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YouNoodle Secures \$1.1MM in Funding

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San Francisco – March 19, 2014 – YouNoodle (<http://www.younoodle.com>), a data-driven startup recruitment engine and customized end-to-end platform for the creation, management, and judging of startup competitions, today announced that the company has secured \$1.1MM in funding. Investors include Tony Hsieh's VegasTechFund, Lars-Henrik Friis Molin of Universum Group in Sweden along with existing seed investor Amicus Group of Korea. YouNoodle will use the funds to help further continued growth and expand access to the best ideas and brightest talent across the globe. The company also announced the hiring of Natalie Surowiecki to lead corporate partnerships and Lael Sturm to lead business development.

"YouNoodle is creating opportunities for startups in many under served markets. This worldwide network of entrepreneurs is the future of our innovation ecosystem," said Andy White, Partner, VegasTechFund "Our objectives are strongly aligned and we're excited to have YouNoodle as part of the VegasTech community."

"YouNoodle is leveling the global playing field for startups, so it is no accident that our unique team of investors comes from all corners of the globe including the United States, Sweden and Korea," said Torsten Kolind, CEO and Co-Founder of YouNoodle. "All three of these organizations believe in what we are trying to accomplish and are committed to equalizing opportunities for startups everywhere. Adding the additional expertise that Natalie and Lael bring to the table will also help to further our position as a leader in the global startup community."

Natalie Surowiecki will lead corporate partnerships. Prior to joining YouNoodle, Natalie was Startup Marketing Manager with Amazon Web Services (AWS) in Seattle, WA, where she managed marketing programs designed to generate global awareness of cloud computing in the startup community. This included the AWS Global Startup Challenge, which has used the YouNoodle Contest platform for the last 3 years.

Lael Sturm, who will lead business development, founded and/or invested in multiple startups including unseat.me, a social ticket platform that allows ticket sellers/buyers to easily share extra tickets with friends and followers via existing social networks and has also worked for MTV and CNET in promotions and web production. He is also an angel investor in urbantag and SideReel.

About YouNoodle

YouNoodle (<http://www.younoodle.com>) is a data-driven startup recruitment engine and customized end-to-end platform for the creation, management, and judging of startup competitions. Top universities, corporations, accelerators, as well as governments use YouNoodle's tools to host challenges and judging processes, recruit high-potential entrepreneurs, and grow their startup ecosystems. Having facilitated more than 400 international competitions across 100 countries, YouNoodle has created a global talent network of 50,000 startups and has become a premier resource for expanding access to the best ideas and brightest talent across the globe. Based in Silicon Valley with a team

comprised of 10 different nationalities who speak 18 different languages, YouNoodle creates a local and global opportunity network that expands the borders of the startup landscape and equalizes opportunities for entrepreneurs worldwide.