

Team Star Walker

www.thestarwalkers.com

Memo/Mission Statement
March 6, 2006

Edited Version

Note: This document has been thoroughly edited in order to protect the proprietary elements of the original Team Star Walker memo.



“My life has become a testament to the power of prophecy and all that God has preordained for my life as a Star Walker.” -- Eric Dane – Star Walker

Memo: Team Star Walker

“...if anyone else wants to come with me, this will be the moment of something real, and fun, and inspiring, and true in this God forsaken business. And we will do it together! Who’s coming with me?” – Jerry McQuire

Star Walker is a multi-media project inspired by Christian belief and principles. Star Walker is a vision note worthy of one’s investment of time and hard work. Even now it is beginning to come into reality in a number of palpable ways at its own website address: www.thestarwalkers.com. The Concise Oxford English Dictionary defines the word ‘team’ as a group of players forming one side in a competitive game or sport. Certainly the entertainment industry is a competitive one. Therefore, to apply the term ‘team’ to describe the people working to bring Star Walker to reality, would seem an accurate, acknowledging and self-prophesying thing to do. It also recognizes all those involved as being the ‘key links and ingredients’ to this project. It also identifies all those who are combining their works through a well thought out business strategy, with proven business tactics and procedures. Team Star Walker is about coming together and coordinating our efforts to bring a common goal into reality. That goal being to make Star Walker one of the best and most profitable multi-media projects to come along. This includes making sure the movie and video game series will be the best the world has ever seen or experienced. Certainly it is easy to work hard for a project when there is already a large secured budget. However, we are looking for people with a great background in the applied entertainment industries who have insight and believe in what Star Walker can and will accomplish both commercially and how it will inspire a great many people, around the world. When money is secured for this massive project, then other smaller project teams will also be assembled and implemented with the appropriate team managers also being hired and set in place.

The Star Walker Website

“Those who fail to plan, plan to fail.”

Essentially Team Star Walker is a production team, a sales team, a business hit squad driven by with individual business tactics, the nucleus and launch pad of all Star Walker tools used to create a world presence within the entertainment industry and the world audience it serves. The initial Star Walker projects such as the website, the online promotional video, the upcoming web video series and other elements is based on due diligence, market research and solid industry information. And since information drives

strategy, having a ‘team mentality’ will help us achieve tangible benefits and success from a ‘vision of victory’. The Star Walker website is a preemptive and flanking strategy. The website will also allow us solid entry into internet e-commerce, as well as make a profound first impression product wise by establishing an international awareness of Star Walker via the internet. In this way, we are also winning hearts by exceeding expectations in this early stage of our overall business strategy. The very name Team Star Walker tells us that we can win. And the strategy set in motion through our personal infra-structure network will tell us ‘how we can win’.

*“We walk in places where principality meets.
We are not of those who turn back to perdition.
We are...Star Walker Ken Ju Kai”*
- Jebadiah Odi – The Prophet
Star Walker

Approaching the Star walker project from a team stand point greatly helps achieve project goals and objectives which should always be measurable and date driven. In fact, the very name Team Star Walker is a plan of attack. It sets a foundation from which we can plan on how to allocate our resources. It also sets the stage in which to navigate our due diligence in the most ‘effective’ and ‘performance driven’ ways. And since Team Star Walker is a plan, it will be tested. And it will even be tested by some of its own team members by their failure to grasp the advantage of working as a team and implementing that accordingly. But like any good team, we will learn from any set backs and/or failures and strategically move forward stronger than before. Working from this Team Star Walker motive automatically gives us a positive mental attitude before we even begin. And it celebrates the fact that we are in an industry which is collaborative by its very nature (the film and electronic arts industries). Team Star Walker will penetrate and radiate.

Star Walker has a pre-emptive strategy which has already been set in motion by the launching of its official home website - the starwalkers.com, including all of the promotional features on the website which are designed to sell the project from the ‘inside out’. The website alone will create an international audience and wide awareness. The short Star Walker promo trailers, Star Walker Radio Episodes, the upcoming Star Walker Web Video Series, our web host Shikira OT 2933 from the Star Walker character ranks, e-books and much more, are designed to do just that. The multi-media element of Star Walker is likened to a healthy tree with many branches!

*“A plan, like a tree, must have branches – if it is to bear fruit.
A plan with a single aim is apt to prove a barren pole.”*
–B. H. Liddell Hart - Strategy

Anyone currently involved as part of Team Star Walker who feels that they do not have the band width in terms of time or resource of energy to employ into the Star Walker project, should make that clear to us in writing. That way the appropriate adjustments can be made as to the status of their present and future involvement. No hard feelings will be harbored against you in any way but your future involvement with and subsequent financial reward will be proportionate to what you’ve put into it. In addition, anyone who

comes on board this project in the beginning stages with a ‘let’s work hard as a team to make this happen work ethic’ will be financially compensated accordingly. In other words, you can not make any withdrawals without deposits. Even an investor must make a deposit, or investment before he or she can recoup their ROI.

Star Walker is a competent multi-media project. It is charismatic in its far reaching entertainment value. And it has character due to the high and inspiring ideals interwoven into its film, book, live stage version and video game narrative. Aristotle once said that relationships are based on three foundations: logos, pathos and ethos. Competence, charisma and character. In short it is what you do, who you know, and who you are. Team Star Walker will allow us to produce Star Walker product(s) that has emotional and personal political benefits for all future Star Walker investors. This is due to the fact that the Star Walker project is based on inspiring ideals, entertainment concepts and proven business modules. It is a most special project that allows us to have a ‘vision of great value’! And having a vision of great value gives us solid materials in which to build long lasting and meaningful business relationships.

Team Star Walker welcomes anyone with business or entertainment industry savvy, skills and talent who can see the great future of success that it has to offer. It welcomes anyone who does not subscribe to self serving agenda backed by a lack of imagination. We, welcome people to Team Star Walker who want to be a part of something very special, very profitable, fun and inspiring. We welcome talented, intuitive, driven people who still belief that many great things begin with imagination and vision. It takes a great group of people to accomplish great things as a company, or team. As you learn more about Star Walker, you will no doubt be inspired by its message of hope and celebration of the indomitable spirit of human kind. If you have joined our team, or are still considering it, we welcome your future involvement in what will eventually become a successful world wide franchise.

*“Those who are victorious plan effectively
and change decisively.” Sun Tzu – The Art of War*

Sincerely,
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