

Idea: ECO

Volume of investments required: **\$ 250 thousand**

Intended use of investment required:

R&D (fermentation speeding-up and fertilizer)	25%
Acquisition of fixed assets	38,3%
Marketing	13,2%
Working capital	23,5%

Company profile:

1. Date of establishment - Registration in process
2. Stage of development - Seed
3. Size and source of investment to date - \$ 10 th. - JSC "Technopark "Idea" - own funds.
4. Industry - Biotechnology
5. Target market - all kinds of farms (poultry farms, fur farms etc), wood-processing plants, dumps, sewage, biotoilets, agricultural complexes, reservoir purifying;
6. Sales in 2003 - None
7. Description and value of assets - None
8. Intellectual property rights - None
9. Signs of public recognition - None

Owners:

1 JSC "Technopark "Idea"	52%
2. Investor	40%
3. All-Russia Scientific Veterinary Institute	8%
4. Share of government property	0%

Management and key personnel:

Leysan F. Shaydullina - Project Manager, 26

Rostislav L. Sadikov - Marketing Manager, 37

Products characteristics:

Fermentation accelerant (UF-1) provides a new biological method of organic wastes utilization by means of an adapted bacterium. Using UF-1 for a processing of the organic wastes provides an opportunity to eliminate the manure and excrements within a short period of time with a minimum costs. As a result you can get a high quality fertilizer that helps farms to become a wastes-free. The fertilizer improves the agrochemical properties of the soil and increases the productivity and quality of the crop. The dosage - 20 mg for 1 ton of the wastes. The period of fermentation - 30 days in summer; 40-60 days in winter (including the temperature below 0C) UF-1 is designed basing on the microorganisms.

Comparative analysis with existing alternatives:

Several companies produce the enzymatic agents that utilize the organic wastes.

- JSC "RSE-Trading" that produces "Microzim"
 - SF (Japan) that produces SEF-A
 - Scientific and production company "EM-Center"
 - Analyses of the competitive products:
 - "Microzim-Trit". Dosage- 500-1000 g. per 1 ton of wastes. Minimum wholesale price - 24 \$/kg. The retail price – 60 \$.
- "Microzim-Trit" is used for the purifying of the sewage, closed basins from the organic wastes and biological elimination of

the oil hydrocarbon. Disadvantage - is not working at the temperature below 0C.

- "Baikal-EM" is made for a retail sale. It's a famous brand. Areas of use are the same like UF-1. Is not working at the temperature below 0C.

- "SEF-A". The same characteristics as "Baikal-EM". The price - 350\$ per 1 ton of the wastes.

Advantages of the UF-1:

- The only method that works at the temperature below 0C (up to -30C).
- Short period of utilization – 20-30 days in summer, 40-60 days in winter;
- Does not have special requirements;
- Low price comparing to the competitors;
- Low consumption of the fermentation speeding-up
- Does not require additional components to get the fertilizer.

Markets/Competition:

2004	Geographical Region- Russian Market size - \$ 20,000 th. (recycling of wastes) Organic fertilizer - \$ 25, 000 th.	
	Company market share, %	0 %
2008	Geographical Region- Russian Market size \$ 20,000 th. Organic fertilizer \$ 25,000 th.	
	Company market share, %	10-30% (different viewpoints)