

## "TITAN INFORMATION SERVICE" JSC

St. Petersburg

Owners:	natural person, 100%
Employees:	97 persons - staff workers, 5 persons - recruited workers
Previous financing:	\$850,000, including own funds \$ 775,000, raised funds \$ 75,000
Current financing:	\$ 250,000, including own funds \$ 250,000, raised funds 0
Volume of investment required:	\$ 7,400,000
Intended use of the investments required:	New production 40%, marketing and sale 60%

### Company profile

The Company has worked out at his own expense and is successfully developing speech recognition technology. It produces and sales computer programmes using this technology in American and other English-speaking markets.

### Area and directions of activity

The technology is applied in computer, telecommunicational and car sectors. The base of the company's long duration strategy is satisfaction of the need in a simple and effective interface for complicated systems. In the course of "Intellectualization" almost every electronic device and domestic machine is regarded nowadays as a complicated system. At present the company is mainly focused on R&D , it expands the production and market of the end-user products. The company is actively working at promote of technological licences.

### Products/Services/Technologies

**Speereo™ ASR Engine** allows to Software developers to use speech recognition in their programmes. Platforms: PC, PocketPC, embedded devices. It uses a series of original algorithms. It is delivered for customer's adapted for they requirements. This allows achieving a success in those cases when rival multi-purpose products don't provide necessary quality of recognition.

**Speereo™ Voice Organizer.** It is an organizer for PocketPC (iPaq, Jornada, Cassiopea) with speech control, voice notebook and heaps of additional unique functions. This project is successfully developing. Pocket PC Magazine as the best speech product nominated the first version of it. The second version was produced. The product is retail by profile sites (Handango.com, PocketGear.com, Cnet/ZDNet). The company is negotiating about OEM deliveries with the leading Pocket PC producers. A version for new Palm generation is being ready for putting onto the market. It will increase the market in 4-5 times within the next two years. The advertising campaign is planned. The company's aims include increasing of the product market, improving of the brand cognition, attracting the companies for the idea of licensing our ASR Engine.

**Speereo™ Voice Translator NEW.** A phrase book SW for PocketPC (iPaq, Jornada, Cassiopea ) with speech control. It translates a voice-phrase in English into other languages. Additional languages can be downloaded through Internet. Putting the product on the market is combined with the advertising campaign of Speereo™ Voice Organizer. Further product development includes vocabulary enlargement, increasing the number of supported languages, providing the reverse translation of the voice-phrases (that is the recognition of the phrases not only in English, but in other languages). In the second version new parts containing a guide-book for several countries will be added; that will make the product a very attractive proposal for travellers.

**Speereo™ A.I. NEW.** It is a family of programmes for home-users. It provides the Internet navigation with the help of speech commands; domestic machines and home automation control with the help of friendly speech interface containing the artificial intellect elements. It combines the communication facilities (phone, Internet, e-Mail, voice mail) with the help of the unified interface; integrates the advantages of the existing integrated systems of house-managing and really working speech interface. Alpha-version of SW part is in its final stage now. Worked out devices are simple in installation (it can be installed by a housewife) and don't demand apartment repair (cable lining and so on). There used the standart Blue Tooth microchips.

#### Achievements

The accuracy of recognition firstly obtained is 99.9%. The programm Speereo™ Voice Organizer was nominated as the best speech product of 2002 by the trustworthy American issue Pocket PC Magazine.

#### Prospects of Development

The investments will be directed on the putting of Speereo™ A.I into the market. The company's turnover in the third year from the first investment will be \$33 million.

The pilot batch producing is \$700,000. Floating funds for mass production is \$560,000 Executor - Jsc "Elcotec" - world number 3 in hardware outsourcing.

Advertising campaign of start-up period are \$2,120,000. For brand support \$1,100,000. Executor - advertising agency. Development and testing Speereo A.I. - \$870,000. Increasing of marketing department budget - \$1,800,000. Patent costs - \$250,000. Executor - Speereo R&D.

Sales volume (over the last 12 months): \$ 980,000

year	Without investments requested	With the investments requested
2002	\$ 1,100,000	\$ 1,100,000
2003	\$ 1,200,000	\$ 3,300,000
2004	\$ 5,000,000	\$ 16,000,000
2005	\$ 9,000,000	\$ 33,000,000