

VOLGASVETSERVICE CJSC

Volume of investments required: **\$ 600 thousand**

Intended use of investment required:

R&D	18%
Fixed assets acquisition (preparation for manufacturing)	70%
Marketing	12%

Company profile:

1. Date of establishment - June 18, 1997
2. Stage of development - Early stage.
3. Size and source of investment to date - \$ 30 th. - own funds
4. Industry - lighting engineering
5. Target market - industrial production facilities, public places
6. Sales in 2003 - \$ 770 th.
7. Description and value of assets - \$ 100 th. - heated production facilities, S-560 square meters.
8. Intellectual property rights - "know-how" for the program of electrical ballast microcontroller; after completion of design and engineering preparation for small batch production the company plans to file an application for industrial prototype (illuminator as a whole)

Owners:

4 natural persons	50%, 30%, 10%, 10%
Share of government property	0%

Management and key personnel:

Polivtsev, Alexander Dmitrievich - General Director, 54, higher technical education. Chief of the joint stock company.

Gutrov, Dmitriy Gennadievich - Business Director, 34, higher technical education. Is responsible for search of customers and suppliers and the execution of contracts.

Shapovalov, Sergey Vladimirovich - Technical Director, 33, higher technical education, Candidate of Technical Science. Is responsible for organization of manufacturing of own products and for electrical installation work.

Products characteristics:

It is a luminescent production premises illuminator LQ-2X58.

At the expense of using in this illuminator the reactive free electrical ballast developed by the firm, the illuminator lifetime increases 3 times, the electric energy consumption is reduced by 30%, the work noiselessness and momentary starting are provided, the stroboscopic effect in places with rotating parts of production equipment is excluded. Furthermore, the application in this illuminator some elements such as modern light source – luminescent lamp of late generation with three-layered luminophor as well as present-day methods and materials used for painting significantly raises the light efficiency and lifetime of the illuminator.

Comparative analysis with existing alternatives:

Characteristics	Luminescent production premises illuminator LQ-2X58 produced by Volgassvetsservice,	Luminescent production premises illuminator produced by Voronezhskiy	Luminescent production premises illuminator with lamps ЛБ-58, Russia
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	Russia	plant of semiconductor devices, Russia	
Light source	2 lamps of "Super" type	2 lamps of "Super" type	2 lamps ЛБ-58
Lamp power, W	58	58	58
Start-control devices	Starter free electronics with high-frequency conversion device (40 Hz)	Electromagnetic impedance coil, starter (50-1000KHz)	Electromagnetic impedance coil, starter (50-1000KHz)
Illuminator power, W	110	110	110
Comparison luminous flux, relative units	2,5	1,66	1,0
Working time, hours thou/years	20 / 10	10 / 5	8 / 4
Consumer price, \$	83	56	23,3

Following the production development the consumer price of luminescent production premises illuminator LQ-2X58 produced by Volgasvetservice may be reduced to 50 \$.

Markets/Competition:

	Characteristics	Luminescent production premises illuminator LQ-2X58 produced by Volgasvetservice, Russia	Luminescent production premises illuminator produced by Voronezhskiy plant of semiconductor devices, Russia ...	Luminescent production premises illuminator with lamps ЛБ-58, Russia
2004	Geographical Region-	Samarskaya Oblast Market size \$ 23,300 th.		
	Company market share \$ ths./%	770 / 3,3%	0	22 530 / 96,7%
2008	Geographical Region-	Samarskaya Oblast Market size \$ 30,240 th.		
	Company market share \$ ths./%	9 310 / 31%	420 / 1%	20 510 / 68%

Interior lighting of industrial plants, public places and buildings, medical, children's and educational institutions. Among the potential customers is AVTOVAZ corporation where most of over 868 thousands of illuminators installed need to be

replaced. A verbal understanding on the assemblage of pilot series at large plants in Togliatti and in the Togliatti region has been reached.