

EMPLOYER PROJECT REQUIREMENTS AND SPECIFICATION DOCUMENT

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| PROJECT TITLE: Global Trade Ambassador | | |
| PROJECT DURATION in WEEKS: 16 weeks Project Kick-off Date: August 2012 | | |
| PROJECT KEY STAKE HOLDERS | NAME EMPLOYER (Client) | INTI (Consultant) |
| 1) Socialwalk Sdn Bhd 2) Plug n Play Tech Center, MSC Malaysia Technology Commercialization Centre, 63000 Cyberjaya, Selangor Darul Ehsan. Telp: 03-8318 0008. 3) www.socialwalk.com | Feng Eileen Yunian | To be provided after scope of project is received from company |
| Date: Start on August for 16 weeks | | |

1. ABOUT THE COMPANY:

We are a fast growing tech startup based in Cyberjaya, Malaysia (also an office in Queens St, Singapore). We have been operating for the last 3 years and have doubled up in growth every year since 2009.

Today there is hardly anyone in the exhibitions industry in Malaysia and Singapore who does not know our services and our name.

We have recently secured our series A round of investment and are aggressively expanding into China and India.

2. THE PROBLEM STATEMENT:

CHALLENGE:

1. Identify and reach out to serious buyers – local and international
2. Identify and reach out to serious supplier – local and international
3. Develop our expertise Clean Tech, Machinery (Packaging and Mould)

ACTIVITIES AND TIMELINES:

Activity 1 (8 weeks)

- build up buyers' profiles on our platform (via existing' databases chamber of commerce, trade associations, online research, call, email)

Activity 2 (3 weeks)

- build up suppliers' profiles on our platform (via existing' databases, online research, call, email)

Activity 3 (4 weeks)

- identify serious buyers and personally introduce relevant suppliers to them

Activity 4 (1 week)

- Market research and analysis on the Industries.

DELIVERABLES:

1. Number of serious buyers; sourcing requirements
2. Number of serious suppliers and their products
3. Number of matches

3. EXPECTED TECHNICAL SKILL SETS REQUIRED:

Most importantly, we are looking for the desire or ambition from you to grow as an individual. There has to be this nature in you to want to change the world, in a small way at first, while you build up your network, influence and abilities to make a big difference some time in your life.

Candidate needs to have experience or capable of quickly developing experience in the following areas

- Understanding supply chains of various industries – Manufacturing, Clean Tech and many more.

- Project management skills (working with a team, status reporting, just good communication practices in general)
- Speaking / Sales ability – the startup world is really not a place for shy people.

We aren't very picky if you haven't the experience, but we are very picky if you take too long to develop them. It is a steep learning curve.

Essential skill sets

- Resourcefulness – often times you will encounter a problem that we do not have the answer for, and we don't really have a thick rulebook to follow. We expect you to exercise good judgment. This happens very often.
- Teamwork – we are successful today because we work very closely together as a team. There will be many moments you will be asked to pull the weight of another – you can also expect the same from your team mates 😊
- Working smart – we are a team of 10 doing the work of 20. It helps if you are the organized sort and knows how to prioritize your tasks and get things done without burning out.
- A bit of a techie – we're very systems driven and a lot of our work is on-going improvement of the Socialwalk online platform. A lot of our work processes also involve online collaboration tools, like teambox, google docs, skype, etc.

4. OTHER JOBS AND RESPONSIBILITIES IN THE COMPANY

The End