



PROPOSAL

GRAND PRESENTATION





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Dear potential partners,

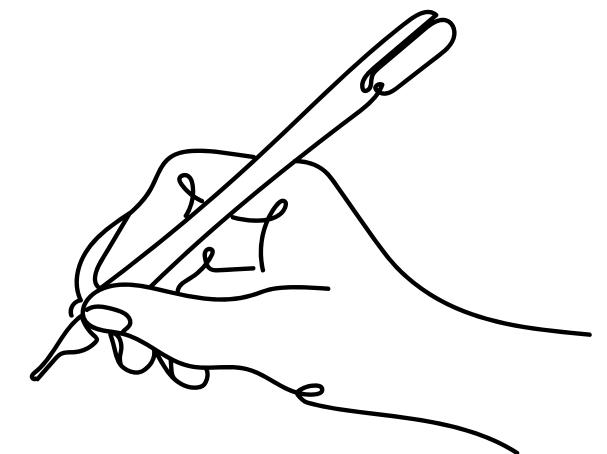
I am writing to you on behalf of HuLib to explore the possibility of partnering with your esteemed company as a sponsor for our project.

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 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.

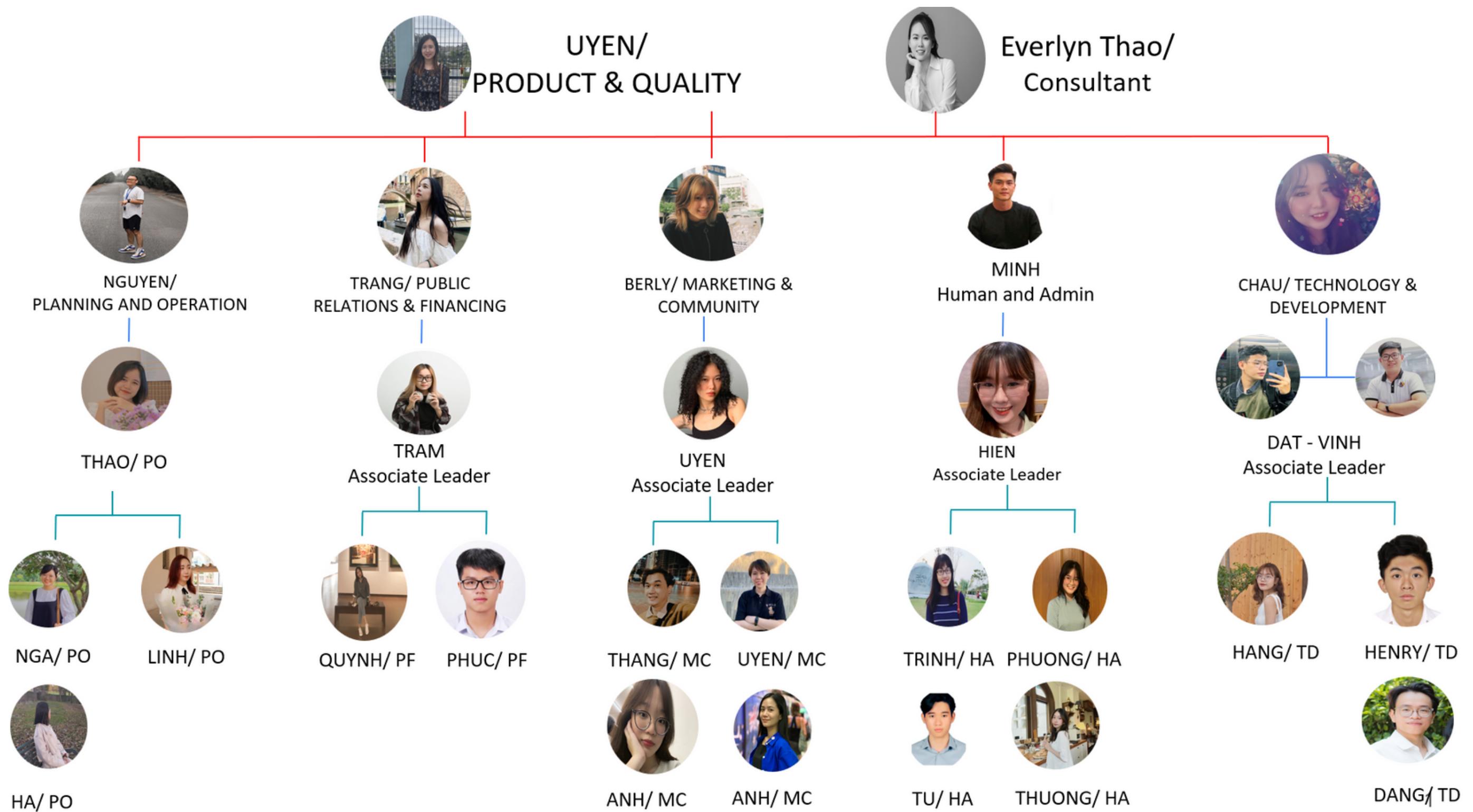
We invite you to join us in this transformative endeavor, to make a difference in the lives of young people. Let's create a world where every story matters.

Thanks and Best Regards,
HuLib Team.

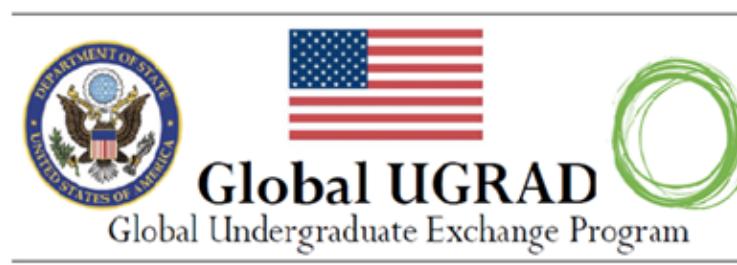




Xin chào!
Nice to meet you!!



LAUNCHED WITH GREAT PURPOSE IN 2024



with the most remarkable accomplishment of our team lies in
**our capability to transform grant victories into
meaningful contributions toward the community**

WHAT IS HULIB?



OVERALL

A project with
a vision and mission
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 mentors, to **promote well-being and shared experiences**.

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

Our project includes 03 main goals

1

Personalize Mentoring

Create tailor-made mentoring experiences on social and personal topics.



2

Challenging Conversations

Host focus group workshops to challenge stereotypes and misconceptions.



3

Connecting Souls

Virtually or in person, connect Vietnamese and international friends through engaging and thought-provoking discussions.



Our journey unfolds in 03 stages

STAGE 01

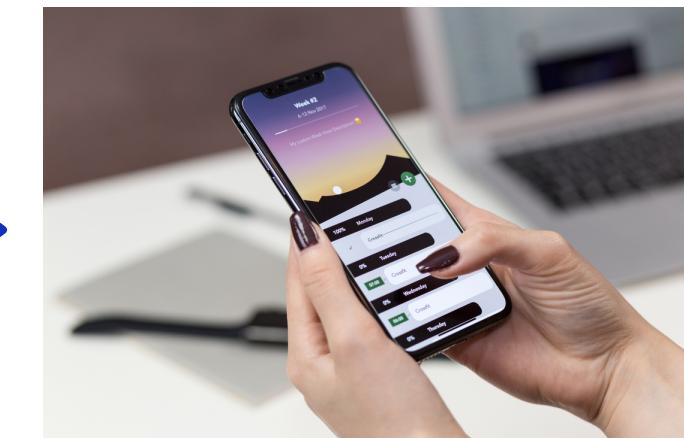
To launch
a web app and
a landing page

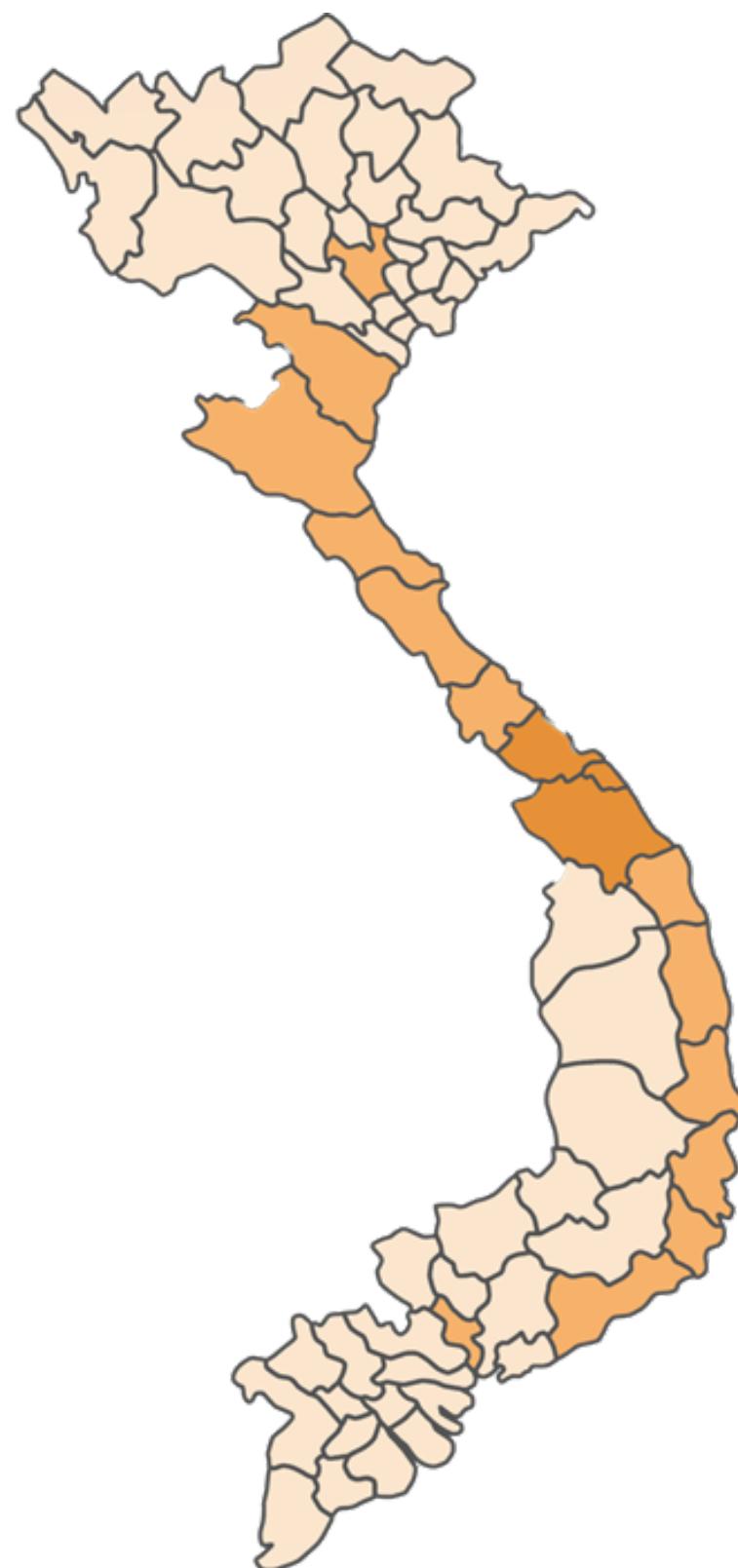
STAGE 02

To create
a HuLib app

STAGE 03

To establish
a physical library
in Danang, Vietnam





IMPACT AT A GLANCE

- ▶ **STAGE 1: Danang, Hue & Quang Nam**
Empowerment and improved well-being of youth communications in Danang, Hue, and Quang Nam
- ▶ **STAGE 2: Coastal central, Ho Chi Minh & Hanoi**
Expanded to reach an eager and enormous youth community in the broader Coastal Central region, including major cities like Ho Chi Minh and Hanoi
- ▶ **STAGE 3: Vietnam**
Enhanced opportunities and prosperity for a wider community in Vietnam

**Estimated numbers for stage 1:
200 mentees & 100 mentors**

PROJECT³ DETAILS

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To identify challenges faced by young people, we surveyed over 200 individuals in coastal central Vietnam and reviewed extensive research, leading us to these:

Top 3 well-being challenges

1

Education provides knowledge and personal development opportunities.



2

Careers offer income, growth opportunities, and a chance to express professional passion.

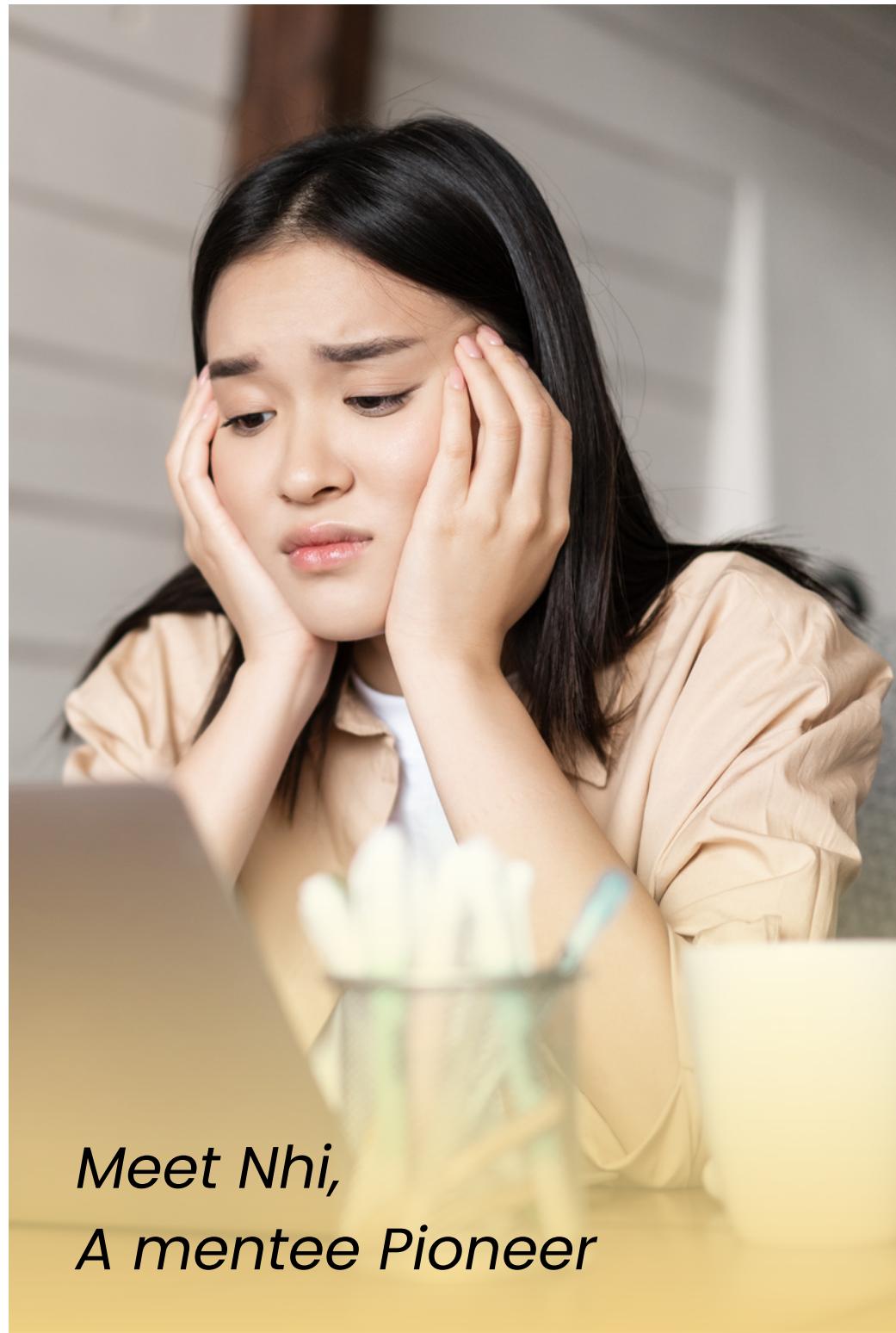


3

Relationships provide emotional support and love in their lives.



Source: British Council and surveys



MENTEE'S PROFILE

Demographic

- Age range: 16 – 25
- Location: Danang, Hue, Quang Nam
- Gender: Both
- Income: lower-middle income
- Employed and student

Characteristics

- Curious and has a strong desire to expand knowledge and skills
- Ambitious and has clear career goals
- Sometimes become overwhelmed by the pressure

Problems

- Stress and burnout
- Unemployment
- Feel uncertainty about future

Needs

- Needs a supportive mentor
- Requires career counseling and advice on job
- Support in building self-confidence



MENTOR'S PROFILE

Demographic

- Age range: 18+
- Location: Worldwide
- Gender: Both
- Specialized in fields: Business, Teacher (optional)

Benefits

- Sense of fulfillment
- Networking opportunities
- Emotional satisfaction
- Personal brand growth

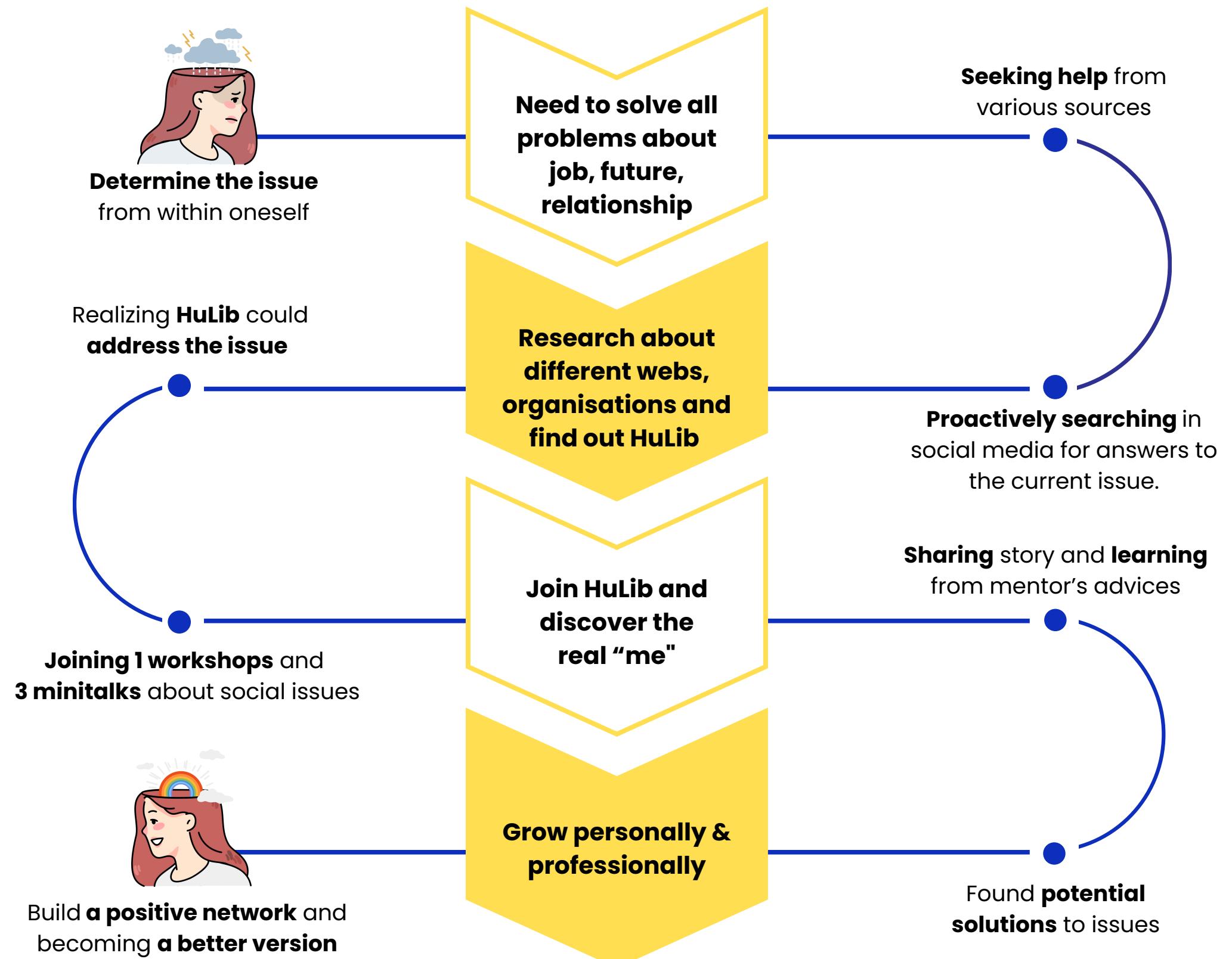
Characteristics

- Patient and empathetic
- Providing mentees with a safe space
- Build trust and rapport quickly
- Insightful and practical advice to help mentees

Roles

- Connect with a diverse range of individuals, including mentees and fellow mentors
- An enhanced personal brand
- Meet potential partners who share similar interests and values
- Mentorship from other mentors

MENTEE'S JOURNEY TO HULIB

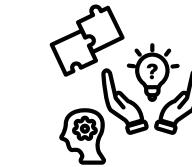


EVALUATIONS & RISKS

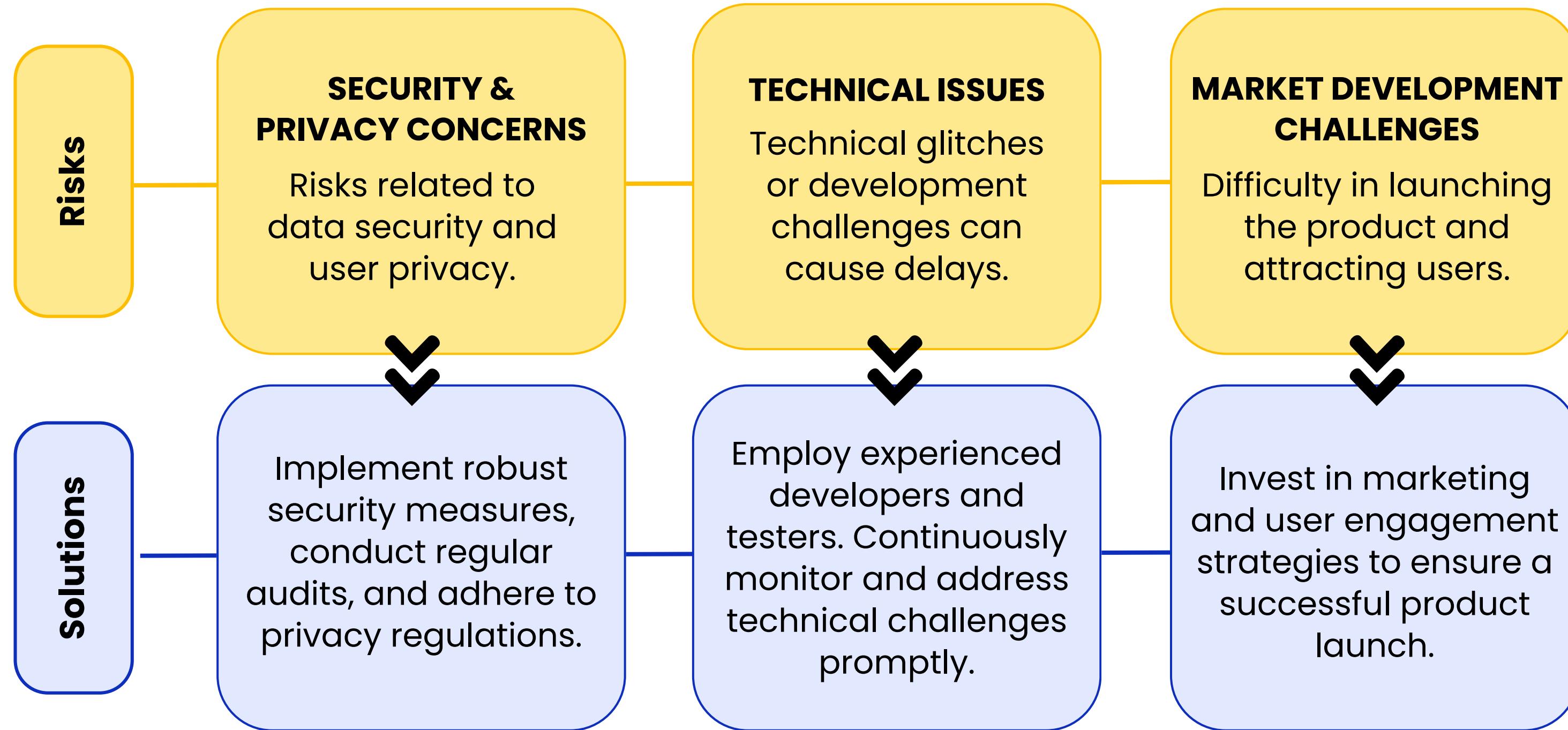
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4. Evaluations & Risks

EVALUATION: SUCCESS & METHODS – STAGE 1

	NUMBER OF PARTICIPANTS 	Community Engagement 	Mentoring Effectiveness 	Well-being Improvement 	Grant 
Success	Getting 200 mentees & 250 participants for workshop/ talkshow to the project	Developing a proactive and inclusive community	Improving mentor and mentee matching and quality of program	Enhancing participant's well-being through shared stories	Using grant effectively
Methods	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

RISKS & SOLUTIONS – STAGE 1





We have

3 LEVELS OF SPONSORSHIP

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

**SILVER
SPONSOR
\$500**

**GOLD
SPONSOR
\$600**

**DIAMOND
SPONSOR
\$700**

MEDIA BENEFITS	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
A prominent media post about the sponsor's brand will be posted on HuLib's social media platforms.	x	x	x
The sponsor logo appears on HuLib's media publications (banners & posters).	x	x	x
An introduction to the sponsor is posted on HuLib's Landing page.	x	x	x
The sponsor's introduction will be in the sponsor introduction section of the HuLib's application.	x	x	x
Sponsor information will appear within 20 seconds in a season on HuLib's podcast (audio).	x	x	x
Sponsors can use HuLib's images and videos for brand promotion purposes within a post.	x		
Updating outstanding sponsor activities on HuLib's social media.	2 posts	1 post	

PROGRAM BENEFITS	DIAMOND PARTNER	GOLD PARTNER	SILVER PARTNER
Providing advisors/mentors for sponsors to organize training classes in business.	x	x	x
Providing team and supporting ideas with sponsors to organize talkshow, workshop, and job-fair events for the youth community.	x	x	x
The sponsor's representative can be a Mentor or Guest Speaker at HuLib.	x	x	x
The sponsor's media publications (TVC, Banner & Poster) will be shown at the Hublib project's workshops/talk shows.	x	x	x

Exchange rate: \$1 = 24.500 VND

PROJECT BUDGET

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We have **4 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.



PERSONNEL BUDGET

Covers salaries, wages, benefits for mentors, staff, and any other human resources.



PROGRAMS ALONG THE PROJECT

Covers programs, activities, participant travel, transportation, lodging, meals.



**THANK YOU FOR
YOUR ATTENTION!**



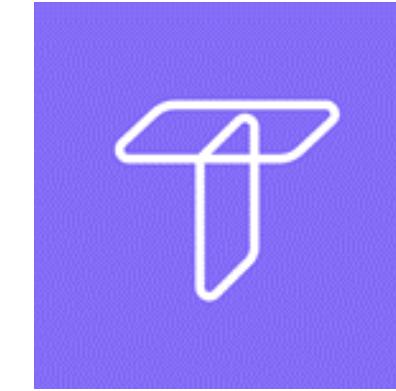
APPENDIX

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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.**

Mentor's 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](#)

Mentor's 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..."

Mentor's 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?](#)
