

IDEOGRAPH LTD

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

Intended use of investment required:

R&D	60%
Marketing	40%

Company profile:

1. Date of establishment - April 1, 2004
2. Stage of development - Seed
3. Size and source of investment to date - \$ 25 th., The Foundation for Assistance to Small Innovative Enterprises (FASIE)
4. Industry - Information Technology
5. Target market - Information retrieval and information intelligence
6. Sale in 2003 - None
7. Description and value of assets - None
8. Intellectual property rights - Author's rights are in the process of registration
9. Signs of public recognition - None

Owners:

5 natural persons	30%, 30%, 14%, 13%, 13%
Share of government property	0%

Management and key personnel:

Yuriy V. Seklekov - Director, 38, Moscow State Technical University (MSTU), robot-technical systems and complexes department, Stockholm School of Economics in St. Petersburg. Experience - project management in development and application of information systems to governmental and industrial enterprises, consulting in high technology, small enterprise management.

Irina V. Azarova - Scientific advisor, 51, academic degree in linguistics, assistant professor in the SPbSU applied linguistics department. Education - Leningrad State University, applied linguistics department; post-graduate research in applied linguistics department. Ph.D. thesis «Application of network linguistic data representation in automatic text processing» 1989 (LSU). Experience – educational activities, RussNet Project Leader (1999–2003), «Formal grammatical description of Russian using AGFL formalism» Project Leader (1995–2003), INTAS 99-01164 grant winner "The Construction of a Full-Text Database on Balto-Finnic Languages and Russian Dialects in Northwest Russia" (2000-2003).

Product characteristics:

The IDEOLOG software technology is intended for information intelligence systems creation. Architecture includes a complex of software units for classification, annotation, search and processing of electronic text documents (in Russian and English). The technology is to be used on personal computers, in corporate information systems, in search and other services of the Internet.

Lawyers, brokers, managers and other personnel in so-called "information economy" or "knowledge economy" spend 20% of their working time to find some information. The major part of this information is represented in natural language. Modern information technologies can provide access to the global "information" only at a quantitative level. For example, when processing a query "chips" (that has two meanings - "microcircuit" and "some kind of fried potatoes"), Google shows you links on more than 2 million documents. A problem of the current state of affairs lies in information redundancy and failure to access the information and knowledge on a qualitative level. We see the problem solution in our technology of electronic documents automatic processing allowing for retrieval of the essential information (knowledge) and ensuring simple access (search) and its convenient (visual) representation.

Comparative analysis with existing alternatives:

Characteristics	IDEOLOG, 2005	Verity K2(Verity, USA), 1999
Technical	Support of RDF standard	Multifunctional
Running	Convenient to work with unstructured information	Complicated to work with unstructured information
Price, \$	\$20 th. for the corporate licence	From \$100 th. for the corporate licence

The IDEOLOG software uses methods and models of formal semantics, which allow representing electronic text document for computer processing compactly and conveniently. The technology supports Semantic Web standards (noncommercial consortium W3C, www.w3.org) which are the basis for the information representation in WWW new generation.

Markets/competition:

	Characteristics	IDEOLOG	Verity K2
2004	Geographical region - worldwide - World market size - \$ 5 billion		
	Company market share, \$/%	0	\$ 0.75 billion/15%
2008	Geographical region - worldwide - World market size \$ 20 billion		
	Company market share, \$/%	\$ 10 million/0.5%	\$ 2 billion/10%

The main market is software and information intelligence technologies. The market can be segmented according to the size of controlled information space - personal computer, corporate information system and Internet. By 2008 the information intelligence software market for the personal computer based on Windows will be dominated by the Microsoft company, which is engaged in development and integration of similar technology into a new operational system. Financial success of Google on the Internet market will result by 2008 in a very tough competition, which will lead to segmentation by the users. In particular, the professional users ("knowledge economy" personnel) will apply specialized professional search and information processing systems. This very segment is of interest from the point of view of existing technological advantage in relation with technologies of other companies.

The target segment 2005-2006 is corporate information systems market. The following companies currently compete (by reduction of market share) - Verity, Autonomy, IBM/Lotus, Stratify, Inxight. It is supposed to sell software technology on the global market by the beginning of 2008. According to the forecasts, in 2008 sales will amount to several dozens million dollars. It will allow the company in 2005 to start sales on the Russian market, which practically lacks of major domestic competitors.