

"Tradition" Ltd.

Moscow

Owners:	2 individuals - 70%, 30%
Staff:	35 permanent employees, 20 temporary employees
Previous financing:	\$ 1,500,000 (internal funds)
Current financing:	\$ 150,000 (internal funds)
Volume of investment required:	\$ 2,200,000

Intended use of the investments required: Expansion of functionality of interactive terminals (information kiosks) and completion of the software for addition of advertising services - 25%, increase in quantity established in public places of Moscow of interactive terminals - 60%, marketing actions - 10%, research and development of new services - 5%

Company profile

In 1993 "Tradition Ltd." spin off from structure of "Soglasie Ltd.", formed in 1990, as industrial - service branch. Key activity . The core competence is in the field of systems engineering for rendering info communications services.

During the 9 years of operation at the ICT market the company implemented \$ 15 million worth projects.

In 2000 affiliated company Tradition Software and e-commerce Inc. with an office in Canada was set up.

In 2001 the Open partnership with German company Synapsy GmbH was started for joint development of mobile services solutions.

Our business strategy is based on aggressive marketing and advanced developments meeting and shaping ICT market trends.

Area and directions of activity

Development of public and corporate information systems on the basis of Client / Server and the Internet / Intranet technologies.

Products/Services/Technologies

Family of the solutions for the Internet/Intranet information systems, mobile commerce, interactive advertising, complex safety:

- interactive terminals (information kiosks)
- the specialized software for management of a network of interactive terminals - DIRS, NetViser
- media complexes for Internet / Intranet broadcasting and video on demand - MediaCaster, MediaCaster Server
- appliances for information safety of a corporate network - MajorDom Appliance
- systems of video surveillance and monitoring - TeleView, POSView
- the Automatic Vehicle Location and monitoring system - Lockey

Achievements

- 1993-94 - deployment of an information network in a polyclinic of "General Staff of Russian Federation Armed Forces"
- 1997 the company won the tender and became the subcontractor on delivery of interactive terminals for the project of Moscow City Information Network
- 1997 the company won the tender on installation of interactive terminals, content and software in Moscow hotels to support celebration of the 850-anniversary of the city
- 1998 performed the order of organizing committee of the International Youth Olympic Games - installation of interactive terminals on the sports facilities with appropriate information and software

- 2000, 2001 hardware-software implementation of the Internet broadcasting from tennis competitions "The Cup of Kremlin"
- 2001-2002 development and deployment of a hardware-software complex of protection of a corporate network and a billing system for "Nadymneftgaz" company

Since 1999 the company regularly takes part in the CeBit Fair (Germany) as part of the joint Russian booth.

Prospects of Development

- Increase of the company's share of the Moscow market of interactive terminals up to 80% in two years
- Gaining of 50 % of the Russian market and up to 30% of the CIS market
- Improvement and launching the NetViser product on the market

Sales volume (over the last 12 months): \$ 5,600,000

year	Without investments requested	With the investments requested
2002	\$ 5,800,000	\$ 5,900,000
2003	\$ 6,700,000	\$ 7,500,000
2004	\$ 7,900,000	\$ 10,000,000
2005	\$ 9,300,000	\$ 15,000,000