

PERPETUAL SOLUTION

Custom Web Development | Hosting | Brand

Web Development Project Proposal

Brand Refresh & Custom Website Build

PREPARED FOR

Azevan Pharmaceuticals

PREPARED BY

Perpetual Solution

DATE

April 29, 2026

This is a project budget, not an open-ended engagement. Any requests outside the defined scope will be quoted separately and require written approval before work begins. The \$50/month hosting fee begins upon site launch and is billed monthly.

1. PROJECT OVERVIEW

Azevan Pharmaceuticals is advancing a clinically validated portfolio of V1a receptor antagonists targeting threat circuitry and brain injury, with active programs in Huntington's Disease, Fragile X Syndrome, Intermittent Explosive Disorder, and mild Traumatic Brain Injury. Azevan needs a public-facing platform that communicates the science, the pipeline, and the team with the clarity and credibility expected of a clinical-stage CNS company, and that provides clear pathways for investors, partners, and prospective collaborators.

This project will deliver a refreshed visual identity and a custom-built website, with content drawn from Azevan's existing materials (including the March 2026 Non-Confidential Overview) and presented in a clean, scientifically credible visual language with restrained motion. The Azevan team will be able to keep team profiles, news, and publications current without developer involvement.

2. SCOPE OF WORK

2.1 Logo Refresh and Brand Guidelines

A focused brand foundation to ensure visual consistency across the website and any future Azevan materials. Includes:

- **Logo refresh:** a refined version of the Azevan logo, optimized for digital and print use, delivered in vector (.ai, .eps, .svg) and raster (.png) formats with horizontal, stacked, and icon-only variants
- **Color palette:** primary and secondary colors with HEX, RGB, and CMYK values, chosen to support credibility in the biopharma space
- **Typography system:** heading and body typefaces with size and weight conventions
- **Brand guidelines document:** a concise PDF reference covering logo usage, color palette, typography, spacing, and basic application examples

This ensures the website launches with a cohesive identity, and gives Azevan a reference document so future presentations, regulatory submissions, and printed materials all match.

2.2 Website Pages

Page	Description
Home	Hero section with brand statement on V1a antagonism and threat circuitry, animated scientific motif, snapshot of pipeline, recent news, and partner/collaborator logo strip
About & Team	Company story, mission, leadership bios for Neal G. Simon, Michael Brownstein, Eve Damiano, and James Schaeffer
Our Science	V1a receptor antagonism overview, mechanism of action across injury modification and circuit modulation, supporting figures from existing materials
Pipeline	Interactive pipeline display covering Huntington's Disease, Fragile X Syndrome, Intermittent Explosive Disorder, and mild TBI, with clinical phase progression
Patients	Patient-focused content built from material provided by Azevan

Page	Description
Publications & News	Curated list of peer-reviewed publications, press releases, and media mentions

Footer (sitewide): Contact details, contact form with email notifications, social links, copyright, and standard legal links.

2.3 Pipeline Module

Visual pipeline component showing each candidate's therapeutic area, indication, compound (SRX246, SRX251, AVN849), and clinical stage progression (Discovery, Preclinical, Phase 1, Phase 2, Phase 3). Each candidate links to a detail block with mechanism, indication background, and current status.

2.4 Animations and Micro-Interactions

Restrained, purposeful motion to bring the science to life:

- Scroll-triggered fade-in on pipeline cards, team photos, and partner logos
- Hero animation with a subtle molecular or scientific motif tied to the refreshed brand
- Hover states on team profiles and pipeline stages
- Stat counters that animate on entry

2.5 Admin Dashboard

The Azevan team manages the following content directly, no developer required:

- **Team members:** add, edit, and reorder team profiles, update bios and credentials
- **News & Publications:** add new press releases, peer-reviewed publications, and media mentions, with citation, date, and link

Other site content (Home hero, Our Science, Pipeline, Patients page) is built into the design and updated by Perpetual Solution on request at our hourly rate.

2.6 Standard Includes

- Mobile responsive across phone, tablet, desktop
- Accessibility considerations (alt text fields, keyboard navigation, contrast-checked palette)
- Standard on-page metadata for search engines
- SSL secured
- Footer contact form with email notifications and submission archive

3. PROJECT INVESTMENT

Item	Description	Investment
Phase 1 Development	Brand refresh, guidelines, full website build as described in Section 2	\$4,200.00 CAD
Managed Hosting	Perpetual Solution dedicated server, billed monthly <ul style="list-style-type: none"> • Dedicated server, consistent performance during traffic spikes • Daily backups, data always protected • SSL certificate included • Server monitoring with proactive downtime response • PHP and database management handled by PS team 	\$50.00 / month

Project budget terms. Any requests outside the defined scope will be quoted separately and require written approval before work begins. The \$50/month hosting fee begins upon site launch and is billed monthly.

Payment Schedule

Milestone	Amount
50% to begin	\$2,100.00 CAD
50% before go-live	\$2,100.00 CAD
Hosting	\$50.00 / month, billed monthly, beginning at site launch

4. NEXT STEPS

#	Step
1	Review this proposal and confirm scope
2	Sign off and provide 50% deposit to begin
3	Kick-off call to confirm direction, brand assets, and timeline
4	Brand refresh and guidelines delivered for approval
5	Development begins, estimated delivery within 6 to 8 weeks of brand sign-off
6	Azevan review, final adjustments, and launch

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ADDENDUM A: WHAT WE NEED FROM AZEVAN

The March 2026 Non-Confidential Overview deck provides a strong foundation for science, pipeline, and team content. The list below covers what is required to complete the build, organized by what is already available in the deck versus what we still need.

Already Available (from the deck)

- Company positioning, mission, and scientific narrative
- Team names, titles, and short bios for Neal G. Simon, Michael Brownstein, Eve Damiano, and James Schaeffer
- Pipeline details: indications, compounds, clinical stages, regulatory designations
- Mechanism of action and key data figures (Phase 2 aggression data, mTBI edema and Barnes Maze findings)
- IP and exclusivity information
- Funding history

Brand & Visual Foundation

- Current Azevan logo files in the highest quality available (vector preferred: .ai, .eps, .svg; high-res .png acceptable)
- Any existing brand references, colors, fonts, or guidelines to inform the refresh
- Tagline or brand statement for the hero section, if Azevan wants something specific beyond what is in the deck
- Any visual references or peer companies Azevan likes or wants to differentiate from

Content Gaps to Fill

- **Web-formatted bios:** the deck bios are short, web bios typically run 2 to 3 paragraphs per person, Azevan to expand or confirm short versions are fine
- **Patients page content:** all patient-facing copy, condition information, clinical trial details, resources, and any required regulatory or fair balance language (the deck does not contain this)
- **Publications list:** full citations and links to peer-reviewed publications referenced in the deck and any others to be included
- **News items:** press releases and media mentions to populate the News section at launch
- **Partners and collaborators for the home page logo strip:** confirmed list with high-resolution logos and written permission to display

Team Materials

- High-resolution headshots for each team member, 300dpi minimum, ideally on a consistent background
- LinkedIn URLs for each team member (optional)
- Any disclosures or affiliations that must appear with bios

Operational

- Footer contact details: mailing address, general inquiry email, phone number for the website
- Social media handles to link from the footer
- Domain name and DNS access, or decision if a new domain is being registered
- Privacy policy and terms of use (Azevan's legal counsel to provide, or quoted separately)