

"RedMan Group" Ltd.

Moscow

Owners:	2 persons - 80%, 20%
Staff:	35 full-time employees
Previous financing:	\$ 1,800,000, including own \$ 1,600,000, invested \$ 200,000
Current financing:	\$ 600,000 including own \$ 540,000, invested \$ 60,000
Volume of investment required:	\$ 750,000
Intended use of the investments required:	Marketing - 33%, R&D - 60%, tech support - 7%

Company profile

Company was created in September 1998. Since 1999 it became exclusive representative of TETENAL (Germany) in Russia and Baltic Republics. At the beginning of 2000 the company started to work in a new direction - human resource consulting. In June 2000 it created software development department. In July 2002 the company moved to the integral solution of the customer needs in the area of customer relationships management (CRM).

Area and directions of activity

- Human resource consulting.
- Consulting in business processes optimization and in enterprise resource planning (ERP), development and customization of software for business automation.
- Photo and cell phone wholesale.

Products/Services/Technologies

The company has developed and currently implements CRM (customer relationships management) software RedMan Tomahawk. Implementation of this software allows to increase sales, boosts employee productivity, allows to obtain any combination of business data and to analyze it, increases the number of loyal customers. Currently the company is developing RedMan Tomahawk application for banking.

The company provides the following services:

- Human resource consulting. Personnel search and selection, direct finding of qualified professionals, top level personnel selection. Employee training, development of personnel evaluation and management systems.
- Consulting in the area of business processes optimization.
- Development and customization of enterprise software.

Achievements

1999 - company TETENAL was introduced to Russian market, ROI was about 270% per year.

In August 2000 Kodak office in Russia, answering to our TETENAL marketing activities, had to slash wholesale prices about 30% for a competing product and to place their product into a cheaper price range market than TETENAL.

In September 2000 Konica office in Russia offered a territorial agreement between Konica and TETENAL.

At the end of 2000 in order to reduce our influence on Russian market, Konica Corporation built in Russia a plant developing production identical to ours.

In 2002 the company started to market RedMan Tomahawk.

Prospects of Development

About 10% of Russian ERP market.

Development of several industry specific versions of CRM product. Development of applications that enhance usual CRM features. Further integration with 1C (Russian software market share 90% - 1C, about 4500 partners). Development of rapid application development (RAD) and product enhancement tools for third-party. Implementation of multi-language

version and entering the foreign market. Planned Russian CRM market share: 5-10% without investments и 15-20% with investments. Investments in the current project will allow to increase Russian CRM market in several times by including new customer groups.

Sales volume (over the last 12 months): \$ 2,400,000

year	Without investments requested	With the investments requested
2002	\$ 3,000,000	\$ 3,000,000
2003	\$ 3,700,000	\$ 9,000,000
2004	\$ 4,500,000	\$ 16,000,000
2005	\$ 5,400,000	\$ 24,000,000