

INTOR Ltd.

Volume of investments required: \$ 720 thousand

Use of funds

R&D - 25%

Acquisition of fixed assets - 41%

Product upgrade - 15%

Marketing - 13%

Acquisition of current assets - 6%

Company profile

1. Date of establishment – December 1993.
2. Size and source of investment to date – \$ 22 000. The Foundation for Assistance to Small Innovative Enterprises (FASIE).
3. Production – means of measurement and monitoring of technological parameters, program hardware complexes.
4. Target market – oil-refining and chemical industries, power engineering, aircraft industry, water transport, municipal economy, food industry, agro-industry.
5. Sales 2004 – \$ 432 700.
6. Description and value of assets – \$ 21 000. – Basic efficient area of the firm (680 square meters) is being rented.
7. Goodwill and intellectual property rights- Know-how and patent system for owners of the firm.
8. Signs of public recognition – Grand Prix “for the best exposition at the Innovation Forum” May 19–21, 2005, Novochoerkassk; License of the national standard of Russian Federation №0569 for production of measurement means; License №014905 of the State Municipal Technical Inspectorate of Russian Federation for production of monitoring and control devices; recommendation of “Gazpriboravtomatika” institute to introduce sensors at “Gazprom” company establishments.

Owners

Individuals (3):	25%, 60%, 15%
Share of government property	0%

Products characteristics

Current products – means of measurement and monitoring of technological parameters (pressure, level, power, weight, temperature, humidity, density) at agro-industrial and municipal enterprises, as well as at enterprises of food, defense and oil-and-gas industries; program hardware complexes for investigation of thermal-physical characteristics and composition control of products; adaptive automatic systems for management and control of the process of locking through at hydraulic works of inland water transport.

In 2003 the production was certified for accordance with requirements of ISO 9000:2000 in certification systems “all-Union State Standard” and DAR.

Products under development – intellectual means of measurement and monitoring, control devices for electro-chemical protection of trunk pipelines; multifunction settings to analyze regimes of supercritical extraction for the purpose of industrial plants designing; complexes of means for thunderstorm danger prevention with the purpose to avoid man-caused catastrophes.

Markets & Competition

More than 80% of produce is being sold to oil-and-gas industry enterprises, and the rest to general industry and food enterprises. Among the competitors producing means of measurement and monitoring “Metran” Co. is the biggest at home market.

Developed products are oriented to major customers such as “Gazprom”, “TNK”, “Bashneft”, “Lukoil”, RAO “UES of Russia”, Ministry of Defense of Russian Federation, aircraft construction enterprises, – which make about 65% at home market and also to agro-industrial and municipal enterprises, as well as at enterprises of food industry.

The major competitors – home enterprises which managed to modernize technological base and production facilities. The developed produce is practically not represented at the Russian home market that is why we actually have no competitors. There are some foreign analogues, but they are not very much demanded because of their high price.

Geography: Russia, Kazakhstan, Ukraine		Means of measurement and monitoring	Control devices for electro-chemical protection of trunk pipelines	Multifunction settings to analyze regimes of supercritical extraction	complexes of means for thunderstorm danger prevention
2004	Market capacity, \$	450 mln	4 mln	1 mln	28 mln
	Company market share \$ ths / %	637 / 0.14%	0 / 0%	0 / 0%	0 / 0%
2009	Market capacity, \$	520 mln	6.4 mln	1 mln	39 mln
	Company market share \$ ths / %	640 / 0.12%	600 / 9.4%	200 / 20%	1 000 / 2.6%

Marketing & Sales

The customer is offered a complex solution of the problem of automation and adaptation of the systems to his concrete production. Major requirements to produce are availability, openness, modularity, network access, outsourcing. Dealer network covers more than 40 cities in Russia and the Ukraine.

Major channels of information of the customer – system distribution of several variants of produce catalogues, participation at specialized presentations, exhibitions and conferences, internet site maintenance that provides online connection with the customer, expansion of representative offices and dealers network in all regions of Russia and in the Commonwealth of Independent States.