

Connect. Empower. Inspire.

| About us

In 2009, a group of young passionate members of *Vietnam2020 (Association of Vietnamese Professionals in Singapore)* started to visualize an idea of a platform (**Yplatform**) where any Vietnamese youth can gain support from fellow countrymen to materialize ideas that can create impacts on various aspects of Vietnam. In order to build up the network and resources for **Yplatform**, the team initiated a series of events including:

- ✓ Conferences to foster exchange of knowledge, ideas and contacts;
- ✓ Case competitions to put those ideas into test;
- ✓ And ultimately sustainable projects brought together by like-minded members to realize the initial ideas.

With that in mind, **Ysummit 2010** serves as a kick-start event for the above-mentioned series as well as a milestone that marks the existence of such an initiative. Essentially, the purpose of our existence is to connect, inspire, and empower young Vietnamese people to take the lead in the future waves of challenges, particularly those specific to the development of Vietnam. Leveraging on our core values of **passion, leadership activation, sustainability, innovation, and diversity**, we strive to build a powerful network, firstly for Vietnamese professionals and students in Singapore and possibly around the world if circumstances favor us.

Ysummit 2010 invited 17 high-profile speakers from universities, non-profit organizations and businesses from Singapore and Vietnam (list of speakers: <http://ysummit.yplatform.vn/summit/speakers.php>) to interact and discuss with 200 students and professionals on various opportunities to contribute to the development of Vietnam such as education, entrepreneurship, youth-led initiatives, careers in science and technology as well corporate career path. The event has been an inspiring event for both the organizers, speakers as well as participants. (News/Press: <http://ysummit.yplatform.vn/summit/news.php>)

*Following that success, some of the organizers of **Ysummit 2010** have taken up yet another challenge – to plan and organize the next event aimed to provide a professional environment for teams of like-minded youth to be exposed to real issues and work together to develop and test their solutions. That event is **Ychallenge 2011**, which you are about to be part of!*

Ychallenge 2011 will not be just another business case competition. In the long run, **Ychallenge** aspires to be **a bridge between Vietnamese youth overseas and business communities in Vietnam** in our joint effort to strengthen our country brand and business competitiveness in the global market. We youth have the passion to put the skills and knowledge trained from internationally recognized institutions into practice. Vietnamese businesses have the ambitions to grow and venture into new waters but do not possess sufficient information to act on. It is **this gap** that **Ychallenge 2011** envision to fill and as its organizers, you are about to **lay the first brick of a model that will contribute something tangible to the well-being of our country.**

| Ychallenge 2011 – OPENING POSITIONS

Department	No.	Job Description	Key qualities
IT / Design	1	- Develop online platform/website to run the competition.	- Coding/Web development expertise (HTML, CSS, PHP, MySQL,...)
	2	- Design marketing materials (e.g. poster, video clips, banner, logo, etc.)	- Design skills (e.g. Photoshop, Flash, etc.)
Marketing	1	- Take charge of dealing with media/press partners.	- Good at written Vietnamese and English. Having media contacts is an advantage.
	2	- Plan and execute PR/advertising/publishing activities (facebook, website, forum, etc.) - Strategic branding for Ychallenge as well as the upcoming Yplatform. - Assist IT department in creating ideas for marketing materials .	- Fair at “design thinking” ability. - Keen on Marketing/ Creative ideas/ PR direction.
External Relations	2	- Maintain good relationship with external partners and assist them throughout the entire challenge.	- Detail-oriented. - Good interpersonal skills. - Keen on networking and building relationships.
Program	6	- Develop program framework and challenge structures. - Compose program proposal to present to corporate partners and experts. - Work with partners to draft case content and essay questions for the challenges. - Manage relationship with industry experts, judges and partner companies.	- Good at planning, brainstorming and strategic thinking. - Fair at written English. - Keen on communication and negotiation skills. - Resourceful and good team player.

Connect. Empower. Inspire.

THERE ARE THREE TYPES OF PEOPLE IN THIS WORLD



WANNA MAKE THINGS HAPPEN WITH US?

So, this is our plan:

<14.11.2010>: **Ysummit 2010** welcomed 200 students and professionals in Singapore in conversation with high-profile speakers from Vietnam and Singapore on HOW youth can be involved in the development of Vietnam from various aspects...

<November 2011>: **Ychallenge 2011** steps forward to challenge Vietnamese youth in Singapore to solve real business problems connecting with some of the macro issues faced by Vietnamese corporations and businesses...

...

<20xx>: **Yplatform** will be launched, where any Vietnamese youth can find mutual voices and gain supports to materialize ideas that create positive impacts on various aspects of Vietnam.

Yet until then, we need **You** (ever wonder what Y stands for in all of our events' name? Yes, it means **YOU** or **YOUTH!!!**) to make **Ychallenge 2011**, the second event to build resources for **Yplatform**, happen.

And hopefully we will stick together for many more actions to come!!!

Connect. Empower. Inspire.

If you find our vision compatible with yours (and we hope you do!), please do not hesitate to drop us an email at: **ychallenge@yplatform.vn** by **6 July 2011** with your CV, interested positions, together with some preferred time slots for us to meet and exchange our passions!!!

For further enquiry, please do not hesitate to drop us an email at: **ychallenge@yplatform.vn**

Hope to speak to you soon!

Available positions:

- IT / Design (3)
- Marketing (3)
- External Relations (2)
- Program (6)

Time slot:

Saturday, 9th July 2011:

10:00-10:30 AM	10:30-11:00 AM
11:00-11:30 AM	11:30-12:00
1:00-1:30 PM	1:30-2:00 PM
2:00-2:30 PM	2:30-3:00 PM
3:30-4:00 PM	4:00-4:30 PM
4:30-5:00 PM	5:00-5:30 PM
5:30-6:00 PM	

Venue to meet up: TBC

* For those who are geographically/inconveniently unable to attend any of these sessions, please email to us (**ychallenge@yplatform.vn**) so that we can arrange a Skype session to accommodate you.

Cheerios,

Ychallenge 2011 Team | Yplatform
Connect. Empower. Inspire.

Email: ychallenge@yplatform.vn

Website: <http://home.yplatform.vn>