

# Letter of intent

## Austrian know-how for Europeans who work in the tourism industry

### Intention - preamble

There is to be established a certain sensibility within the growing tourism industry regarding a conceptual and a challenging discussion about architecture and building culture; therefore it is important to create a competent area that corresponds to that demand.

The Social Commerce Platform „platou market“ connects four different kinds of user groups:

**Entrepreneurs of the tourism industry - architects - manufacturers, vendors of products and /or approaches – consumers**

- and creates hereby a highly qualified specialized community whose members can gain profit **off- and on line.**

**The platform provides communication on 4 different ways:**

1. as a **social commerce platform** that offers suggestions, know how, feedback and contacts that are suitable for the development of a touristic project. For the information exchange there will be used the implementation of **Web 2.0**. This kind of communication will also reach the growing target groups that use free information, communication and networking - this will be indispensable to reach those who will be the decision makers of tomorrow.
2. the unique collection of **well built tourism architecture** will facilitate the international search of contemporary and well built tourism architecture: examples of high quality architecture in the tourism industry can be used by tourism professionals, manufacturers and consumers to get well investigated information and a detailed description of each presented object of our grand collection.
3. **creative events** can bring the very different settings of architects, tourism experts and people from the constructing industry together. The personal and close contact and the common interest regarding an ambitious atmosphere eases the interchange of ideas, encourages comprehension between the different groups and creates an innovative way to get new ideas.
4. platou market **bundles all kind of selected information** about a high quality and sustainable constructing method and sees itself as a meeting room for innovation, theory and practice.

**Manufacturers of high quality products and architects who have a competence in the field of tourism, they will have the opportunity to present their performance to their target group unerringly.**

As promotional clients and marketing clients who have to develop intense relation to their target groups, they will get offered special achievements by platou market:

- \_ Editorial and marketing by presenting the company and its service / products
- \_ Supporting events - partner ships
- \_ Specialized excursions

Furthermore platou market is also a platform for other groups of interest, like for example for consumers who are interested in architecture, constructing, traveling etc. There will also be place for news and for worth knowing about the target group themes tourism, architecture, design and lifestyle in our data base (content / promotions / advertising). Regarding this there is also to mention the display of the correlation of regions and brands.

**platou wants to start the platform „platou market“ with the partners of the Community by mid-2010.**

## Letter of intent

The signing company / organization declares hereby that it intents to join the **social commerce platform „platou market“** what means that there is an agreement to participate as a partner of cooperation as:

- o manufacturer, producer
  - o entrepreneur in the tourism industry
  - o architect's office
  - o others
- .....

The **Social Commerce Platform „platou market“** still does not exist. Because of that there are key notes of the content of the contracts still not clear. The signing company (only) declares the will to enter serious contract negotiations in future; Signing this letter of intent does not bind anyone for signing a contract with platou market in the future.

### Confidential

The parties oblige that all information, documents, scripts or conceptions that had been obtained in connection with contract negotiations regarding the above mentioned project, have to be kept confidential. Each party is not allowed to give any details to a 3rd party or to use any of the information for other purposes.

company / organization: .....

name: .....

function: .....

city, date

stamp / signature