

Website Revamp Project Brief

March 2020

INTRODUCTION:

HYPE is a team of passionate Venture Builders who offer Asia expansion as a service, based in Hong Kong and Shanghai. By leveraging our local market expertise, operation networks, and proven experience, we partner with founders and investors to scale their business into pan-Asia markets. We expand the addressable market potential for our partners and work hand-in-hand as stakeholders to build long term winning businesses.

PROJECT OVERVIEW & SCOPE OF WORK:

As a part of HYPE 2020 planning, we're seeking a digital design team to revamp [HYPE's website](#). The purpose of this project is to help build HYPE's brand awareness as the go-to Asia expansion partners and connect HYPE with founders and CEOs that are looking to grow and expand into Asia.

Scope of work to include but not be limited to the following:

- Build a mobile-first and responsive website that's also WeChat compliant
- Take lead on UX/UI design for the new website to be aligned with the brand strategy
- Create a user-friendly flow for new deals coming in through the website
- Provide an easy-to-use CMS system so HYPE can manage articles/blogs/video content on an ongoing basis to extend our thought leadership in Asia expansion
- EDM system integration (Mailchimp)
- Increase organic traffic to the new website

Note:

- The current website is built on WordPress
- We currently hyperlink HYPE's Medium page to Thoughts Page for blog content management

Website Design Inspirations

- <https://www.antler.co/> - Super responsive, clean design, clean landing page, great team page
- <https://www.atomic.vc/> - Good example of the clear & concise About Us page
- <https://www.nvp.com/> - Clean, responsive, informative
- <https://playground.global/> - Super sleek, clean, fast
- <https://www.indexventures.com/> - Great individual team profiles, makes people personable
- <https://www.ivp.com/> - Great portfolio pages with video
- <https://www.sequoiacap.com/> - Super sleek and clean, video content
- <https://www.ggvc.com/> - Great landing page highlighting porticos

Timeline

- New website to go live in April