question of how do we create a global entrepreneurship community?

Video – Another exciting idea we would like to execute is to make a series of videos of startup superstars commenting on the importance of a global network of entrepreneurs and a platform like YouNoodle. We have an amazing network that the team can explore and contact, and we challenge the team to additionally reach out to other successful Silicon Valley celebrities. This involves professionalism and creativity in communicating and coordinating with a variety of different people.
Network Research – The team will analyze our network and work to organize the information we have and identify key areas to focus on. We want to know more about the users on our network. Who are they? What is the user perspective? What do they get from being a part of the YouNoodle community? What do they want to get from being a part of the YouNoodle community? How can YouNoodle become an even more valuable resource for students, organizers, entrepreneurs, investors, etc.?

**Deliverables**

- Project presentation: DDART PowerPoint including a summary of work
- Marketing plan/ video (if chosen): This should be in a written document ~5-7pgs and with it attached any other materials that help execute the plan
- Contact lists of people/groups/universities and short description of communication
- List of potential leads

**Benefits**

The team will play an integral role in a project that will give you hands on experience in development and execution and additionally introduce you to an amazing network of people in Silicon Valley and beyond. At the end of the project, the team will have contributed in a very real way and will be able to see their work integrated in YouNoodle’s network. This will be a chance for the team to learn more about entrepreneurship environments in Latin America, Europe, Asia and Africa and become exposed to hundreds of startups that may provide future career options. The team will be working with fun and motivated entrepreneurs who are excited to continue the relationships after the project is over in mentorship roles.

**Project Sponsor**

Heesun Lho  
[heesun@younoodle.com](mailto:heesun@younoodle.com)  
650-248-0259