



IdeaAid is a website that assists entrepreneurs in furthering their ideas by helping turn thoughts into actions. This platform allows entrepreneurs to communicate and grow their ideas by creating a space where individuals can share their resources.

The website's "customers" can be broken down into two overhead categories: users and outside businesses. Users can post their ideas to exchange feedback and critiques *leading to entrepreneurs with different resources and skills working together*. IdeaAid would also allow outside companies to host innovation competitions where the users would be tasked with coming up with an idea given specific constraints. Not only that, but businesses looking at prospective employees can use IdeaAid to view critical thinking skills, teamwork, and aspects of a candidate that the traditional hiring process does not fully allow.

IdeaAid stemmed from the concern that in the past all of our group members have had good ideas stifled due to lack of experience or knowledge on the subject. Our goal is to allow individuals to not only advance new ideas, but to help ensure great ideas do not glose in the idea stage. The best ideas with poor execution will always fail: we are trying to allow great ideas to succeed. IdeaAid connects idea generators with others that can help advance their ideas by providing experience, idea validation, and other resources. With the interaction, questions may be posed by users which could spark even greater innovation, or bring light to obstacles that may be faced down the road. IdeaAid allows for worthy ideas that would normally live in the idea stage to escape into the real world. This is the value to not only the users of IdeaAid, but also to society.

Employers often look towards Facebook and other social media websites to help review potential candidates. However these websites are typically used to communicate with friends and family in an unprofessional atmosphere during one's free time, and can carry an unrepresentative depiction of a candidate. IdeaAid allows the employers to see characteristics of prospects first hand by creating a profile of influential posts, feedback, and contributions. These posts can show information that is relevant such as critical thinking skills, communication skills, and potential. Resumes can be padded, but actual interactions on IdeaAid show how a candidate can help positively influence other users and a new company.

The success of IdeaAid is measured by activity and the level of interactions between idea generators, companies, and users. Like any new website, it is critical that the application reaches a large population of viewers to ensure success. To create the first initial spark of activity we will carefully finance activities that will market specifically to college campuses while the website is in beta stages of development. In addition, we will seek partnerships with established companies to host idea generating competitions to foster growth by offering incentives for individuals to join. All websites are risky, but with these types of precautionary measures we can help eliminate a large proportion of this risk.

Point of Contact:

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Charlottesville, VA 22904
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Permanent Address

9916 Score Bay Place
Bristow, VA 20136
(703) 331-1205

EDUCATION

The University of Virginia, Charlottesville, VA 22904
Bachelor of Science in Computer Engineering
Minor in Economics
Anticipated Graduation, May 2016
Current GPA: 3.72/4.0

Brentsville District High School, Nokesville, VA 20182
Cambridge Program
AP Honors
Graduation: June 2012
GPA: 4.45/4.0

WORK

EXPERIENCE

Wegmans, Gainesville, VA
Cashier and Helping Hands

11/10 - 08/12 Duties: Assisted with customer relations, handled cash register transactions, maintain store upkeep, 20+ hour weeks.

Virginia Soccer Association, Haymarket, VA
Youth Soccer Referee

04/09 - 06/10 Duties: Taught and regulated rules of soccer to children, assisted with parent relations with the league.

**COMPUTER
SKILLS**

AutoCAD, MathCad, Java, introductory Mathematica

**ACTIVITIES/
HONORS**

- Recipient of the National Army ROTC Scholarship
- Army ROTC Ranger Challenge Team (August 2012-October 2012) ~
 ~intercollegiate competition of military skills and leadership
- University of Virginia's Engineer Concept Cup (November 2012)
- Theta Chi International Fraternity (2013-)
 ~philanthropy work benefitting testicular cancer research
- UVA Tri-service competition (March 2013)

CHARLIE HARDING

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Over 8 years experience in web development with a passion in marketing and business.

Education

University of Virginia, Charlottesville, VA
Olympia Highschool, Honors: Cum Laude

2012 to Current
May 2012

Experience

Web developer and marketing intern | Plow & Hearth

Summer 2013

Worked with the marketing team on 6 different brands to push new content, implement design changes, and enable A/B experiments to optimize each brand.

Social media marketing - 115,000 Followers Gained

Fall 2012

Directed a marketing campaign to raise awareness about a project created by the applicant. Resulted in over 95,000 Instagram followers and 10,000 Facebook likes.

Founder of RushHunt.com | Code, Marketing Strategy, SEO

2008 to Current

Singlehandedly responsible for developing, marketing, and advertising RushHunt. Created the unique advertising platform seen on the site, wrote 2.5k lines of code, and optimized the domain for search engines. In addition, wrote all creative copy to specifically target the selected market and increase signups.

Founded CavRepair | iPhone Repair Business

2012 to Current

CavRepair.com has been an immediate success at UVA. This project called for a shift in marketing tactics from web to real world. Responsible for a strategic advertising campaign to increase sales on grounds.

Created TravelingDreamJournal.org | Charity Art Project

2011 to Current

With the sole goal of helping the community this project spreads culture, love, and art.

Tech Summary

Computer Languages: Proficient in HTML5, CSS3, PHP, MYSQL, jQuery, JavaScript

Skills/Software: Search Engine Optimization, SEO Copy Writing, A/B Experimentation, Google Analytics, Adobe Creative Suite, Microsoft Office Suite

Talents & Achievements

Recognized at 2011 CTIA WIRELESS Convention

Awarded by Ed Schmit, director of the AT&T Developer Program, for being the most influential developer who participated at the seminar out of over a hundred seasoned premier developers and entrepreneurs. This award was given for speaking about the unique ideas found in RushHunt

Elected OARS Crew Captain of the nationally ranked team during his 5th year of rowing in HS.

Founded Future Leader's Club largest club in HS with over 115 students on the roster.

CH

WILLIAM B. THOMASON

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ABOUT ME

I am an intelligent, skilled, and driven computer scientist and software engineer. I am seeking a challenging and enriching internship in computer science at which I can apply and grow my skillset. I want the opportunity to demonstrate and improve my abilities as a programmer, analytic thinker, and team member. In my free time, when I'm not working on a side project, I run, play the saxophone, and do parkour. I love a good challenge, and regularly compete in hackathons, design competitions, and case competitions.

EDUCATION AND HONORS

University of Virginia, School of Engineering and Applied Science

- Rodman Scholar
- Second year student majoring in Computer Science and Mathematics
- Class of 2016
- **Current GPA: 3.876**

RELEVANT PROFESSIONAL EXPERIENCE

Microsoft, Redmond, WA (2013)

Software Development Engineer Intern

- Designed, implemented, and shipped a RESTful web service capable of logging and auditing security records in Xbox LIVE in real time. Also designed, created, and tuned associated database and procedures.
 - Work enabled auditing of fraudulent events in real-time, returning the set of information necessary to inform a decision to perform a longer query in milliseconds or seconds rather than minutes or hours. Service is currently an active component of the Xbox LIVE network, being used to investigate reports of fraud (stolen accounts, hacked consoles, etc.)
- Spearheaded and completed a complete rewrite of an important development library.
 - Took cobbled together library used in multiple principal components of the Xbox LIVE network and rewrote to provide a more capable and easier to use interface to the functionality of the old library in a smaller, better organized package. The rewritten library is being used in active development projects.

Genworth Financial, Richmond, VA (2012)

IT Intern

- Created new and revised old technical documentation for Genworth's knowledge base, wrote software to process a large number of lease records, implemented the use of the eFront training CMS and migrated old training materials to eFront.
 - Unified format and removal of obsolete documents allowed for significantly more effective use of the knowledge base. New training interface (eFront) allows for faster and more flexible onboarding of employees.

Optical Alchemy, Concord, MA/ Nashua, NH (2009-2011)

Software Development Intern

- Created control software for a mobile test platform, designed and implemented a functional test suite for an embedded stack, and created a gesture based control system using the Microsoft Kinect for a gimbaled camera.
 - Created the hardware and software necessary for a usable platform for testing the mobile target tracking capabilities of a gimbaled camera, enabling new testing and development of this functionality.
 - Automated test procedures for embedded stack (CPU and I/O board), thereby saving significant employee time and allowing for faster identification and elimination of flawed hardware.
 - Gesture and voice based system allowed for more intuitive control of camera, enabling impressive investor demos and new control paradigms.

University of Virginia Computer Science Department, Charlottesville, VA (2013)

Teaching Assistant for Data Structures and Program Representation (CS 2150)

- Oversaw laboratory work, including answering student questions and fixing encountered bugs, and held weekly office hours.

RELEVANT SKILLS & COURSEWORK

- Proficient in the following computer programming languages: C++, C, C#, Java, Python, Go, Rust, Mathematica, LabView, SQL
- CS 2150: Program and Data Representation, CS 3102: Theory of Computation, CS 4710: Artificial Intelligence, MATH 3240: Complex Variables, APMA 3100: Probability, ECE 2066: Science of Information, APMA 2130: Ordinary Differential Equations, CS 3240: Software Engineering, CS 4102: Algorithms, CS 2330: Digital Logic Design, MATH 5651: Advanced Linear Algebra, CS 4414: Operating Systems

Donald Fryar

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Objective: To obtain an internship that will broaden my experience and understanding of investment banking in a company that is a leader in the economy.

Education

University of Virginia, Charlottesville, VA

Related Coursework: Comparative politics, Economics, Business, Policy Analysis

Expected Graduation: May 2016

Major: Public Policy

Work Experience

Transition Program Intern, Charlottesville, VA

June 2013-August 2013

- Documented incoming students at the University of Virginia academic progression and helped prepare them for a college of vigorous academics
- Animate documentation through the use of iMovie

Alumni Hall Association Marketer, Charlottesville, VA

July 2013-present

- Develop interest of potential consumers to participate in the Alumni Membership
- Advertising benefits of becoming a member

Leadership Experience

Second Year Class Council, Charlottesville, VA

August 2013-present

Academic Chair Member

- Organize academic events that promoted networking to the UVA community
- Designed resume workshops and review helpful interview skills

Alpha Chi Phi Fraternity, Charlottesville, VA

May 2013-present

Disciplinary Chair

- Enforce laws imposed by National Chapter
- Develop and organize security and house-safety procedure

Collegiate 100, Charlottesville, VA

March 2013-present

Historian

- Mentor young African-American males to strive for higher level education and develop stronger life skills in order to lessen the achievement gap
- Organize social events for recruitment, develop lesson plans, record educational progress of student

Black Student Alliance, Charlottesville, VA

August 2012-present

General Body Member

- Encouraged African-American unity through various events

UVA Army ROTC, Charlottesville, VA

August 2012-present

- Develop officer leadership skills through classes and tactical training
- Finished in top five cadets of first year class after freshmen year

Volunteer

Trick or Treating on the Lawn, Army ROTC Recruiting, Campaign for Mayor Greenlaw

Awards and Honors

Sunshine Lady Foundation Scholar, Harambree Recipient