

"Know-how Center" Ltd.

St.-Petersburg

Owners:	5 Physical persons - 100%. Each owner has 20%
Staff:	7 persons of permanent staff, 57 recruited persons
Previous financing:	\$ 25,000, including own funds \$ 3,000, raised funds \$ 22,000
Current financing:	\$ 97,000, including own funds \$ 13,000, raised funds \$ 84,000
Volume of investment required:	\$ 770,000
Intended use of the investments required:	Design - 5%, Manufacturing - 45 %, Promotion - 50%

Company profile

1998-1999. Creation of future company ideology and collecting of information regarding the future business.

2000 - company open with goal: satisfaction of market segment needs in new designs in joint of different areas of physics, chemistry, cybernetics, materials, mathematics, designing (mechanics), technology and biology in case of terms limitation.

The basic achieved result - fast growth of company and Its executive projects. The main competitive advantages are the projects in interdisciplinary area and in deadlines conditions.

Area and directions of activity

Researching and Design "in joint " of different areas. The main direction is the creation of innovations for the consumer market.

Products/Services/Technologies

Company is working in directions:

1. "Design of the new goods for the consumer market". Design together with project management, including the manufacturing arranging (if investor need). The basic design of this direction in 2002 - innovations for advertising and building industry. The basic competitive advantage of this direction is the ability for "innovation design under the customer " (or by results of marketing researches) in interdisciplinary areas.
2. "Scientific and technical service for an industry". The basic competitive advantage of this direction is the design of new industry technologies and equipment, where required the science and engineering tasks link in various areas simultaneously.
3. "Scientific and engineering consulting". The basic competitive advantage of this direction is the fast problem solving for difficult and non-standard tasks of the customer in interdisciplinary areas.

Achievements

On a direction "Engineering of the new goods for the consumer market". In 2000 engineering "the New high-speed training technique for users to program environments" in sales stage (through wholesalers and retail networks). Two innovation projects are devoted to "New technologies for finishing jobs in the building industry" at the researching stage. The other two innovation projects are devoted to "New advertising attraction tools for customers in places of the of mass rest industry (cafe, bars, restaurants, fast food, clubs, casino etc.) and new POS (Place On Sale) mobiles for goods promotion in retail" at pilot samples and testing sales stage(for definition of a market segment). It is possible arranging of assembly manufacturing for last innovations in near future.

On a direction "Scientific and technical service for the industrial market". One project "Design of paper shifting device" is executed. The other large industry project "Design and development the new type of chemical technology" is in the middle stage now.

On a direction "the scientific and Technical consulting" is executed 5 projects, which results became the decision of difficult, and non-standard scientific or technical problems of customers, including project for DEC Corporation "Protection against an industrial piracy" and project for "PARK of GROUPS" Concern "Lowering of building cost cement terminal".

Prospects of Development

Of company business under the innovation project "New advertising attraction tools for customers in places of the of mass rest industry (cafe, bars, restaurants, fast food, clubs, casino etc.) and new POS (Place On Sale) mobiles for goods promotion in retail".

Start of first sales: 6-7 months after of investment beginning. The investments is planned to distribute as follows:

1. Additional design for creation of assortment line of new serial products - 5%
2. Creation of modular type assembly manufacturing - 45%
3. Promotion of innovation - 50%

Sales volume (over the last 12 months): \$ 57,000

year	Without investments requested	With the investments requested
2002	\$ 110,000	\$ 230,000
2003	\$ 300,000	\$ 1,800,000
2004	\$ 700,000	\$ 3,000,000