

Idea: Semantika

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

Intended use of funds:

R&D (development of NLBOX software)	75%
Marketing	20%
Working capital	5%

Company profile:

1. Date of establishment - Registration
2. Stage of development - Seed
3. Size and source of investment to date - None
4. Industry - IT
5. Target market - all kinds of mobile service operators
6. Sales in 2003 - none
7. Description and value of assets - none
8. Intellectual property rights - to be owned by "Technopark Semantika SAO"
9. Signs of public recognition - None

Owners:

1 JSC "Technopark "Idea"	9%
2. Investor	50%
3. "Semantika" LLC	41%
4. Share of government property	0%

Management and key personnel:

Andrey V. Sabantsev - Project Manager, 22, University of Haifa, department of communications and English language and literature, Kazan State University, faculty of mathematics (mathematical methods in economics)

Rostislav L. Sadikov - Head of the Marketing Dept., 37, two higher educations,

Nail Kh. Iskhanov - General Director, 52, Ph.D., director of "Semantika" LLC, vast experience in development of applied systems on the basis of natural languages.

Products characteristics:

It is planned to create new commercial software name NLBOX, which is based on technology of recognizing natural languages (English , Russian, etc.) in SMS services of mobile operators in Russia, EU, USA. Up-to-date USSD-center has to provide:

- Availability of services no matter where consumer is situated
- Transactional information exchange between subscriber and service provider (software)
- Sessional information providing in dialogue form
- Intuitively understandable access
- Tariffing subscribers' inquires

The main competitive advantage of new technology would be the software possibility to recognize the inquires in natural languages, which could probably increase the subscribers of SMS-services.

NLBOX

Nº	Subsystems
1	Recognizing natural languages Subsystem

2	Operating inquires Subsystem
3	Internal DataBase
4	Setup subsystem
5	SMS center plug-in subsystem

NLBOX would consist of three software components (each of them is a commercial product)

table 2

No.	Name	Function
1	NLBOX-NAVIGATOR	SMS-services in natural language
2	NLBOX-HELP	HELP-services via SMS
3	NLBOX-ANSWER	Simple information SMS service

Markets/Competition:

The market is spread all over the world where mobile operators are providing SMS services.

SMS-services is a rapid developing market in EU, USA. Experts predict this market will reach over \$ 42 bill. by the year of 2005 .So, USSD-centers will be growing in importance.

There are several well-known companies operating in this market: in Russia : "Berkut" LLC (St.Petersburg) and CBOSS (Moscow), in foreign markets - COMVERSE (Massachusetts, USA). Although these companies are present in the "natural language" market, there are no competitors because they have not achieved any commercial result in realizing software project in this sphere.