

Promanalytpribor JSC

Volume of investments required: **\$ 2 000 thousand**

Intended use of investments required:

R&D	20%
Product upgrade	20%
Marketing	10%
Working capital	37,5%
Fixed assets acquisition	10%
Patent and certification	2,5%

Company profile:

1. Date of establishment - May 2, 1999
2. Stage of development - expansion of industrial production.
3. Size and source of investment to date - state funds - \$ 100 th. private investors - \$ 100 th.
4. Industry - production of devices.
5. Target market - power plants, industrial boilers, chemical oil-processing plants, cement plants.
6. Sales in 2003 - \$ 120 th.
7. Description and value of assets - \$ 9 th. equipment
8. Intellectual property rights - patent RF for a gas analyzer (the gas analyzer PEM-2M) belongs to one of the Company's members.
9. Signs of public recognition - on the 3th international fair of innovations and investments (Moscow, 2003) the gas analyzer PEM-2M was awarded with a bronze medal.

Owners:

4 natural persons **45%, 45%, 7,5%,
2,5%**

Share of government **0%**
property

Management and key personnel:

Spiridonov Vladimir Nikolayevich - the Director General, 44, higher education (the physical faculty of the Novosibirsk State University (NSU), 1985), additional education: Open London University, branch of management, 2002. Defines the strategy of the development and marketing strategy of the enterprise.

Bondarchuk Elena Nikolaevna - the Managing Director, 50. Higher education (the Khabarovsk Polytechnic Institute, 1975). In ZAO "Promanalytpribor" she has been working since the moment of it's foundation; she is one of the shareholders-founders, the owner of the patent for a unit of the device, the primary developer of gas analyzing equipment and the organizer of its production.

Perepechko Lyudmila Nikolaevna - the Manager of Projects, 43, higher education (the physical faculty NSU), cand. phys.-math. sci.; additional education - NSU "Marketing, management", 2003. Since 2000 has been working in ZAO "Promanalytpribor", ; has an operational experience on development and management of projects on the technologies' commercialization. Had developed business-plans of 3 projects which have received a financial support from The Fund of assistance to development of small forms of the enterprises in scientific and technical sphere; had prepared 2 projects, which have been financed by The Ministry of the Industry, Science and Technology.

Products characteristics:

ZAO "Promanalytpribor" develops and makes the gas analyzers for definition of structure of leaving gases of power plants, i.e. for the technological and ecological control of boiler working:

- the automated stationary control system (ASCS) for the industrial enterprises and power plants (CO, CO₂, SO₂, O₂, NO, NO₂, CxHy) on the basis of gas analyzer PEM-2M;
- a complex for definition of total gas and solid emissions at power plants;

- a portable electrochemical gas analyzer PEM-4 (O₂, SO₂, CO, NO, NO₂) for the express train - analysis and starting-up and adjustment works at power plants.

Gas analyzers PEM-2M and PEM-4 have certificates on the statement such as means of measurements and included in the Measurement Instrumentation National Register.

Comparative analysis with existing alternatives:

Characteristics	ASCS	GIAM-15, "Analyt", Smolensk, Russia	GM31- 3,SICK, Germany
Method of measurement	optical	optical	optical
Measured gas component	O ₂ , CO, NO, NO ₂ , CO ₂ , SO ₂	CO	CO,SO ₂ ,NO, NO ₂ ,O ₂
Price, \$	16,900	1 860	63 240

ASCS is a basic production of the Company. Competitive advantages of ASCS are: an opportunity to measure up to 7 separate components in leaving gases, optical method of measurement, absence of replaceable elements, low cost in comparison with import devices, the modern software.

Markets/Competition:

	Characteristics	Products/services of exhibiting company	"Analyt"	Others
2004	Territory –Russia Market volume \$ 80,000 ths.			
	Company market share \$ ths./%	100 / 30%	133 / 40%	100 / 30%
2008	Territory – Russia Market volume \$ 160,000 ths			
	Company market share \$ ths./%	6 000 / 60%	н/д	4 000 / 40%

According to the production development tendency, electric power demand, getting strict ecological policy, requirements of decreasing diesel cost and production technology - the gas-analytical equipment demand in Russia will be increased.