

## Autograph LTD

Volume of investments required: **\$ 980 thousand**

Intended use of investment required:

<b>R&amp;D</b>	<b>18%</b>
<b>Fixed assets acquisition (preparation of serial production)</b>	<b>20%</b>
<b>Marketing</b>	<b>40%</b>
<b>Working capital</b>	<b>22%</b>

Company profile:

1. Date of establishment - April 24, 1999
2. Stage of development - Early stage
3. Size and source of investment to date
  - \$ 25 th. - the Foundation for Assistance to Small Innovative Enterprises (FASIE)
  - \$360 th. - company investments
4. Industry - Gadgets for technical diagnostics of equipment, software for diagnostic systems
5. Target market - Oil and gas industry
6. Sales in 2003 - \$ 386 th.
7. Description and value of assets - \$ 50 th. - Computer engineering, control equipment
8. Intellectual property rights - Patent "Computer platform" No. 25603 of 10.10.2002
9. Signs of public recognition
  - a grant from the government of Mari El in the fields of scientific and technical innovations
  - state contract with the Foundation for Assistance to Small Innovative Enterprises (FASIE).

Owners:

2 natural persons	<b>50% authorized fund each</b>
Share of government property	<b>0%</b>

Management and key personnel:

Ivanov, Ivan Dmitrievich - head of the company, 42 Has been running the groups of developers since 1989. Experience in forming the groups and managing relations in working teams.

Pavlovsky, Sergei Anatolyevich - technical manager, 42. Was the leader of the projects of automation of the central control point of Nizhnekamskaya hydroelectric power station, enterprise Nizhnekamskshina, urban Electric and Heat networks of Yoshkar-Ola city, etc.

Yudin, Sergei Vitalyevich - company's leading specialist in defectoscopy, 37. Created and ran the flaw detection service and nondestructive check at petroleum refinery. Certified specialist in nondestructive check.

Leukhin, Anatoly Nikolaevich - principal engineer, 30. Engaged in mathematical modeling of physical processes, issues of pattern recognition. Candidate of Science (physics and mathematics).

Products characteristics:

The main product is the gadget family on the basis of Personal Digital Assistants (PDA) for technical diagnostics of equipment or mobile phones. The gadgets are completed with several plug-in modules for registration of in-house design with the connection to PDA. Such method of connection allows realizing different ways of diagnostics on one and the same gadget which noticeably reduces the price and increases functionality of the equipment. The company develops gadgets for technical diagnostics of equipment by its vibrating and electric characteristics, for complex diagnostics of oil producers.

Comparative analysis with existing alternatives:

Characteristics	Products of the exhibiting company 2004	Snapshot for Windows CE(Bently Nevada,USA 2003 r.)	MicroVibe Analyzer(Condition Monitoring, USA, 2002 r.)
Quantity of in-out measuring channel	<b>3(up to 6) items</b>	<b>3 items</b>	<b>1 items</b>
Presence of expert system	yes	yes	no
Use of wireless connection of sensors	yes	no	no
Price, \$	from 2 720	from 20 000	from 2 500

Main advantages of these gadgets are the use of stock-produced cellular phones or PDA and powerful mathematical apparatus for information processing and analysis of the process. Specialized software realizes different methods of signal processing, carries out expert data evaluation, and simplifies personnel work. The gadgets are tiny in size and universal.

Markets/Competition:

	Characteristics	Production of the exhibiting company	"SIAM", Limited Tomsk	"Petroservice", public corporation. St. Petersburg	«MIKON», limited. Naberezhnye Chelny
2004	Territory - oil-production enterprises of Russia Market volume \$ 20,000 ths.				
	Company share on the market \$ ths./%	608 /3%	2 800/ 14%	3 100 /15 %	1 200 /6%
2008	Territory - oil-production enterprises of Russia Market volume \$ 40 000 ths.				
	Company share on the market \$ ths. /%	3 134 /8%	5 600/ 14%	6 200 /15 %	1 800 /4,5%

The market of technical diagnostics for oil producing enterprises of Russia is represented approximately by 10 firms with the number of staff up to 50 people. It's difficult to name obvious leaders. The majority of the firms were set up by former employees of specialized departments of oil producing enterprises. That's why the position of each particular company is strong in a specific (maternal) oil producing enterprise. Diagnostic market for oil producing field is a market of pure competition.

Some large companies like TNPVO limited "SIAM", Tomsk, public corporation "OEG "Petroservice", St.-Petersburg, «MIKON» limited, Naberezhnye Chelny and some other companies control about half of the domestic market of gadgets for diagnostics of oil producing equipment. 10-15% of Russian market are controlled by foreign firms and this share won't increase as the price of their gadgets is several times higher than the price for gadgets domestically produced. According to experts of oil producing companies and our calculations at the moment the market of diagnostic equipment in Russia is approximately \$20 million per year. Due to considerable oil reserve depletion in the Russian Federation, oil producing companies will have to reduce expenses. This factor as well as the necessity to renew outdated gadgets, which have been

working since the beginning of the 1990s will lead to a double market growth. The greatest interest in diagnostic gadgets is expressed by oil producing companies with depleted and difficult to extract reserves of oil.