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**PROPOSAL**

# **GRAND PRESENTATION**



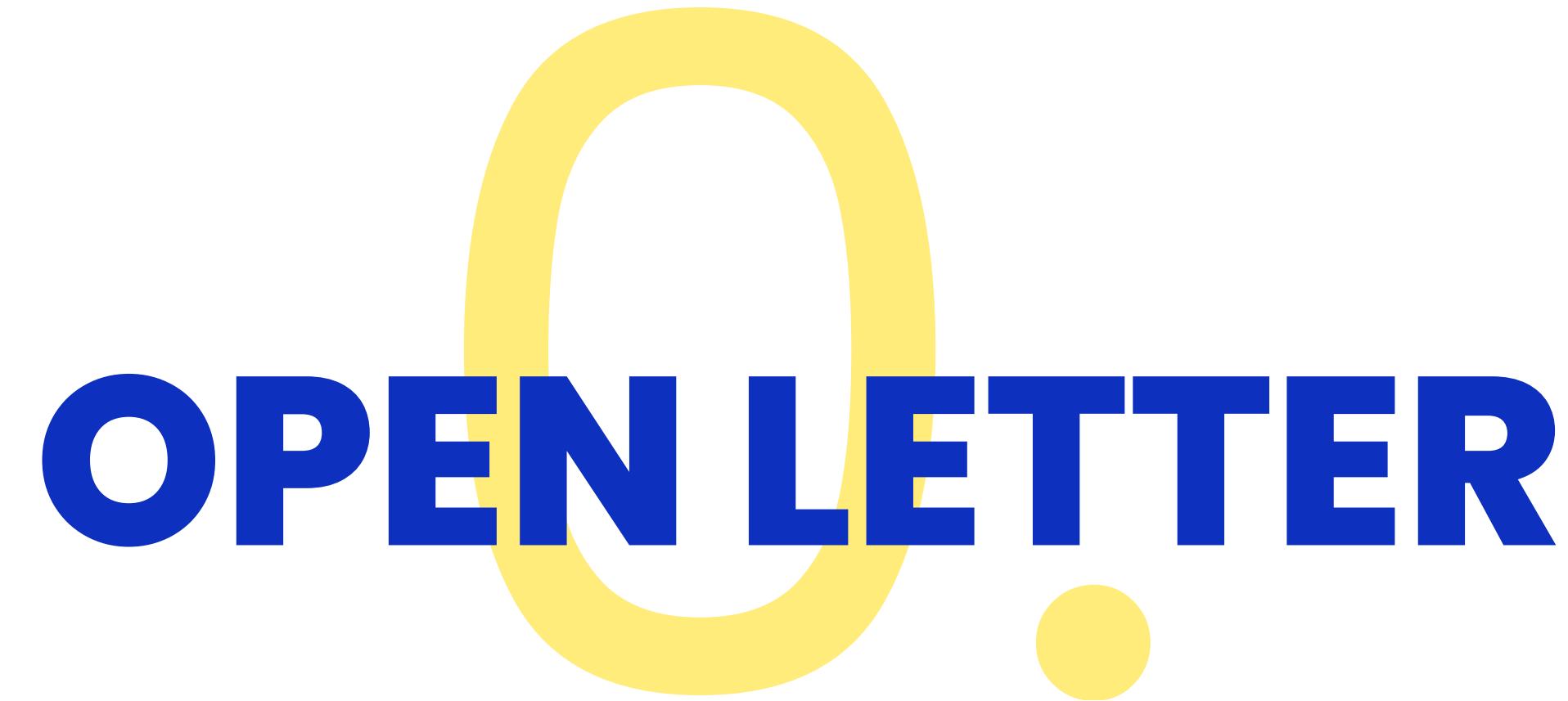


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- 2 What is HuLib?
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## 0. Open Letter

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## 0. Open Letter

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**Dear potential partners,**

I am writing to you on behalf of HuLib to explore the exciting opportunity of partnering with your esteemed company/organization as our future sponsor.

At HuLib, we believe that there is a story in all of us, and we are born to be somebody. Our vision is to create a safe and proactive community where stories are shared and heard, where young people uncertain about their future can connect with professional mentors who guide them on their unique paths.

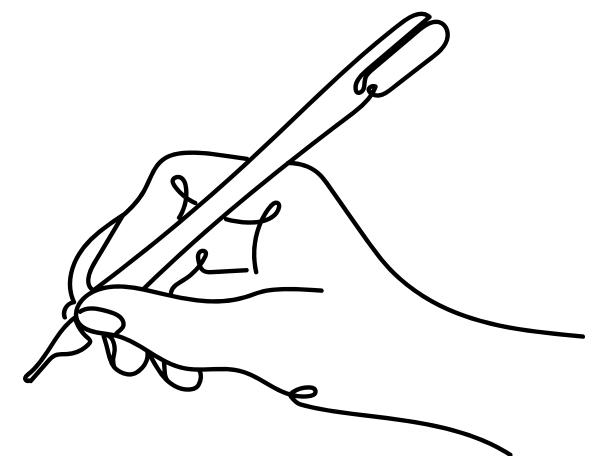
Sponsorship of HuLib offers your company/organization a unique opportunity to showcase your brand, products, and services to a young and engaged audience. We offer a range of sponsorship packages to suit your company's marketing and philanthropic objectives. In return for your generous sponsorship, we are committed to providing prominent visibility and recognition for your company.

We invite you to join us in this transformative endeavor, where together, we can make a tangible difference in the lives of young people.

Let's create a world where every story matters.

Thank You and Best Regards,  
**HuLib Team.**

**Website:** [HuLib | Landing Page](#)



## 1. Some HuLib

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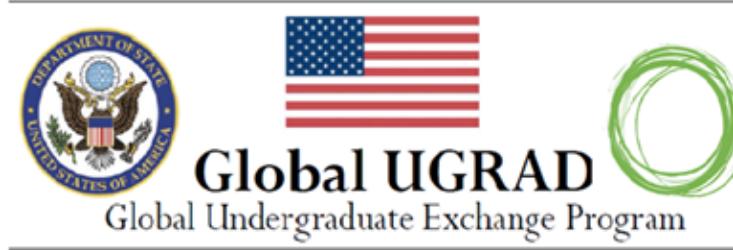
**SOME HULIB**

The logo consists of the words "SOME" and "HULIB" in bold, blue, sans-serif capital letters. A thick, vertical yellow bar is positioned behind the letter "O" in "SOME" and the letter "U" in "HULIB". A smaller, solid yellow circle is located at the bottom right of the word "HULIB".

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# LAUNCHED WITH GREAT PURPOSE IN 2024

With team members as grant winners,  
**we promise to transform ideas into  
meaningful contributions to the community**



## 2. HuLib Overview

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# HULIB OVERVIEW



A large, stylized yellow question mark graphic is positioned behind the word "OVERVIEW". The question mark is composed of a thick, rounded top arc and a long, thin vertical stem with a horizontal base, all in yellow. The word "OVERVIEW" is written in a bold, blue, sans-serif font.

## 2. HuLib Overview

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### BELIEF

A project  
deeply rooted in our belief:  
**"There is a story and experience  
in all of us, so we are born  
to be somebody."**



### MISSION

We endeavor to be a beacon of **empathy, understanding, and connection**, shaping a future where every **individual's story is both valued and celebrated**.

### VISION

Our vision is to **create a safe and proactive community**, offering support from books, to **promote well-being and shared experiences**.

## 2. HuLib Overview

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We believe that everyone's story matters, and HuLib will be the community to share, listen, and connect.

### Our project includes 01 main goals

1

#### Well-being Community

*Promote well-being by  
sharing stories and connecting experiences*



# Our journey unfolds in 03 Activities

**01**

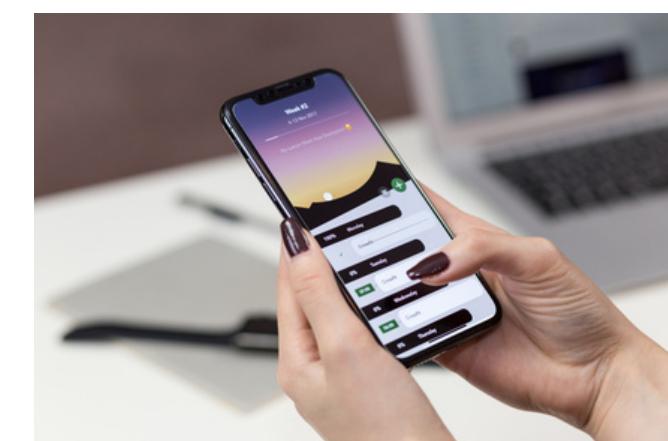
Stories Campaign

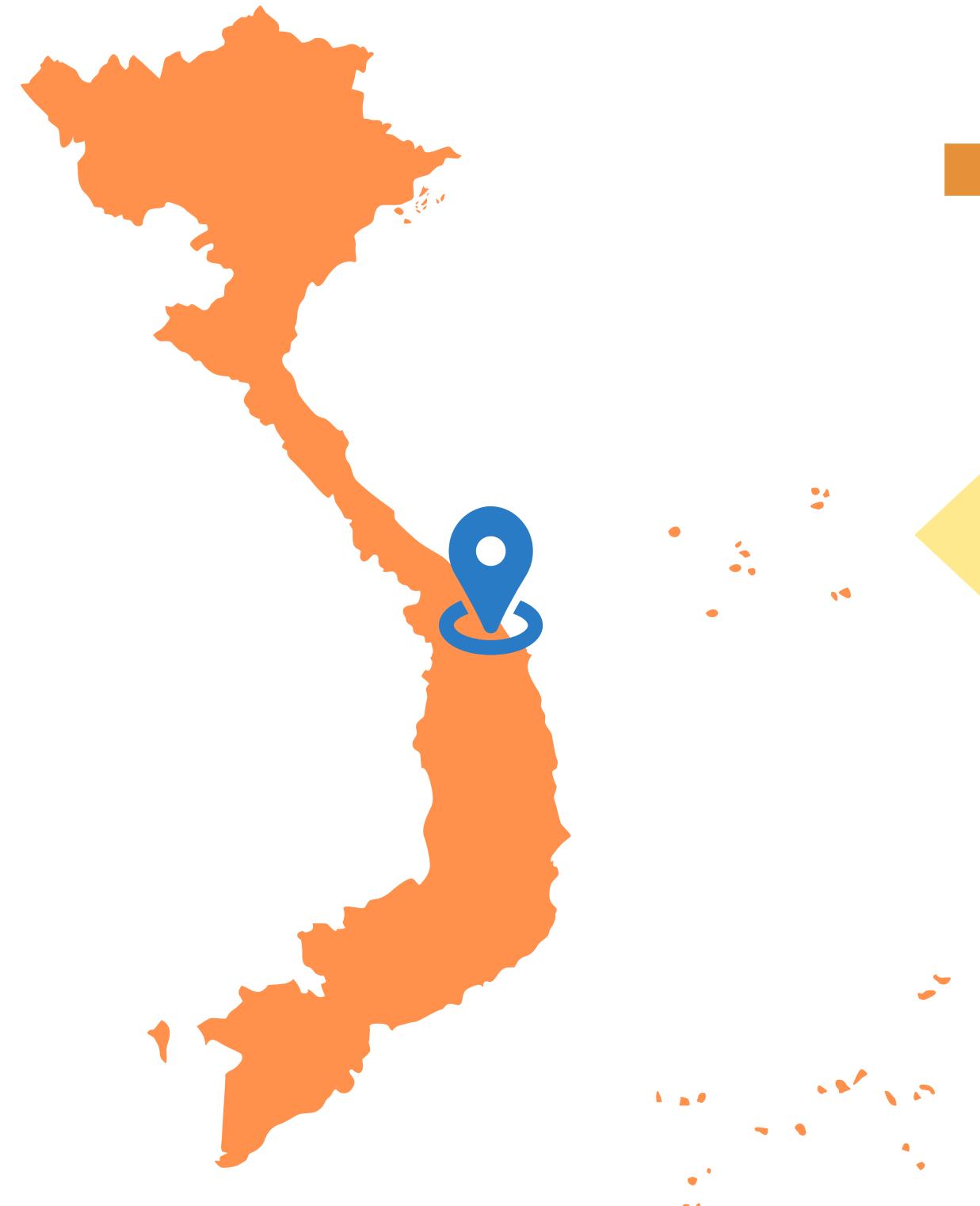
**02**

Workshop Series

**03**

Web-app Launch





### IMPACT AT A GLANCE

► **Target Participant: The youth aged 16–25**

Empowerment and improved well-being of the youth community in Danang, Hue, and Quang Nam

**Stories Campaign:  
10,000 media interactions**

**Workshop Series: 100 participants**

**Webapp: 100 readers & 60 books**

### 3. Project Details

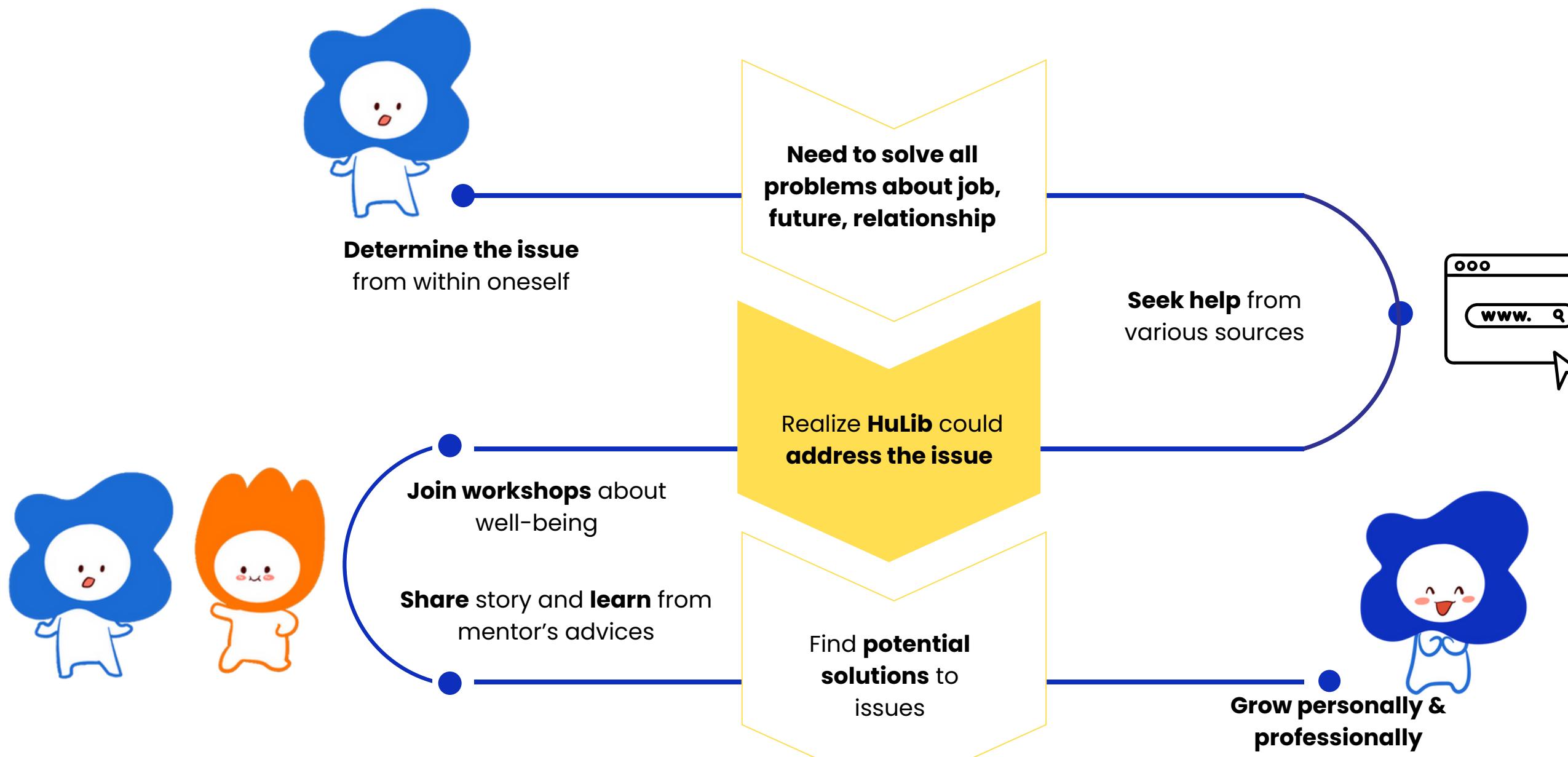
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# PROJECT 3 DETAILS

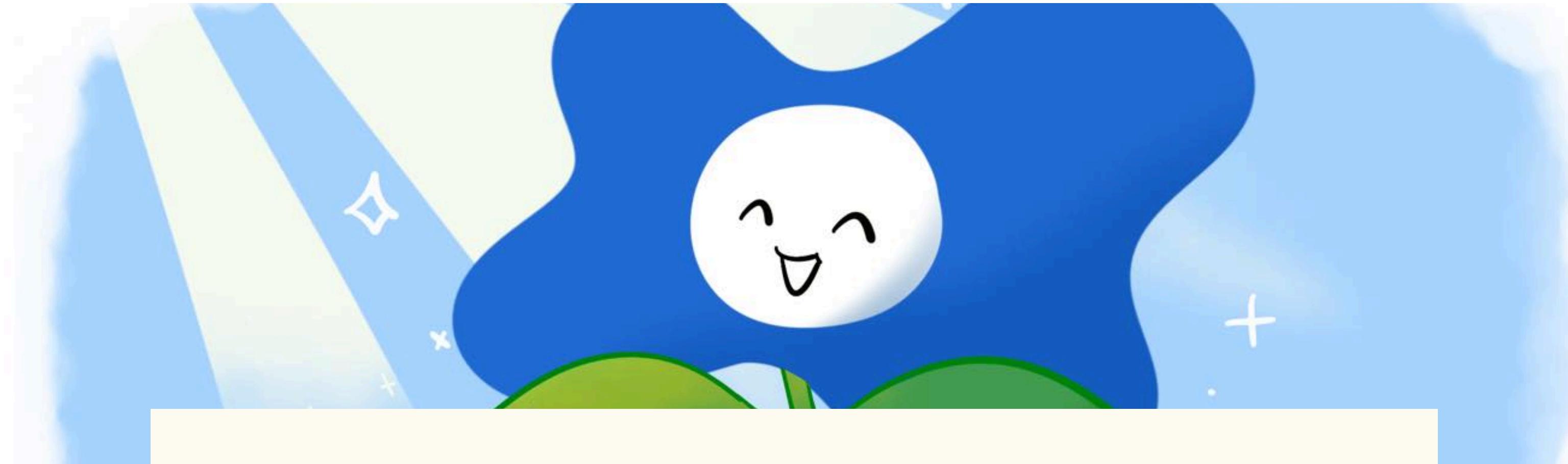
### 3. Project Details

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## JOURNEY TO HULIB



# STORIES CAMPAIGN



## Our Goals

Through this stories campaign, we seek to go beyond surface-level interactions and delve into the core of human experiences. By encouraging individuals to share their personal stories, struggles, and triumphs, we aim to cultivate a sense of community and empathy, where every voice is heard and valued.

### 3. Project Details

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# 3 MAIN CONTENT STRATEGIES



## Everyday Real-Life Stories

Purpose and Objectives:  
Connect authentically with audiences through personal narratives.

Content Themes:  
Explore themes of personal growth, challenges, triumphs, and resilience.

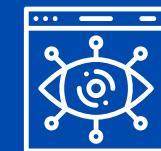


## Confession

Introduction: Provide a platform for open and judgment-free self-expression.

Content Formats:  
Focus on written confessions for anonymity and authenticity.

Community Building:  
Create a supportive environment fostering empathy and understanding.

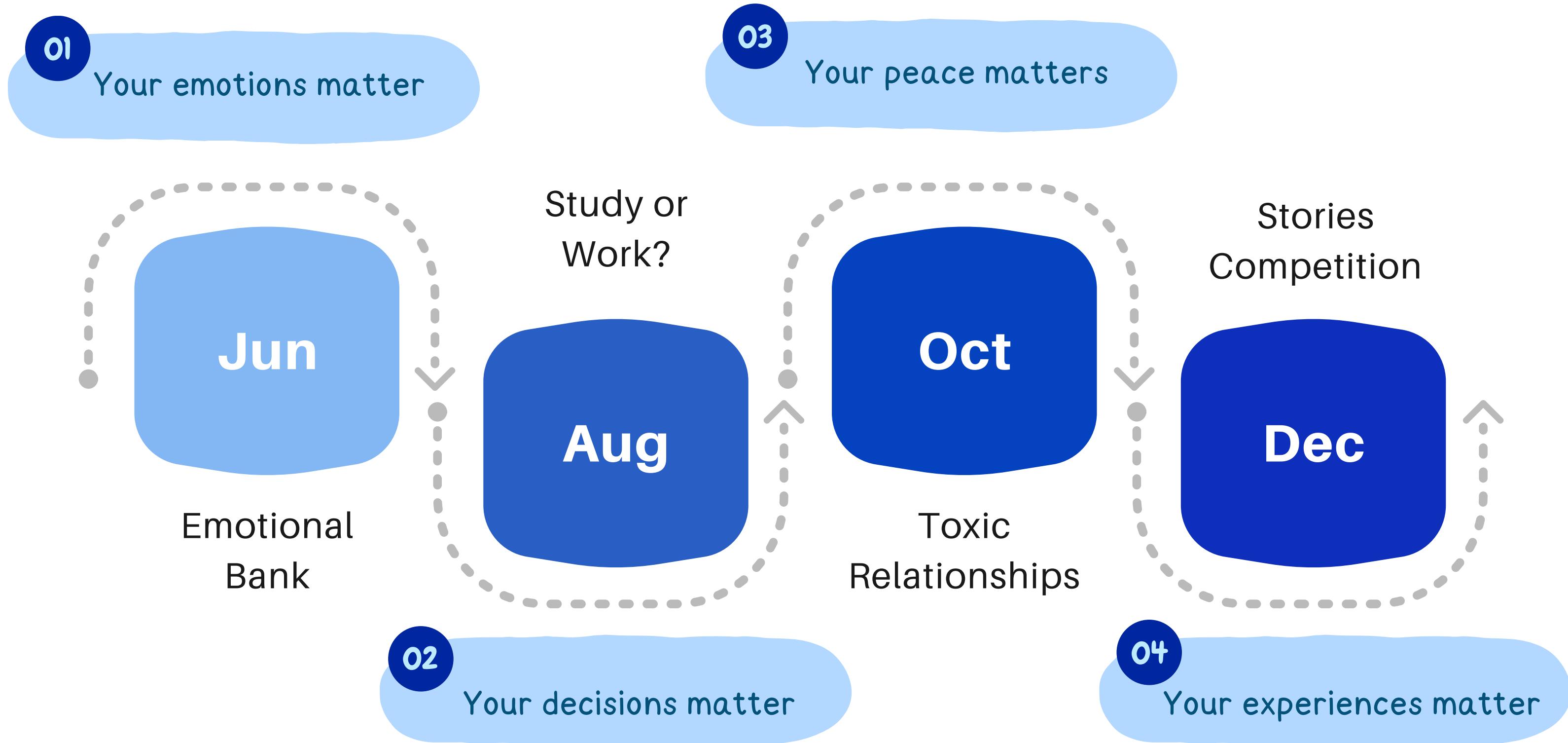


## Visual Storytelling

Purpose:  
Increase brand awareness and engagement with visually compelling content.

Content Formats:  
Utilize images, videos, infographics, or animations aligned with brand identity.

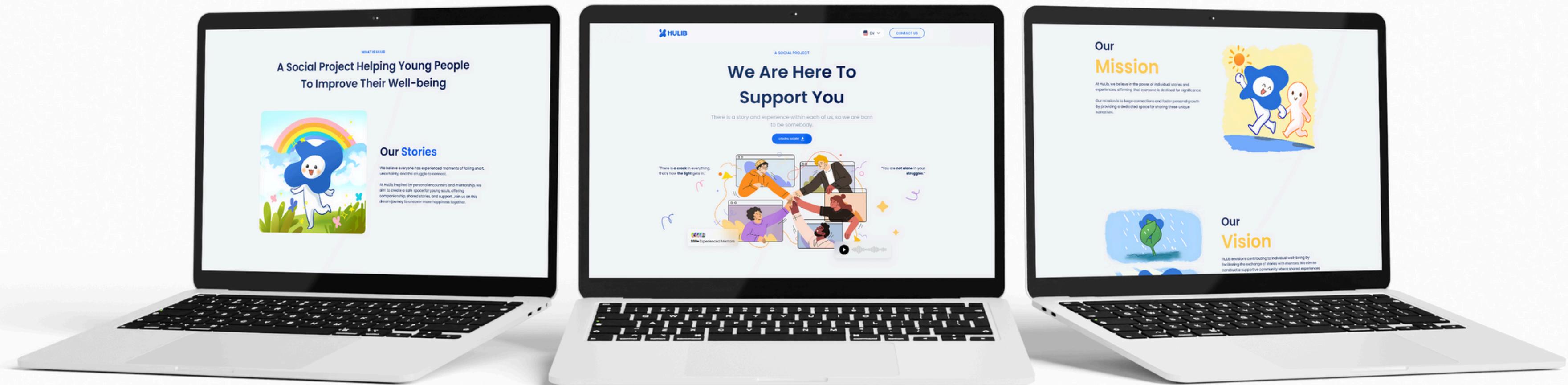
# WORKSHOP SERIES



### 3. Project Details

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# HULIB WEBAPP



### 3. Project Details

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## WHAT WE CAN BRING



### People with the same stuffs

Personalized mentoring based on mentee interests/favorite, mentor rating, search/filter/sort params relatively



### Online Meeting

Book a meeting with any mentor you want to share and let them know about your struggles.

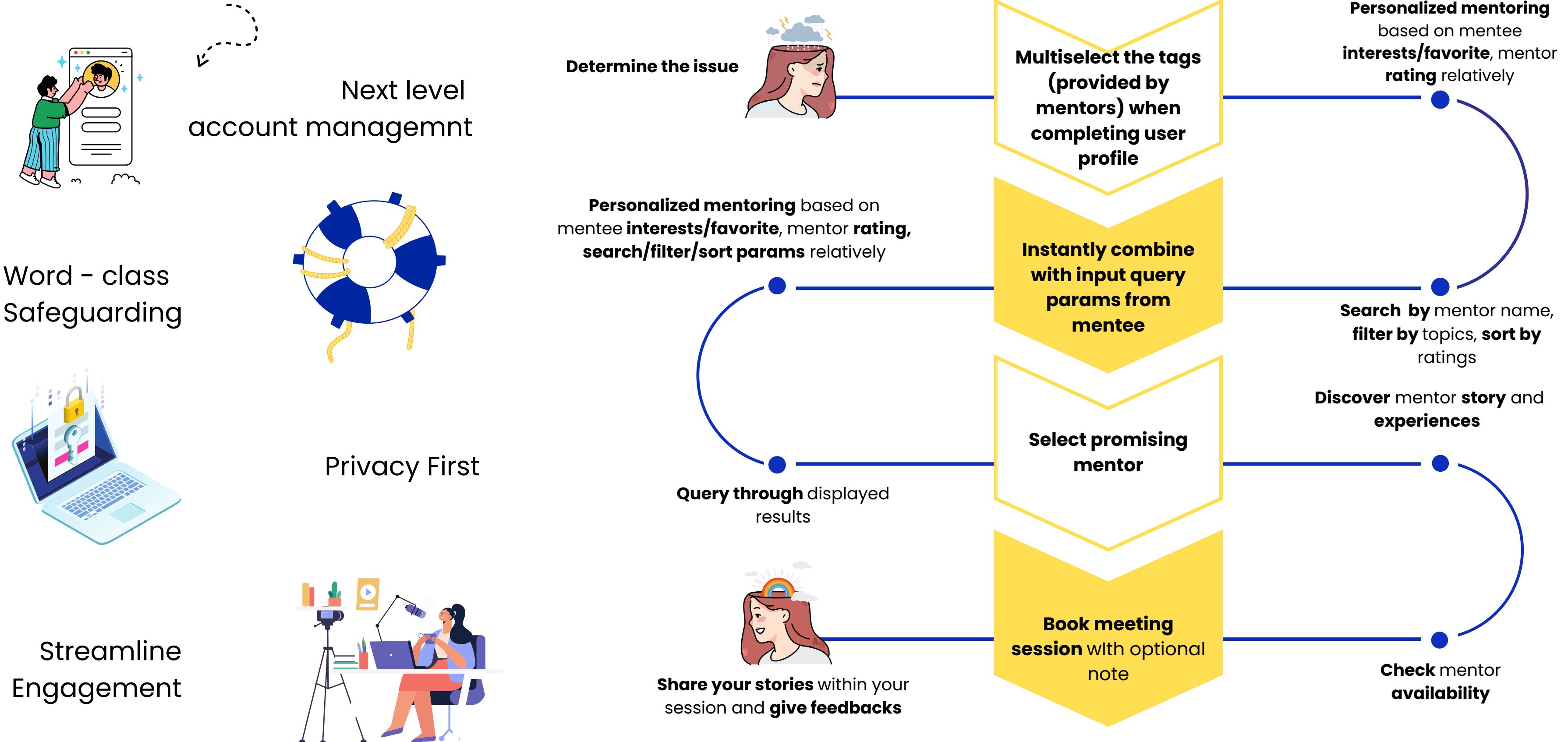


### Safely Sharing

Feel free to share your stories without being judged.

### 3. Project Details

#### Ứng dụng HuLib từ A đến Z



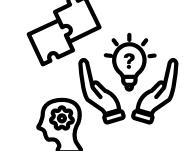


# EVALUATIONS & RISKS

## 4. Evaluations & Risks

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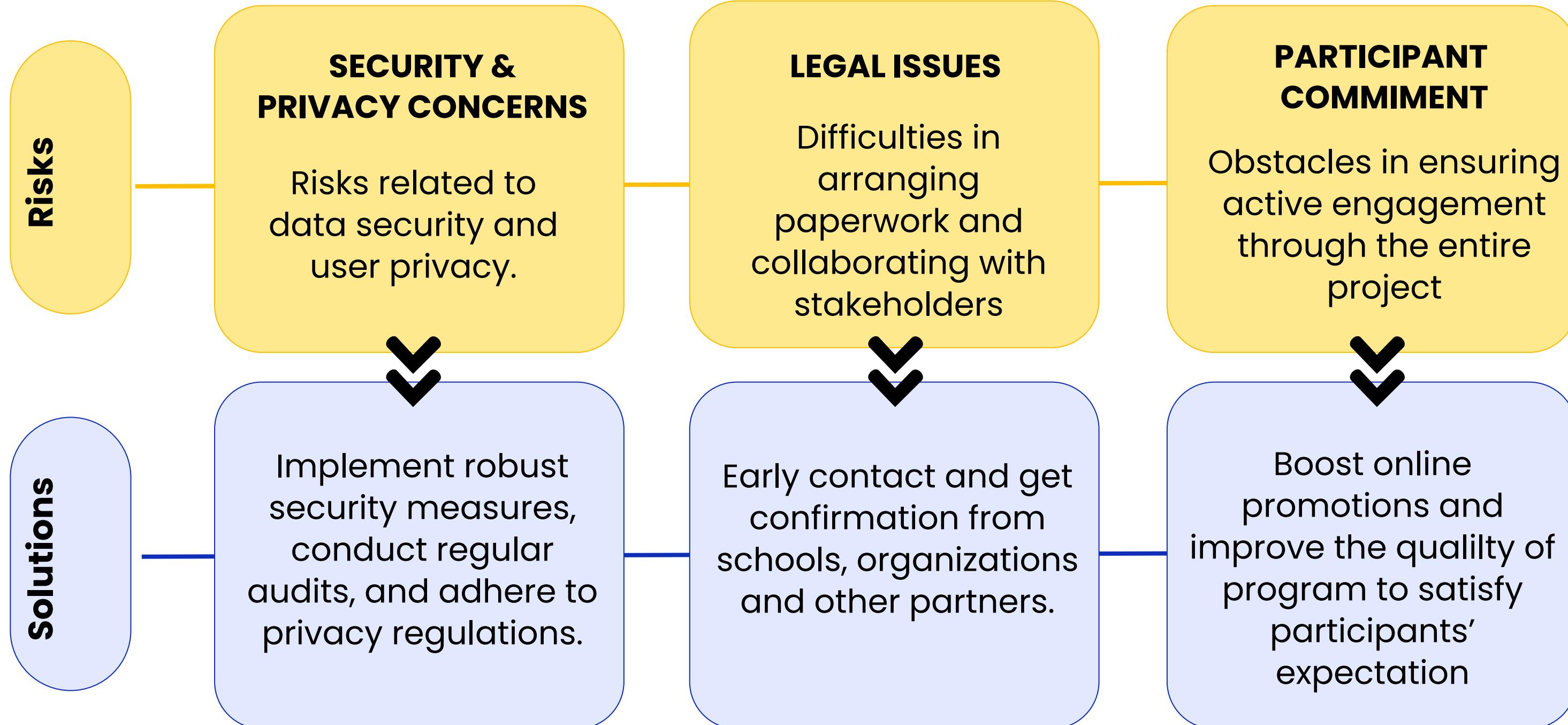
# PROJECT EVALUATION: SUCCESS & METHODS

	<b>Number Of Participants</b> 	<b>HuLib Community</b> 	<b>Sessions Effectiveness</b> 	<b>Well-being Improvement</b> 	<b>Grant Usage</b> 
<b>Success</b>	Getting 100 readers & 100 participants for workshop/ talkshow to the project	Developing a proactive and inclusive community	Improving readers and human books matching and quality of program	Enhancing participant's well-being through shared stories	Using grant effectively
<b>Methods</b>	The list of participants sent in the report	Participant growth in events, and on the project space analysed	Surveys and interviews with mentors and mentees	Visual products of stories and follow-ups with participants	Alumnus have experience in managing effectively a financial resources grant

#### 4. Evaluations & Risks

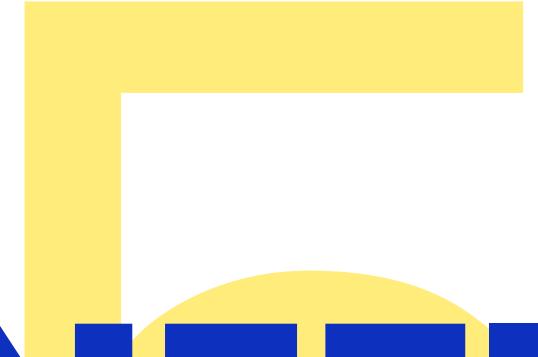
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## RISKS & SOLUTIONS



## 5. Beneficial Sponsorship

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**BENEFICIAL  
SPONSORSHIP**

The word "BENEFICIAL" is in large blue capital letters. Above the letter "I", there is a yellow square and a yellow circle overlapping it. Below the letter "I", there is a yellow triangle pointing upwards. The word "SPONSORSHIP" is in large blue capital letters, positioned directly below "BENEFICIAL".

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## 5. Beneficial Sponsorship

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### We have **3 LEVELS OF SPONSORSHIP**

The total sponsorship equals 50% in-kind sponsor plus 50% financial sponsorship

**SILVER  
SPONSOR  
\$125**

**GOLD  
SPONSOR  
\$200**

**DIAMOND  
SPONSOR  
\$250**

## 5. Beneficial Sponsorship

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PROJECT BENEFITS	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
<b>Mentor sources</b>			
Cung cấp nguồn human book cho NTT để NTT có thể sử dụng trong mục đích cần training hoặc tư vấn về các vấn đề trong doanh nghiệp, tổ chức (ví dụ: nghề nghiệp, kỹ năng mềm, mối quan hệ...)	x	x	
Cung cấp nguồn mentor cho NTT khi NTT mở các workshop, talkshow hoặc sự kiện về nghề nghiệp	x	x	x
Đại diện NTT sẽ được mời đến để làm diễn giả cho các buổi workshop, talkshow online, offline tại Huế, Quảng Nam, Đà Nẵng)	x	x	
<b>Information sources</b>			
Các nguồn dữ liệu về readers (không bao gồm thông tin cá nhân của họ) sẽ được cung cấp cho nhà tài trợ nhằm mục đích nghiên cứu về well-being cho xã hội	x		
Cung cấp các thông tin của readers (bao gồm tên, số điện thoại, email và các thông tin khác) khi mentee đồng ý và có nhu cầu tìm đến các nhà tài trợ nhằm mục đích tiếp cận đến cơ hội việc làm, thực tập sinh.	x	x	

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## 5. Beneficial Sponsorship

PROJECT BENEFITS	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
<b>Events/Workshops/Talkshows</b>			
Nhà tài trợ được giới thiệu trực tiếp đến khán giả thông qua MC với các hình ảnh trên màn hình hoặc video clip giới thiệu về NTT trong thời gian chờ, thời gian nghỉ giải lao.	x		
Các nhân viên trong công ty của NTT sẽ ưu tiên tham gia vào các buổi tư vấn, chia sẻ của các human books	x	x	x
<b>Các phương tiện truyền thông (Facebook, TikTok, Instagram), HuLib web app và landing page</b>			
Logo NTT sẽ được xuất hiện trên các ấn phẩm (header Facebook, poster chính của HuLib khi giới thiệu các sự kiện, talkshow lớn) và app HuLib, cũng như là landing page.	x	x	x
Đăng bài cảm ơn và giới thiệu NTT trên các nền tảng truyền thông của HuLib.	2 bài	1 bài	1 bài
Nhà tài trợ sẽ được gắn logo xuyên suốt podcast và được giới thiệu trong 10 giây đầu của podcast.	6 lần	3 lần	1 lần
NTT được giới thiệu thông qua các content mà HuLib xây dựng trên Tiktok cũng như là các nền tảng khác.	5 bài	3 bài	
HuLib sẽ đăng bài hỗ trợ truyền thông cho NTT khi NTT yêu cầu.	2 bài	1 bài	

## 6. Project Budget

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# PROJECT BUDGET



## 6. Project Budget

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We have 3 **main budgets**

### **TECHNOLOGY DEVELOPMENT**

Covers web app development, software subscriptions (Adobe, Zoom, etc.)



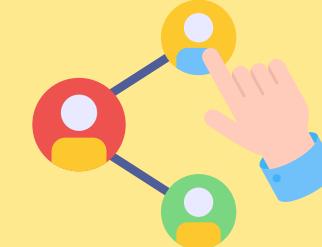
### **MARKETING AND OPERATIONS**

Covers workshops, social media, branding, advertising, marketing, printing, materials.



### **PROGRAMS ALONG THE PROJECT**

Covers programs, activities, participant travel, transportation



**THANK YOU FOR  
YOUR ATTENTION!**

# APPENDIX

A large, stylized yellow number '7' is positioned above the word 'APPENDIX'. The '7' is composed of a thick horizontal bar at the top and a diagonal stroke extending downwards and to the right, ending in a small circular dot.

## 7. Appendix

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# Project Budget

No.	Category	Description	Units	Quantity	Unit cost	Amount
<b>PROJECT TOTAL BUDGET</b>						<b>\$1000</b>
<b>I. Technology Development</b>						<b>\$750</b>
1.1	BE/FE hosting fee	Providing storage space, bandwidth, server management, software updates, security, and technical support	Package	1	\$600	<b>\$700</b>
1.2	Domain for HuLib	For copyrights and brand awareness.	Package	1	\$50	<b>\$50</b>

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## 7. Appendix

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# Project Budget

No.	Category	Description	Units	Quantity	Unit cost	Amount
<b>II. Marketing and Operations</b>						<b>\$100</b>
2.1	Ads running	Encompasses part of the expenses associated with online marketing campaigns, advertising on social media, including Facebook and Instagram.	Package	1	\$80	<b>\$100</b>

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## 7. Appendix

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# Project Budget

No.	Category	Description	Units	Quantity	Unit cost	Amount
<b>III. Programs along the project</b>						<b>\$150</b>
3.1	Trainer Support	Conduct 3 workshops for the \$150 audience.	Package	1	\$50	<b>\$50</b>
3.2	Zoom Account	1 account will be required to hold the online workshops.	Package	1	\$50	<b>\$50</b>
3.3	Competition Prize	Competition Prize after workshop and minitalks: 1 first (\$20), 1 second (\$15), 1 third (10\$), and 1 consolation (\$5).	Package	1	\$50	<b>\$50</b>

# Relevant Projects



Cooper provides a platform to connect mentees and mentors with training program management features but **needs to improve the user interface**.



TalkLife focuses on mental and emotional support and has a large community **but doesn't specifically target mentor connections**.



Mentori focuses on connecting mentors and mentees with progress tracking features **but has limitations in terms of community scale**.



Wysa focuses on mental support through artificial intelligence **but doesn't establish direct mentor-mentee connections**.

## Career story

*"In the process of searching for candidates, I've come across many heartfelt stories about young individuals experiencing job interview failures. These messages are filled with a lot of worries and fears for the future, and it's not uncommon to read lines like, 'Sister, I failed the interview again. The whole class has jobs except for me,' or 'I'm feeling disheartened, sister. I sent my CV to 20 places, but none accepted me.'*

*Listening to these stories reminds me of my own experiences right after graduation. At that time, I graduated with honors from the top economics school in Hanoi, had an IELTS score of 7.0, conversational Japanese skills, club activities, and project management experience ranging from department-level events to cultural music events. I also had years of IELTS teaching experience. I was confident and applied to all major companies, but the results were nothing short of rejections. In the initial period after receiving a series of rejection emails, I began to doubt my own abilities, especially as each of my friends was landing positions in large corporations. However, if I had given up at that moment, after facing those 'failures,' I wouldn't be here today to share and support others.*

*I share this to emphasize that the story of job hunting and failure is not unique to anyone. With the experience of someone who has gone through it, I hope to share advice and guidance with young individuals who can connect with me through this platform. Don't hesitate to reach out and connect with me!"*

Source: [Tìm việc thất bại - Câu chuyện không của riêng ai](#)

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## Education story

*"University. I believe that most young people who are currently in or have experienced university will agree that it's a period of facing numerous pressures. My own time as a student was no exception.*

*In an environment surrounded by outstanding individuals, I realized that I needed to put in a lot of effort to keep up. Therefore, I enrolled in as many courses as possible, joined a campus club, and even started working part-time to gain experience.*

*However, after the first semester, from someone excited about the vibrant years of university life, I quickly felt exhausted and pressured by the constant cycle of academic and work responsibilities. The massive amount of coursework and assignments after each class, club meetings in the evenings, and weekend part-time work hours made me feel overwhelmed. My physical and mental health seemed to be affected, and my academic performance was only average in both my part-time job and the club, often falling behind. It was a wake-up call reminding me that my current approach needed a reasonable adjustment.*

*In the following university years and even after entering the workforce, I realized that striving to move forward is essential, but if we put too much pressure on ourselves and constantly compare ourselves to others, we are likely to face more difficulties in the process. Looking back now, I feel fortunate that I identified and addressed the issue early on.*

*I believe that many of us go through similar feelings at times. As someone who has overcome this challenging stage, I am here ready to listen to you..."*

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## Relationship story

*"Before coming to Saigon, I felt incredibly lonely. Not because I couldn't connect with anyone, but because no one seemed to have enough time or patience to listen. If you were to ask me if I was okay, I wasn't really. So, I decided to go elsewhere for study and work, or as some might say, 'run away.' However, arriving in a new city is like starting relationships from ground zero.*

*Sure, I had colleagues, but when it came to a truly connected relationship, I had none. At that time, all my relationships were more of a social nature rather than being intimate enough to share deeply.*

*It may sound dreadful, doesn't it? However, living without friends isn't as bad as we might think.*

*Later on, that challenging period helped me realize what a true friend should be like. Not everyone will accompany us in our journey, and even if they do, they may leave us at some point. In other words, the only constant companion we have is ourselves. Even family members have their own paths and can't accompany us throughout life. Of course, it's fortunate to have friends, but not having them doesn't mean you're inadequate. No one is entirely good or bad. Some people don't have friends due to their introverted nature.*

*I believe that all of us go through such feelings at times. As someone who has overcome these difficult stages, I am here ready to listen to you..."*

Source: [#56 Sống không có bạn bè ổn không?](#)

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