

## **"Intellectual Resources" Ltd.**

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*Management:* Victor V. Kovshevny - General Director  
Mikhail A. Chesalov - Deputy of General Director  
Dmitry A. Yarsky - Technical Director

*Employees:* full time - 15 persons, part time - 10 persons

*Previous financing:* \$115 000

*Requested investment:* \$650 000

*Use of the requested investment:* Creation of two correlated products - the system for vertical (industry branch) web-portals building and the universal "box" website connected with these portals. Organization of marketing and distribution of these products.

### Company Description:

The company was established in October, 1997. The primary activity of the firm includes the creation and support of the information system "Russian Metallurgy" in Internet (<http://www.rusmet.ru>), the development of the new information service market with Internet utilization. The company also try to attain the leading position in the field of information Internet resources for the metallurgical branch of industry as well as creation of the advertisement areas for related subject websites promotion in Internet.

*Field and Directions of Activity:*

Information and Internet technologies.

*Products/Services/Technologies:*

The information system "Russian Metallurgy" (in the process of work there were received more than 50 registration certificates on the developed software and DB). Placing the advertisement within a system, corporate websites creation and rendering the consulting services. Organization of the conferences and seminars on Internet technologies for the companies of metallurgical branch of industry.

*Management Team:*

*General Director:* Victor V. Kovshevny, 26. Education: physicist, graduator of the Moscow Institute of Steel and Alloys. Experience - the owner of individual business. Responsible for the general development strategy. Defines the policy of relationships with the clients. Has the analytical mind turn. Under Kovshevny's leadership and due to his business qualities as well as the ability for the system analysis of innovative directions of the development, the company achieved the recognition on the industry Internet technology market as well as the significant financial results that allow continually improving the software and system technical equipment.

*Deputy of General Director:* Mikhail A. Chesalov, 26. Education: physicist, graduator of the Moscow Institute of Steel and Alloys. Experience - the owner of individual business.

Responsible for the organization of business relations with external strategic partners such as MS&S. Responsible for the development of attendant business activities (educational, etc.). Takes part in the strategy question determination as well as in organization of the immediate tactical tasks. Manages the questions of financing connected with current activity and prospective developments. Administrates successful projects of the company such as conference "I-B-M" and seminar "Russian and SIC Metallurgy".

*Technical Director:* Dmitry A. Yarsky, 26. Education: mathematician, graduator of the Moscow State University.

Experience - manager and executive head of department of publishing house "Drofa".  
Responsible for the whole process of software development, defines the strategic ways of the development. Takes part in the development of task organization. During his work in this company he completed a group of the developers applying the most progressive information technologies. Knowledge of project management. Has more than 40 registration certificates on software and database developed under his leadership.

**Markets/Competition:**

Vertical web-portal market is poorly developed not only in Russia, but in the world either. Our only competitor among metallurgical websites is The Ural Metal Market (<http://www.urm.ru>). Other branches practically have no vertical portals. As for the market of other websites creation, there are no acknowledged criterions of their quality. That is why it is extremely difficult to make the marketing research of such services. As for the universal "box" website, here we can say about the attempt to set such standard for the corporate websites that coupled with a good price must give the positive results.

**Achievements:**

"Intellectual Resources" takes a strong position among vertical industry branch websites within 5 years. Monthly quantity of visitors is approx. 40,000 clicks. Daily placed commerce offers on metal trade accounts are from 200 to 400 positions. Stable business relations with many large metal producers and traders

**Outlook:**

- Keep the leading position within metallurgical web-portals and expansion of activity on other branches of industry including the formation of industry information system.
- Attract the companies involves in correlating branches of industry. In this respect, it is supposed to use the products that are under development.
- Take a leading position in correlated branches of industry and sale "box" websites in the quantity of 40,000 copies.