

## Letter of Intent for Brandon Chang

April 11, 2008

*This letter of intent between George Vanous ("George") and Brandon Chang ("Brandon") outlines the scope of work with specific deliverables and terms of agreement for producing a competitor to <http://www.honeyee.com/> for the China market.*

1. George will produce a prototype website of a premium quality platform representing the street culture in the China market.
2. The prototype will combine concepts from [www.honeyee.com](http://www.honeyee.com), [www.hypebeast.com](http://www.hypebeast.com) and [www.alivenotdead.com](http://www.alivenotdead.com) with effects from [www.bungalow50.com](http://www.bungalow50.com) and placeholder content from existing relevant websites.
3. The design will be a hybrid HTML and Flash site that solves the accessibility, search engine and bookmarking issues of a pure Flash site.
4. The prototype will have four sections: Home, News, Feature, Blog
  - a. Home will feature a product, service or person on the front page, similar to a magazine design.
  - b. News will show the top features, a what's new in Fashion, Music, Movies and Events
  - c. Feature will focus on specific products, services or people in fresh and creative ways
  - d. Blog will let a select list of people share their thoughts and activities
5. If the prototype is acceptable, we will produce a full website with all the features of [www.honeyee.com](http://www.honeyee.com) but in both Chinese and English.
6. After the full site is complete, we will be a go-to source for artists and other content sources and will produce exclusive feature pages and blogs for them.
7. Brandon will promote the site and sign an A-list of celebrities and content sources from the China street culture market.
8. We will form a company in Asia with 4 stakeholders.

9. George will receive a 20% share and be responsible for managing the technical implementation and visual design of the site, its features, the back-end content upload tools and incorporating new content.
10. George will come to Hong Kong to work closely with Brandon to manage the design and production of new features based on user and market feedback.
11. Our goal is to produce a stable project that will grow over time, a premiere website in China for high-end musicians, actors, directors, and other celebrities.

**Deliverables:**

- Website prototype by May 31 2008
- Full site launch by Sep 30 2008 with feature content (photography, interviews, people)