

NEWS

Intel and YouNoodle Announce Finalists to Represent Latin America at the Intel Global Challenge

Twelve teams attended YouNoodle Camp where they were immersed in entrepreneurial education, as they prepared to compete for a place in the competition grand final

San Francisco, CA – July 31, 2014 – Intel and YouNoodle today announced the Latin American finalists of Desafío Intel (the Intel Challenge), a competition that seeks to promote the development of young technology entrepreneurs from the region. As part of the Desafío Intel program, 12 teams from Latin America were selected to attend YouNoodle Camp, a 3-week educational program taught by visiting professors from universities based in the Silicon Valley and other technology experts throughout the Bay Area. The participants also used their time at Camp to prepare for Demo Day, where they presented their projects to a panel of venture capitalists and angel investors who selected the top 5 teams, who will move on to the Grand Final of the Intel Global Challenge, being held at the University of California at Berkeley later this year.

“Our finalists were very fortunate to have the opportunity to be immersed in the culture and energy of Silicon Valley through YouNoodle Camp,” said Fernando Martinez, Program Coordinator for Intel in Latin America. “In the ten years that Intel has hosted this challenge we have seen the participants evolve into brighter and better entrepreneurs and we are proud to be promoting Latin America as a hub of new technology ideas.”

The winning projects for 2014 from Latin America are as follows:

- Lab4U (Chile) – Lab4U has developed technologies that use mobile devices to deliver scientific educational material right in a student’s back pocket.
- InnoBBar (Argentina) – InnoBBar uses an optical sensor capable of detecting the unwanted weeds in crops while acquiring data on the state of the crop.
- Bliive (Brazil) – Bliive is a platform that allows people to share their skills and talents to create a collaborative economy that uses time as currency.
- Meet2go (Ecuador) – Meet2go is a mobile application that connects music fans and concertgoers with people who have similar musical preferences as the user.
- ZaveApp (Mexico) – ZaveApp allows people to save money or pay off debt in an easy and practical way, by depositing the change from transactions into a savings or investment account.

“Giving entrepreneurs the opportunity to be successful is something that we continually strive for through our programs at YouNoodle,” said Natalie Malloy, Director of YouNoodle Camp. “It’s been a pleasure to help all of the teams from Latin America get access to the resources and tools they need to do business the Silicon Valley way.”

Desafío Intel is developing a stronger entrepreneurial ecosystem in Latin America by providing a bridge between high potential young entrepreneurs and Silicon Valley. The

Intel Global Challenge Program offers them the chance to learn, compete and launch their ideas in the hopes of becoming some of the best and brightest tech start-ups in Latin America. For more information please visit <http://desafiointel.com/english/>.

About Intel Education

In our increasingly global economy, Intel Corporation recognizes that curiosity, critical thinking and a quality education are necessary to prepare tomorrow's workforce for jobs of the 21st century. That is why Intel collaborates with governments, NGOs and industry to advance education and enable individuals to develop skills for lifelong success. Intel gets directly involved in developing education solutions and programs as well as through advocacy and technology access efforts. Intel's programs are tailored based on local community needs, but are unified by the common theme of unlocking individual potential by providing the skills and opportunities for success. www.intel.com/education

About Intel

Intel (NASDAQ: INTC) is a world leader in computing innovation. The company designs and builds the essential technologies that serve as the foundation for the world's computing devices. As a leader in corporate responsibility and sustainability, Intel also manufactures the world's first commercially available "conflict-free" microprocessors. Additional information about Intel is available at newsroom.intel.com and blogs.intel.com and about Intel's conflict-free efforts at conflictfree.intel.com.

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About YouNoodle

YouNoodle 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.

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