



YouNoodle

2022 Global Fundraising Scale-up Program

about us

San Francisco based **YouNoodle was founded in 2010 to reinvigorate companies** and societies at scale by harnessing the power of thousands of startups & entrepreneurs around the world. YouNoodle has helped more than 1500+ customers engage with the most relevant startups for their specific business objectives.

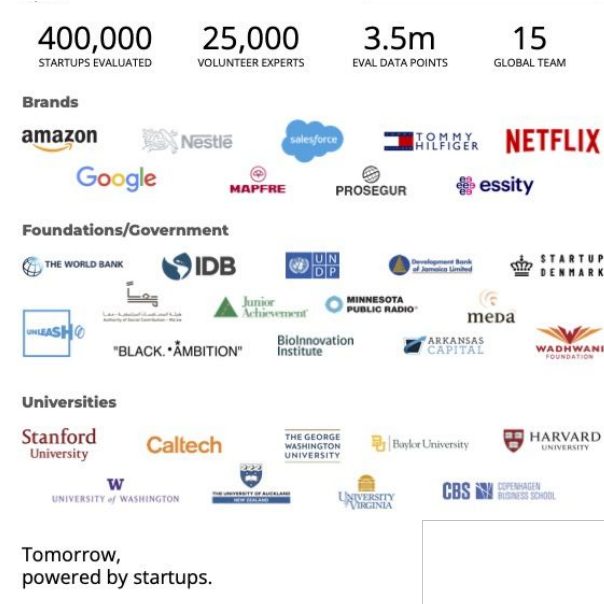
Leverage our proprietary network of **400,000+ startups** & **25,000+** experts to secure the right expertise in the selection and vetting process in startup discovery, engagement and technology evaluation at scale.

Our platform & services helps our clients and partners stay focussed on creation, elaboration and celebration of the best ideas from the top innovators in a virtual format.

Why YouNoodle

At YouNoodle, we are experts and pioneers in the field of incentive-based innovation. Our team has 25+ years of collective experience in all aspects of running, managing and executing successful innovation programs, powered by startups around the world.

Through YouNoodle, our clients can reach highly qualified and creative individuals who belong to our trusted global network of innovators and entrepreneurs. As an entry hub for universities, government programs and large-scale organizations around the world, YouNoodle has the ability to open up a universe of entrepreneurship possibilities unreachable to others. We have successfully supported the launch of very impactful acceleration programs such as: The Black Ambition Prize, Tommy Hilfiger THFFC competitions, Parallel 18, among many others..



Components To A Successful Startup Program



APPLICATION PROCESS

Manage application set-up and communications with all applicants on deadlines, including technical support



STARTUP SOURCING

Target the right startups for your program through our network, growing at 10,000+ startups per quarter



TECHNOLOGY PLATFORM

Utilize YouNoodle Compete, our leading platform for application management, evaluation and selection



EXPERT RECRUITMENT

Recruit support and train elite experts from our international network to evaluate fairly based on selection criteria



MENTORSHIP & TRAINING

Engage startups and experts through our network to serve as coaches and mentors for your program



FINAL EVENT

Support startups through expert pitch coaching, host final demo day and moderate startup presentations and feedback



A Couple of Our Successful Programs

The Black Ambition Prize



The Black Ambition Prize.

Executive Summary

- Black Ambition was launched by Pharrell Williams in 2020 to close the opportunity and wealth gap through entrepreneurship. Black Ambition invests capital and resources in high-growth startups founded by Black, Latinx and HBCU-affiliated entrepreneurs pursuing ventures in tech, media and entertainment, healthcare, Web 3.0 and consumer products and services.
- **Black Ambition hosts two prize competitions** – one focused on Black and Latinx entrepreneurs and the second focused on Black and Latinx scholars at historically Black colleges and universities (HBCUs). **In 2021, 34 founders were awarded prizes ranging from \$15K to \$1M.** Black Ambition **launched its second annual prize competition on March 22, 2022.**
- Throughout the prize competition, participants receive access to online resources on entrepreneurship, group and individual mentor opportunities, and coaching to develop pitches.
- Both prizes culminate at a **National Demo Day attended by 100+ venture and angel investors and accelerators.** Winners of the 2022 Black Ambition HBCU Prize and Black Ambition Prize will receive **investments from \$25K to \$1M.**

Tommy Hilfiger Fashion Frontier Challenge



TOMMY  HILFIGER
FASHION FRONTIER
CHALLENGE

Tommy Hilfiger's Fashion Frontier Vision: Tommy Hilfiger is driven to create fashion that Wastes Nothing and Welcomes All. The Fashion Frontier Challenge is part of its Make it Possible sustainability program that aims to propel the brand forward in the areas of circularity and inclusivity. By organizing this challenge, the company does not only aim to help individual social ventures. Tommy Hilfiger claims no ownership or intellectual property rights of the ventures that it supports through the challenge. Its vision extends beyond the company itself to support the transformation of the fashion industry as a whole to be more sustainable. Robert Monas (Director of the Tommy Hilfiger European Foundation) stresses that, "In the industry, we know that we must change and these start-ups are helping us do so."



Team & Network

Main Team

ASU



Rebeca Hwang

YouNoodle's Co-founder and Professor of Practice at Thunderbird and the Faculty Director for Thunderbird's new Center for Family Business and Entrepreneurship. Venture capital investor who has collected experiences as innovator and inventor, founder and entrepreneur, social entrepreneur, educator and ecosystem builder.

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Torsten Kolind

YouNoodle's Co-founder and board of directors. Torsten is an advisor to a number of startups, and an investor in two venture funds. He is a frequent speaker on corporate innovation, and on how governments can spur ecosystem growth through global startup engagement.

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Diana Iruegas

Over 14 years of experience. Diana has directed the success of entrepreneurship programs and curriculums that are designed to help startups succeed. Diana brings innovative solutions that are precise and effective as YouNoodle's CEO.

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Kerim Bugdayci

Over 7 years of experience working with engineering & product teams, to build amazing products and clients who want to innovate through connections with startups. YouNoodle's CTO.

Network (examples)



2021-2022 successful funding cases



Qvin

Using period blood for non-invasive blood testing

VERTICAL
HealthTech

COUNTRY
USA

INVESTED IN
Pre-Seed/ 2018


INVESTED WITH
Combinator

COLLECTIVE CONTRIBUTIONS

- Peter Jensen
Rocketfuel, Spamgo Inc. (IBM), PerStream (Cisco), StopTheHacker (Cloudflare)
- Torsten Kolind
YouNoodle
- Josefin Landgard
KRYVING, Glowbox, Videoplaza, MANTLE

Byfounders:

Qvin, USD\$12.3M, 2021



uizard

Making app, website, and software design available for all

VERTICAL
Design Tool

COUNTRY
Denmark

INVESTED IN
Pre-Seed/ 2018

INVESTED WITH
LDV CAPITAL, THE NORDIC WEB

AV8 VENTURES

COLLECTIVE CONTRIBUTIONS

- Lars Houbak
MobileThink
- Robin Daniels
WwWork, Salesforce, Box, LinkedIn

Byfounders:

Uizard, USD\$15M, 2021



YOUR JUNO

Financial knowledge for women

Country: UK

Invested in: seed round

Invested with: InReach Ventures

UCL:

Your Juno, USD\$2.2M, 2022



“ *Tomorrow, powered by startups*

For more details or enquiries reach us at sales@**younoodle.com**.