

## **"Garant-Park-Internet" Ltd.**

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Management: A.I.Gordeev - co-owner

I.A.Fedotchenko - General Director, co-owner

M.V.Zakharenko - Marketing Director, co-owner

V.Y.Strelnikov - Business Development Manager, co-owner

N.V.Zaostrovstev - Technical Director, co-owner

Employees: 43 (permanent)

Previous financing: none

Requested investment: Up to \$1 000 000 within 2 years

Use of the requested investment: Advertising and marketing actions for the promotion of ASP services (Application Service Providing), upgrade of technical capacities, launching of new services, expansion of the sales network for the purpose of ensuring the growth of sales at the central and regional markets.

### Company Description:

The Garant-Park-Internet Limited company was formed in 1999 on the ground of several technological subdivisions of the Garant-Park company as a result of planned restructuring of the latter. The goal of creation of the Garant-Park-Internet company was the formation of an efficient business structure focused on the development and maintenance of Internet systems.

### Products/Services/Technologies:

Major business trends of the company:

Internet-Consulting - consulting in the field of technological solutions of Internet development, ergonomicity of interface and adequacy of used technologies to the production target;

Development of a wide range of Internet solutions for Internet portals, content projects, e-business systems and information-retrieval systems;

Web-hosting and ASP services. Windows and Unix hosting, lease of Internet shops, search systems based on Russian Context, lease of dedicated servers and co-location, lease of Microsoft applications (MS SQL Server, MS Exchange Server ...), etc.;

Development of software products for the Internet. A series of software products for full-text search in Russian-language document warehouses (Russian Context), software products for fuzzy search;

Internet marketing and advertising

Management Team:

Gordeev Alexander Igorevich, 1963, co-owner, majority stock holder. Educational background:

1981-1987 - Moscow State University, School of Physics. Professional history: 1992-1995 -

Marketing Director of the Garant-Service company. In 1995 created the Garant-Park company;

Director General of the Garnat-Park close corporation from 1995 to 1999; from 1999 to the

present time acts as Head of the Garant-Park companies holding and Director General of Garant-

Park Ltd. company. Fedotchenko Igor Alfredovich, 1961, Director General, co-owner.

Educational Background: 1982-1988 - 1st Sechenov Medical University. Previous position:

1996-1999 - Garant-Park Ltd. company, Chief Executive. Zakharenko Maksim Vasilyevich,

1972, Marketing Director, co-owner, Educational background: 1989-1993 - MSU, School of

Applied Mathematics and Cybernetics. Previous position: 1996-1999 - Garant-Park Ltd. company, Head of Programming Department, Head of Project Department. Strelnikov Vladimir Yuryevich, b. 1974, Business Development Manager. Educational background: 1991-1996 MSU, School of Physics. Previous position: 1996-1999 - Garant-Park Ltd. company, Head of Web Technologies Department. Zaostrovtssev Nickolai Viktorovich, b. 1974, Technical Director. Educational background: 1991-1996 MSU, School of Applied Mathematics and Cybernetics. Previous position: 1996-1999 - Garant-Park Ltd. company, Head of Programming Department.

#### Markets/Competition:

The Russian market of development and maintenance of Internet systems (the infrastructure market) is regarded by the company as a market with great positive dynamics, in spite of the investment boom that had been already past. It especially concerns the market of creation and maintenance of e-business systems, which is the primary target market of the Garant-Park-Internet company. Our main competitors are first of all large players of the Internet market that provide similar high-quality complex services.

#### Achievements:

Long-term partnership agreements with Aeroflot - Russian Airlines, RAO UESR, ARKO, Ministry of Finance of the Russian Federation and many others. Entrance into the international market of Web-development services (Dripcafe.com, Edelights.com)

Outlook: The development of the company is pursued in the following three directions: Off-shore development - creation of e-business systems for foreign companies; Promotion of the ASP project in the Russian market with probable entrance to foreign markets; Extension of permanent and steady client network in the Russian market.