

# YCHALLENGE 2012 FELLOWSHIP RECRUITMENT

## Yplatform's Vision

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Initiated in late 2009, Yplatform is envisioned to be the platform where talented and passionate youths can find mutual voices and gain supports to materialize ideas that create positive impacts on various aspects of Vietnam.

Essentially, the purpose of our existence is to **connect**, **empower**, and **inspire** the youth to take the lead in 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 students and professionals in Singapore and possibly around the world if circumstances favor us.

## Yplatform's Activities

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To build up the network and resources for Yplatform, the team initiated a series of events including:

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

### Ysummit 2010

**Ysummit 2010** serves as a kick-start event for the above-mentioned series, a milestone that marks the existence of such an initiative. It invited 17 high-profile [speakers](#) from universities, non-profit organizations and businesses from Singapore and Vietnam to interact and discuss with 200 students and professionals various opportunities to contribute to the development of Vietnam, such as education, entrepreneurship, youth-led initiatives, careers in science and technology and corporate career path. The event was an [inspiring experience](#) for the organizers, speakers and participants.

### Ychallenge 2011

Following that success, some members of Ysummit 2010 organizing team took 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 business issues and work together to develop and test their solutions. It was materialized to Ychallenge 2011, a Business Case Competition, opened for youth in Vietnam and Singapore.

The vision of Ychallenge is to become a bridge between talented youth and the business community in Vietnam, and to create a conducive platform where like-minded individuals (regardless of locations, nationalities, or backgrounds) can network, share, and work together in the joint effort to strengthen Vietnamese business competitiveness in local and global market.

The youth possess 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 it could be worth to have international perspectives to look into and make the ambition more complete. It is this gap that Ychallenge envisioned to fulfill and lay the first brick of a model that could possibly contribute something tangible to the well-being of our country - Vietnam.

In Ychallenge 2011, more than 550 participants (from both Singapore and Vietnam, and of different nationalities) were challenged with real and current business issues from some of the most successful corporations in Vietnam: Minh Long I, Vinamilk, PNJ, VNG Corporation (formerly VinaGame), and Becamex IDC. With three rounds of competitions held both in Singapore and Vietnam, each was more challenging and exciting than the last, finalist teams were given the chance to meet with management from our partner companies, visited the companies during the field trip, learned their business practices, and came up with feasible solutions to those business problems.

## Ychallenge 2012: What's in it for YOU?

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The first brick of Ychallenge has been laid with a significant impact. The vision of creating a platform to **connect**, **empower**, and **inspire** young Vietnamese people to take the lead has started to take its primitive form.

With this momentum, **Ychallenge 2012** plans to build upon the success of Ychallenge 2011 to go one step further in our journey, closer to realize Ychallenge's vision of increasing Vietnamese business competitiveness and create a platform to work towards such goal. It awaits the creativity and energy of a new organizing team.

To make Ychallenge 2012 possible, we need YOU, the YOUNG generation with passion and aspiration, to join our journey so that we can make a difference and have a long-lasting time together. If you find our vision compatible with yours (and we hope you do!), please do not hesitate to drop us an email at: [ychallenge.join@yplatform.vn](mailto:ychallenge.join@yplatform.vn) by **23 Mar 2012** 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.join@yplatform.vn](mailto:ychallenge.join@yplatform.vn)

At Yplatform, it's not so much about **YOU** joining **US**. It's more that **WE** exchange our visions and passions, finding some common grounds, doing something together, and improvising along the way. That's our spirit and we look forward to getting to know and talking to you soon.

## Ychallenge 2012 – Opening Positions

Note: Your location does not matter as long as you want to be part of our Ychallenge's vision and make things happen. However, priority will be given to those currently staying in Singapore or Ho Chi Minh City (Vietnam).

Department	Position	Responsibilities	Key Qualities
<b>Marketing, Public Relations, Media (MPM)</b>	Head of MPM	<ul style="list-style-type: none"> <li>In charge of planning and coordinating MPM activities</li> <li>Strategic branding for Ychallenge in accordance to Yplatform's vision</li> </ul>	<ul style="list-style-type: none"> <li>Keen on Marketing / Creative ideas / PR direction</li> <li>Prior experience in leadership / management is an advantage</li> <li>Good knowledge of media and channels for marketing outreach is an advantage</li> </ul>
	Designers (marketing materials)	<ul style="list-style-type: none"> <li>Design marketing materials (e.g. posters, banners, logo, flyers, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Design skills and tools (e.g. Photoshop, CorelDraw, etc.)</li> <li>Fair at "design thinking" abilities</li> <li>Detail-oriented</li> </ul>
	Designers (videos)	<ul style="list-style-type: none"> <li>Design videos used for marketing and events</li> </ul>	<ul style="list-style-type: none"> <li>Design skills and tools (e.g. Sony Vegas, Adobe Premiere, , etc.)</li> <li>Fair at "design thinking" abilities</li> <li>Detail-oriented</li> </ul>
	Marketing Executives	<ul style="list-style-type: none"> <li>Plan and execute PR / advertising / publishing activities (Facebook, website, forum, etc.)</li> <li>Assist designers in creating ideas for marketing materials</li> <li>Ensure consistency in marketing messages</li> </ul>	<ul style="list-style-type: none"> <li>Keen on Marketing / Creative ideas / PR direction</li> <li>Understand and be able to leverage on marketing channels (website, Facebook, forum, etc.)</li> <li>Detail-oriented</li> </ul>
	Webmasters	<ul style="list-style-type: none"> <li>Develop online platform / website to run the competition</li> </ul>	<ul style="list-style-type: none"> <li>Coding / web development expertise (HTML, CSS, PHP, MySQL, Wordpress, etc.)</li> <li>Experience in website management is an advantage</li> </ul>
	Media Relations	<ul style="list-style-type: none"> <li>In charge of dealing with media / press partners</li> </ul>	<ul style="list-style-type: none"> <li>Good at written Vietnamese and English communication. Having media / press contacts and past experience is an advantage.</li> <li>Experience in journalism, copywriting, reporting is an added advantage</li> </ul>
<b>Case Content</b>	Head of Case Content	<ul style="list-style-type: none"> <li>Work with partners to draft case content and essay questions for the challenges</li> </ul>	<ul style="list-style-type: none"> <li>Good problem-solving skills and methodology</li> <li>Keen on analyzing business issues and logics</li> <li>Good at written English</li> </ul>
	Case Content Executives		
<b>Program and Participant Relations (P&amp;P)</b>	Head of P&P	<ul style="list-style-type: none"> <li>In charge of planning and coordinating P&amp;P activities</li> <li>Develop / manage program framework and challenge structures</li> </ul>	<ul style="list-style-type: none"> <li>Experience in leadership / management is an advantage</li> <li>Good at planning, brainstorming and strategic thinking</li> <li>Resourceful and good team player</li> <li>Detail-oriented, people-focused</li> </ul>

	Program Executives	<ul style="list-style-type: none"> <li>Support Head of P&amp;P in developing program for Ychallenge 2012</li> </ul>	<ul style="list-style-type: none"> <li>Creative, supportive, detail-oriented</li> <li>Resourceful and good team player</li> <li>Able to follow up thoroughly and ensure quality</li> </ul>
	Participant Relations Executives	<ul style="list-style-type: none"> <li>Manage relationship with industry experts, judges, speakers, mentors, and partner companies</li> <li>Compose program to present to corporate partners and experts</li> <li>Manage close relationship with participants</li> </ul>	
<b>External Relations &amp; Finance (ERF)</b>	Head of ERF	<ul style="list-style-type: none"> <li>In charge of planning and coordinating P&amp;P activities</li> </ul>	<ul style="list-style-type: none"> <li>Detail-oriented, organized</li> <li>Prior experience in leadership / management is an advantage</li> </ul>
	Financial Controller	<ul style="list-style-type: none"> <li>Manage the project account and finance</li> </ul>	<ul style="list-style-type: none"> <li>Detail-oriented</li> <li>Keen on financial planning and managing</li> </ul>
	Sponsorship Executives	<ul style="list-style-type: none"> <li>Prepare proposals to reach out and seek sponsorship from potential partners / sponsors.</li> <li>Seek out and manage good relationship with external partners / sponsors and assist them throughout the entire challenge</li> </ul>	<ul style="list-style-type: none"> <li>Detailed oriented</li> <li>Good interpersonal skills</li> <li>Able to follow up thoroughly</li> <li>Keen on networking and building relationship</li> <li>Experience in proposal preparation and sponsorship is an advantage</li> </ul>

## Time slots

**24 (Sat) & 25 (Sun) Mar 2012**

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 us ([ychallenge.join@yplatform.vn](mailto:ychallenge.join@yplatform.vn)) and we will arrange a Skype session to accommodate you.

Cheers,  
Ychallenge 2012 Team | Yplatform  
Connect. Empower. Inspire.  
Email: [ychallenge.join@yplatform.vn](mailto:ychallenge.join@yplatform.vn)  
Website: <http://www.yplatform.vn>