

HANSA Consulting Ltd

Volume of investments required: \$ 350 thousand

Use of funds

R&D - 14 %

Acquisition of fixed assets - 9%

Product upgrade - 34%

Marketing - 26%

Acquisition of current assets - 17%

Company profile

1. Date of establishment – April 2003.
2. Size and source of investment to date – \$ 40 000, including: \$ 15 000 of the founders contribution, \$ 25 000 – The Foundation for Assistance to Small Innovative Enterprises, the "Start" program.
3. Production – own IT security tools (Spam Filter Family HC SpamOFF), customized software development, IT- and business consulting.
4. Target market – PCs (private and corporate users) and server solutions (small and medium size companies); Smart phones (Symbian OS) for SOHO and corporate applications.
5. Sales 2004 – \$ 30 000.
6. Description and value of assets – \$ 10 000 – computer equipments.
7. Goodwill and intellectual property rights – copyright registration procedure on software has been launched. Some methods for the server version could acquire US patents.
8. Signs of public recognition – none.

Owners

1 Individual	100%
Share of government property	0%

Products characteristics

Current products:

SpamOFF Personal is powerful 5-layers spam filtering system solution for SOHO market and personal use. SpamOFF works both with mail clients (MS Outlook, MS Outlook Express) and with Web-based mail systems (HotMail, AOL, etc).

Products under development:

HC ClearWeb – Internet content filtering system for advertising content filtering, adult content filtering and web-browsing control. For family users, schools and public organizations, small companies, SOHO.

HC Personal Security Professional – comprehensive IT security tool for spam filtering, content filtering, Internet traffic control and information security. Server and desktop solutions. Target group: business users and corporations.

Mobile IT Security system (API) for providing secure corporate solutions for mobile platforms based on OS Symbian.

Markets & Competition

Data	HC Personal Security Professional	ClearSwift	Symantec
Geographical Region – World market. Market size \$ 207 million*			
2004	Company market share \$ ths / %	22 700 / 11%	16 500 / 8%
Geographical Region – World market. Market size \$ 378 million*			
2009	Company market share \$ ths/ %	2 100 / 0.006%	30 240 / 8%

* Radicati Group data for spam filtering market were used.

The market demand for security tools increases 24% yearly; it is a highly segmented and fragmented market which has no major player. Still a lot of customer companies use free software tools, but there is a tendency to substitute them with commercial products. More or less, the market has a clear structure in high end solutions for larger companies; middle- and low end segments are not covered by market analysts at all.

Marketing & Sales

Industrial tradeshows (Infosecurity, CyberSecurity, InterSchutz, Cebit, ASIS), media (PC Magazine, CIO, Chip), local partners, close relationship with IT integrators, direct sales to key accounts, government tenders, special offers for schools and Universities.

Prospects of development

Corporate solution development for small and medium size companies and SOHO market; common IT Security infrastructure solutions development, including integration with mobile platforms.