

Titan information service CJSC

Volume of investments required: **\$ 5000 thousand**

Intended use of investment required:

R&D (products line expansion)	50%
Marketing (software for PocketPC, Smartphones, Home PC)	20%
Other	30%

Company profile:

1. Date of establishment - 06 July, 1998.
2. Stage of development - Early Stage.
3. Size and source of investment to date - \$ 1,760 th. - own funds.
4. Industry - IT & Telecommunications
5. Target market - Software
6. Sales in 2003 - \$ 2,100 th.
7. Description and value of assets - \$ 9,000 th. - Intellectual property.
8. Intellectual property rights - Patent RF, SW rights, SPEEREO SOFTWARE UK trade mark (registered in USA).
9. Signs of public recognition - Best software award 2003 (PocketPC magazine, Speech category), Best innovation project 2004 (Expert magazine, Russian Innovation Award), Popular category on CNet/ZDNet, Handango, PocketGear, TotalPDA sites.

Owners:

1 natural person	100%
Share of government property	0%

Management and key personnel:

Konstantin Lamin - CEO, 31. Project initiator and investor. Creative, strategic planning, team leader. SpBTU

Oleg Maleev - VP R&D, 33. High-level mathematician. Leader of technology team. SpBMMI.

Alexandr Blumin - Head of Sales Dept., 32. Communicative, creative. Fluent English and French. SpBSU.

Products characteristics:

Continuous speech Automatic Speech Recognition system (ASR) for mobile devices. Recognition accuracy 99.9%. Speaker independent, noise robustness, undemanding to CPU resources. System dictionary - more than 150 000 verb. Software based on this ASR have following advantages: better usability (especially for PPC and Smartphone users), better productivity and charm of novelty. We are provide end-user software for wide rage of platform (Home PC, Windows and Symbian smartphne, Windows Pocket PC) and technology license (as SDK).

Comparative analysis with existing alternatives:

Data for one of our product, which have closely related analogs.

Characteristics	Speereo Voice Organizer, 2003	Voice LookUp, HandHeld Speech LLC, 2001, UK	Fonix Voice Central, Fonix inc., 2000, USA
Recognition accuracy	99%	80%	80%

Number of commands	3,000	20-30	<20
Usability	hi	low	low
Functionality	hi	low	low
Price for copy \$	40	20	30

Now we are transforming our technology leadership into the long-term market leadership. We have better technology, when our competitors. This ensured that we have more technology features and less technology limits. As the result our competitors can't copy functionality of our software. Besides, only our ASR overpass very important for usability barrier - "accuracy 95%". Below this level is "user irritation zone", there users prefer another type of the interface. Such company, as IBM can't overpass this barrier, and, as the result, leave this market segment. Our new products - it is a new generation of voice enabled software. In this products we realize a new paradigm of the interface.

Markets/Competition:

	Characteristics	SPEEREO SOFTWARE	HandHeld Speech LLC	Fonix
2004	Voice controlled SW for PPC&Smartphones Geographical Region- USA, EMEA Market size \$ 200 th.			
	Company market share \$ th./%	40/20	30/15	30/15
2008	Geographical Region- USA, Canada, Australia, EMEA Market size \$ 2,000,000 th.			
	Company market share \$ th./%	600 000/30	40000/2	60000/3

Our small market is not very advanced yet. Only some million devices are of ASR-ready. Moreover, this market hasn't advanced sales channel, OEM partner (such as HP, Siemens, Nokia, HDC, Motorola) is awaiting for new generation ASR applications (HP, Siemens and HDC is waiting for it from our company). In nearest future this market is blow up. It's depend on:

1. Rapidly growing market of ASR-ready cell phones (up to 800 mln. Units in 2007 according to Canalis).
2. Phone software and phone network services market growing in connection with 3G market development. Smartphones would be basic, mass-market model of cell phones in 2005-2006.
3. Speereo software product line will appear on the market. We are looking on Voice Operated SW for HomePC market too. We estimate our future market share as 10-40%, with the \$800 mln. total market volume in 2008.

The market of ASR technology license for third-party developers. Only call-centre segment developed sufficiently today. It is not our target segment. Another segment of this market - ASR for mobile devises, automotive electronics, home appliances and home robots will grow rapidly. We expect this market volume will about \$ 2 billion in 2008. We are planning our market share will 5-10%.