

"OLYVIA" JSC

St. Petersburg

Owners:	Individuals, Russian citizens (34,4; 22,2; 22,2; 22,2)
Number of employees:	49 persons
Previous financing:	\$ 600,000, everything belongs to the owners
Current financing:	\$ 180,000, including \$ 12,000 of attracted money
Volume of investment required:	\$ 1,500,000

Intended use of the investments required: Technological modernization of production facilities - 40%, change of the structure of sales - development of product exportation - 35%, development of an intelligent telematic system of traffic control - 25%

Company profile

OLVIA JSC was founded in 1993 as the result of conversion of a major electronic company, Svetlana Public Corporation. Many former engineers and managers of Svetlana organized private small enterprises. OLVIA JSC is one of them. Our purpose is commercialization of our knowledge and experience in development of microwave and microprocessor equipment, development, manufacture and sales of modern products competitive on the world market.

Area and directions of activity

The Company works in the sphere of microelectronics, develops and manufactures microwave monitoring and measurement equipment. Using the latest electronic components from the world's leading manufacturers, OLVIA JSC develops complicated microwave receiving-transmitting units, develops algorithms for digital signal processing, designs complete consumer products.

Products/Services/Technologies

The principal products of the company are microwave devices for traffic monitoring:

1. Sokol series traffic radar for police, a handheld Doppler radar.
2. Steals Tracker traffic radar for police - specially developed in accordance with US requirements.
3. SPECTR microwave vehicle detector for adaptive systems of traffic control.
4. Sokol-Visa Portable video system - a device-programming complex for automatic shooting of violation of traffic rules.
5. At present, a specialized stationary speed measurement device, Rapira, for stationary automated systems for registration of violation of traffic rules, is in the process of implementation, and its serial production is being planned.

The Company also manufactures microwave units for industrial automation equipment (level measurement devices, conveyer movement sensors, etc.).

Achievements

The company has established and has been supporting servicing networks (at present, it includes 30 companies) selling and servicing radar equipment in Russia, other C.I.S. countries, U.S.A., PRC and Bulgaria. Reliability and high quality of the equipment made the trade mark Sokol popular with professionals. Many times, the Company participated in Russian and international exhibitions and won prizes. In 2001, OLVIA JSC was among the winners of the main national prize for public approval, the Russian National Olympus. Our Company is a permanent and active participant of most major world exhibitions of police equipment, such as Intertraffic (Amsterdam), Millipol (Paris) and China Police (PRC).

Prospects of Development

1. **Increasing production and sales of products up to \$ 8,000,000 a year.**
While selling 2,500 devices a year, we are going to increase the sales at least 4-5 times by 2004.
2. **Increasing the range of products and implementing more modern technologies.** (Implementation of high-tech production lines).
3. **Changing the structure of sales by 2004, increasing the share of export of the products from 10-15% to 60-80% of the total amount of sales** (Increasing the US sales of the products - gaining reputation and winning 10% of the market up to \$ 2,580,000, in PRC - winning 30% of the market up to \$ 2,200,000, organizing sales of SPECTR microwave vehicle detectors and stationary traffic radar devices Rapira in countries of the EU and the Middle East - winning 20% of the market up to \$ 1,700,000.
4. Implementation and development of an intelligent telematic system for monitoring and control of traffic on the basis of existing radio location sensors and modern measurement devices.

Sales volume (over the last 12 months): \$ 1,200,000

year	Without investments requested	With the investments requested
2002	\$ 1,680,000	\$ 1,680,000
2003	\$ 3,200,000	\$ 4,300,000
2004	\$ 4,470,000	\$ 8,100,000
2005	\$ 6,800,000	\$ 12,400,000