

# FAST FACTS

YouthsToday.com's mission is to support students and young professionals by turning their ideas into successful projects. We match youth with sponsors that help them develop their dreams and host events. With more than 40,000 event organizers connected to our portal, YouthsToday.com is the first and largest matching platform of its kind.

## A Good Cause

YouthsToday.com is harnessing the power of technology to provide youths with a platform for achieving their dreams. We focus on community development and youth empowerment, recognising that youths who lack support systems may become involved in illegal activities. We steer youth away from gangs, drugs and alcohol by planning events that promote academic excellence and good citizenship.

## Our Corporate Partners

YouthsToday.com is partnered with over 50 corporate brands that help us reach thousands of youth throughout the world. These brands gain authentic access to a difficult-to-reach demographic, while also doing good for the communities where they operate. Corporate sponsors include Coke-a-Cola, McDonalds... others...

## Event planning

Our company makes it easy for young people to plan events through our online services. YouthsToday.com provides a platform for promoting events, raising funds for events, and tracking who will attend.

## Events we've hosted

Our most successful event to date has been the **YouthJam** series hosted annually for the past seven years. **YouthJam** is hosted by 20 to 30 different groups across Asia at the same time. Last year we had over 10,000 participants at the **YouthJam** Internet Festival. In 2014 we kicked off the series with the **YouthJam** Augmented Reality Hunt.

## Designed for the Mobile Generation

Many students, especially in Asia, don't have regular access to desktop computers, and prefer mobile phones, anyway. Event organizers can use our mobile app organize their events end-to-end, monitoring turnout and generating reports for sponsors.



## Personal Connection – Why we do what we do

Jazz Tan – the founder of YouthsToday.com – is fully aware of the negative impact unhealthy lifestyles have on youth. When she was 14 she lost her father as a result of drug related gang violence. Instead of falling into a state of hopelessness, she decided to take her negative experience and use it to inspire others to rise above their surroundings. As such, she has made it her personal mission to keep young people off the streets.

**YouthsToday.com** is currently in the **DEV Korea Accelerator**, as part of the **K-Startup Grand Challenge**.

## CONTACT

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