



What does Brillist Mean? Brillist = brilliance + catalyst

by Sheila Maithel D'07, Founder, Brillist

I graduated from Dartmouth in 2007, and after a career that started in fashion in New York, I packed my bags, moved to India, and launched my own startup, called Brillist.

Brillist is an award-winning online platform that makes it easy to recruit a team to bring your project ideas to life. So whenever you have a product idea or a startup idea (or ANY creative idea!) but you can't do it by yourself, you can use Brillist to bring your team together, make new friends, and work together to make that idea happen. Because it's so easy and flexible to use, people are using it for a bunch of different things?

- Brillist has been used by Startup Weekend and Happy Hours to design their new logos (<https://brillist.com/p/48>)
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- Brillist was used by BarCamp Delhi to recruit its core event team (<http://www.brillist.com/p/44>). After all, putting an event together is a project too!
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- Brillist has been used by a media marketplace startup to solve an interface problem (<https://brillist.com/p/37>) in their new web app.
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- Brillist has also been used to put together a 3-month sales and marketing (<http://www.brillist.com/p/47internship>) - open to current Dartmouth students, by the way!
- A potential future client plans to use Brillist to bring together a small team to make a limited chocolate line (any kind of product is welcome!)

We've gotten a mix of volunteer projects and paid (\$20-\$500 budget) projects, and all of the feedback received so far has been in the 4 to 5-star range (people are happy with how projects are turning out!) And what's really interesting is that teams are international - spanning Asia and North America so far, but we're getting users from all around the world. People are really meeting new people, reconnecting with their existing friends, and working together on new ideas.

You can see Brillist in action at: http://youtu.be/F_yfqK2kzql

Learn more about Brillist at: www.brillist.com