

RECTOR LTD

Volume of investments required: **\$ 150 thousand**

Intended use of investment required:

Products upgrade (database www.directoria.ru)	23,3%
Marketing (web-site www.directoria.ru)	1%
Working capital (computers)	46,6%
Fixed assets acquisition	15%

Company profile:

1. Date of establishment - July 16, 1997.
2. Stage of development - Expansion
3. Size and source of investment to date - \$ 100 th. - own funds.
4. Industry - Consulting services in education activities.
5. Target market - Russia, CIS.
6. Sales in 2003 - \$ 520 th.
7. Description and value of assets - \$ 20 th.

Owners:

1 natural person	100%
Share of government property	0%

Management and key personnel:

Chumakova Elena Ivanovna - Director General, 46, higher philological education, higher economical education, speaks three foreign languages, 26 years work experience, reference guide «Career starts from education. Private schools of Great Britain» author, idea of a search engine www.directoria.ru generator. Company founder.

Kasmin Igor Ivanovich - Deputy Director, 52, higher medical education, higher economical education, responsible for the elaboration of the development strategy of the company.

Kasmin Maxom Igorevich - Marketing Manager, 24, western secondary education (Great Britain), higher business education. Creative, purposeful, advanced knowledge of English language.

Products characteristics:

1. Consulting and practical services related to the organization of education abroad. Main advantages: a unique database containing information about education abroad, experienced and highly-qualified consultants, the cost of services is 20–25 % lower than the existing level in the market of services related to education abroad.
2. In January 2004 an informational database and search engine in Russian language www.directoria.ru was created, at present it contains information about 12000 educational programmes in 39 countries of the world. The search engine is based on an original principle of systemizing information about the programmes of education abroad and in Russia according to the seven rubricators.

Comparative analysis with existing alternatives:

Characteristics	www.directoria.ru (Russia)	www.abroad.ru (Russia)	www.sucsess.com (Czech Republic)	www.ucas.ac.uk (Great Britain)	www.hochschulkompass.de (Germany)
Coverage range	international	international	international	national	national
Number of the	42	17	20	1	1

represented countries					
Language	Russian English (in near future)	Russian English	English Czech	English	German English
Number of search criteria	15	2-3 depending on programme type	2-3 depending on programme type	3	9
Number of educational institutions	395	-	92	335	332
Number of educational programmes	8 423	-	92 entries (920 programmes)	30 000	9 224
Number of programmes of one institution	Not limited	Usually 1, may be several	1 entry (not more than 6 программ + language courses)	Not limited	Not limited
Indication of the prices	Yes	Rarely	Yes	No	Education is free of charge
Types of education	Higher, secondary, postgraduate, professional, language courses, seminars, internships	Language courses, higher, postgraduate, internships	Language courses, secondary, higher, postgraduate	Only higher	Higher and postgraduate education
Indication of the type of issued certificate	Yes	No	Not always	Yes	Yes
Description of entry requirements	Yes	No	Only related to language knowledge	Yes	Not always

The state web-sites of separate countries aimed at the informing of the local population about the possibilities of national education in the official language of these countries can be regarded as similar in some aspects to our project. But taking account of the difference of aims, tasks, execution styles and the absence of commercial components of the informational databases of separate countries, it is not correct to regard them as the analogues of this project. The main idea underlying the creation of the search engine, the principles of collecting and inserting information into the database, the structure of the database www.directoria.ru are all the original elaborations of the «Company RECTOR».

Prospects of project development

At present practically all the information presented at the web-site www.directoria.ru is related to the programmes of education abroad. Since 2005 the insertion of the information about the educational programmes of the Russian educational institutions is planned, as well as, on condition of the receipt of external investments, the introduction of the search engine in the European market.

The further development of the present database will allow to enlarge significantly the client base of the "Company RECTOR" (indirect income) and will allow to differentiate the income sources due to the attraction of Russian and foreign educational institutions to the payment-based placement of information on the web-site www.directoria.ru, as well as due to the advertising in the database of other organizations from Russia and from abroad (direct income).

Market/Competition:

At present many educational agencies in the Russian market create their own web-sites, which represent only the information about the special offers of each separate company. There is no unified catalogue in the Russian language, containing information about the variety of educational programmes abroad in an international scale, and no such catalogue exists in other languages as well.