

HANSA Consulting LTD

Volume of investments required: **\$ 230 thousand**

Intended use of investment required:

R&D (SpamOFF Pro)	38%
Fixed assets acquisition	3%
Product upgrade (SpamOFF Professional)	10%
Marketing (SpamOFF + sales channels)	32%
Working capital	17%

Company profile:

1. Date of establishment - April 30, 2003
2. Stage of development - Start up
3. Size and source of investment to date - \$15 th. (founders' contribution), \$25 th. (Foundation for Assistance to Small Innovative Enterprises under the "START" program)
4. Industry - Program systems of computer safety provision
5. Target market - PCs (private and corporate users) and corporate servers (small and medium size companies)
6. Sales in 2003 - \$10 th.
7. Description and value of assets \$5 th. (equipment), \$23 th. (intellectual property).
8. Intellectual property rights - The copyright registration procedure on software has been launched. Some methods for the server version could acquire US patents.
9. Signs of public recognition - None

Owners:

1 natural person	100% (of charter capital)
Share of state property	0%

Management and key personnel:

Alexey C. Andreev - Cand.Sc., Director General, 33; occupied leading positions in the following companies: AYAXI, Actis Systems, IMS, SommerLine GmbH. Internship at Siemens company (Germany), training in Münster, Germany. As a manager, developed AntiSpam Ware for mass market that became a leading spam filter in Germany.

Product characteristics:

SpamOFF is a complex solution directed to provide PC safety. In addition to high quality filtration of e-mail spam, it allows to get rid of Internet-browser spam, to protect computers against hacker' attacks, and save personal passwords. This SpamOFF server adds to software development and allows to introduce an integrated centralized system of corporate information protection as well as information flows' control.

Comparative analysis with existing alternatives:

Characteristics	LTD Hansa Consulting		Alternatives			
	SpamOFF Home, bringing to market	SpamOFF Professional, bringing to market in April 2005	MailWasher, 2004	Mail Frontier Desktop, 2004	Spam Killer, McAffe, 2004	Norton AntiSpam 2004

	in October 2004					
Protocols:						
POP3	+	+	+	+	+	+
IMAP/	+	+	+	+	-	-
HotMail	+	+	+	+	-	+
AOL	+	+	+	-	-	-
Weight filters according to key words	+	+	-	-	-	-
Bias filters	-	+	-	-	-	-
Integration with:	+	+	-	+	+	+
MS Outlook	+	+	-	+	+	+
Outlook Express	-	-	-	-	-	+
Eudora						
Proxi mechanism	-	+	-	-	-	-
Internet- browser filtration	-	+	-	+	-	+
Password store	-	+	-	-	-	-
IM Filtration	-	+	-	-	-	-
Firewall	-	+	-	-	-	-
Pricing, \$	9,95	34,95	37	29,95	44	39,95

Short commentary: There are following key advantages of this project: a clear segmentation of consumers' target groups and provision of corresponding functional. The SpamOFF Pro version offers a solution to complex safety provision of a working place, and that allows to overcome narrow segment limits of antispam filters. The SpamOFF server also exceeds spam filtration segment and becomes a corporate instrument for providing information safety at an enterprise.

Markets/Competition:

	Characteristics	SpamOFF Home	SpamOFF Professional	Mail Washer	Mail Frontier Desktop	Spam Killer, McAfee	Norton AntiSpam
2004	Geographical area- world market. Market size of antispam instruments \$ 979,000 thousand.						
	Company market share\$ th./%	-/-	-/-	31000/ 3,3%	12000/ 1%	17000/ 2%	27000/ 3%
2008	Geographical area- world market. Market size of antispam instruments \$ 1,740,000 thousand						
	Company market share\$	4500/ 0,3%	30500/ 1,8%	52000/ 3%	43500/ 2,5%	30000/ 1,8%	74000/ 4,3%

	th./%						
--	-------	--	--	--	--	--	--

Short commentary: Radicati Group data were used. The antispam personal instruments' share is considered to be ¼ of total antispam instruments.