

Know-how Center Ltd

Volume of investments required: \$ 770 thousand

Use of funds

R&D - 50%

Marketing - 20%

Acquisition of current assets - 30%

Company profile

1. Date of establishment – August 2000.
2. Size and source of investment to date – \$ 397 000, including: \$ 350 000 – investors, \$ 47 000 – own funds.
3. Production – ordered R&D, ordered Know-how, Advertising Robots.
4. Target market – Russian advertising market.
5. Sales 2004 – \$ 137 000.
6. Description and value of assets – \$ 20 000 – office equipment.
7. Goodwill and intellectual property rights – Company owners have several Know-how and patents regarding to Advertising Robots.
8. Signs of public recognition – Company is the winner of “Innovations around of us” exhibition in Moscow 2000, as well as “Hi-Tech 2003” exhibition in St. Petersburg. The Company is working as the Innovation Board for Chamber of Commerce and Industry of Pushkin & Pavlovsk cities.

Owners

Individuals (2):	50%, 50%
Share of government property	0%

Products characteristics

Current production: 1) Ordered R&D in interdisciplinary areas. 22 ordered R&D projects in physics, chemistry, food processing, coil Russian industry; 2) Ordered Know-how in interdisciplinary areas. 25 ordered Know-how projects for Russian customers during past 5 years.

Products under development: The innovation project is devoted to the R&D as well as arranging of assembling-type manufacturing of Advertising Robots which will be work as so effective promotion tool in large Russian Restraints, Night Clubs, etc.

Markets & Competition

Current production: 1) Ordered R&D market volume only in Gas, Coil and Oil industry of Russia not less than \$10 000 ths/year and it increases. 2) Ordered Know-how only in Gas, Coil and Oil industry of Russia not less than \$ 1000 ths/year and it increases.

Product under development – Advertising Robots

	Data	Products of «Know-how Center Ltd.»	Alternatives
2004	Geographical Region – Russia. Market size \$ 1.250 million		
	Company market share \$ 1250 ths/100%	\$ 25 ths/2%	There are only functional analogs in the Russian market yet (just simplest advertising mobils)
2009	Geographical Region – Russia. Market size \$ 6.600 million		
	Company market share \$ 6600 ths/100%	\$ 2000 ths/30%	There are only functional analogs in the Russian market yet (just simplest advertising mobils)

Marketing & Sales

It had been first successfully sales of our Advertising Robots for several Russian’s customers.

Market strategy based under the direct sales in Moscow, St. Petersburg and the other Russian 1-million population cities.

Prospects of development

We are going to convert our small business into middle-size R&D private company with large Design, R&D and Experimental Departments during near 5.