



ShaoLan Hsueh

Founder of Chineasy

## ABOUT SHAOLAN

Born in Taipei and now living in London, ShaoLan is an entrepreneur, investor, author, traveller and dreamer.

ShaoLan is an entrepreneur with extensive business experience in both Asia and Europe. At the age of 22 whilst studying for her MBA she wrote four best-selling books on software in Taiwan, which were awarded 'book of the year' after their publication. She co-founded pAsia, one of the major players on Internet in Asia in 1990's, aged 24. After a second masters degree at the University of Cambridge she began Caravel Capital which she founded in 2005 to advise young technology companies.

She is the founder and creator of Chineasy. She launched this project after a rousingly well-received TED Talk in Long Beach, California in 2013. Several months later, she has built Chineasy into one of the most popular methods of learning Chinese across social media with more than 100 thousand followers across the Internet. Her first Chineasy book was launched in March 2014 and already available in over 12 languages.

Chineasy represents a return for ShaoLan to her artistic upbringing and is many ways also an arts project. This project is the culmination of her life's journey through the East and West.

Her aim with Chineasy is to help people to understand China, Chinese culture, its language and to bridge the gap between East and West.

The logo for 'Chineasy' is displayed in a white, rounded, sans-serif font. The letters are interconnected, with the 'C' and 'h' sharing a vertical stroke, and the 'e' and 'a' also sharing strokes. A small 'TM' trademark symbol is positioned to the upper right of the 'y'. The logo is centered within a large, semi-transparent orange circle that is set against a solid orange background.

A NEW WAY TO READ CHINESE

## ABOUT CHINEASY

It is evident that people are hungry to learn about China. People are keen to be able to communicate with the 1.3 billion people. Yet there is not much out there to enable them to do so. Whilst the entire Chinese population is learning English, the West is struggling to comprehend this complex economy and society with their own eyes and judgment. Knowing their language is the key towards true understanding.

Chineasy will become the first step for anyone in the world who wants to understand China, Chinese culture and its language. It is educational, social, cultural and inspirational. I am demonstrating the beauty of this deep and broad culture through a modern interpretation using sleek and simple design. In less than a year, more than 500,000 people are learning Chinese in Chineasy way via the web, social media and Chineasy book (out in over 12 languages).

The goal is to allow people to learn to read Chinese easily by recognising characters through simple illustrations. The magical power of the Chineasy method is that by learning one small set of building blocks, students can build many new words, characters, and phrases. Master a few sets of building blocks and your learning will accelerate to a whole new level. With very little effort, learners will be able to read several hundred Chinese characters and phrases and gain a deeper understanding of the historical and cultural influences behind the vocabulary. Even though there are tens of thousands of Chinese characters, only a few hundred are actually necessary to comprehend basic Chinese literature and begin to delve into Chinese culture and art.

Chineasy has been awarded Wallpaper\* Magazine's 2014 Design Award for "Life-Enhancer of the year" nominated along with Google glass and Singapore Airlines. Chineasy is also shortlisted as 'Best Designs of the Year 2014' by the Design Museum in the UK and won the 'Visitor Vote' of Designs of the Year 2014.