

Melitta Ltd.

The volume of investments required: \$ 2 000 thousand

Distribution of funds

R&D - 15%

Acquisition of fixed assets - 10%

Product upgrade - 15%

Marketing - 20%

Acquisition of current assets - 35%

Other (International patent) - 5%

Company profile

1. Date of establishment – June 2003.
2. Volume and source of investments to date – \$ 470 000, including loans – \$ 105 500.
3. Production – development and manufacturing of new highly efficient means for air sterilization.
4. Target market – medical establishments, kindergartens and schools, manufacturing premises of pharmaceutical, food and other industries, restaurants, hotels, etc.
5. Sales 2004 – \$ 118 000.
6. Description and value of assets – \$ 69 000.
7. Goodwill and intellectual property rights – "Melitta" produce is protected by Russian and foreign patents (№ 2001629; 2092191; Patent US6,248,802.2001; EP Заявка № 0968962A1).
8. Signs of public recognition – Diploma of The V International Forum "High technologies of the XXI century", April 2004, Diploma of exhibition "Russian manufacturers and military forces supply", November 2004, Diploma of the III Scientific conference "Hospital infections in different medical establishments: prophylactics, treatment of complications", March 2005.

Owners

Legal entity: "TamistTon" LLC Company	5%
Individuals (12)	95%
Share of government property	0%

Product characteristics

Current product – Mobile impulse ultra-violet units for fast sterilization of the room air in various medical establishments with efficiency from 500 to 5 000 cubic meters per hour. Serial manufacturing of portable ultra-violet units for fast sterilization of the air and surfaces in medical establishments has been achieved. At present the company is working on the development and manufacturing of compact automatic modules with various efficiency of the air stream sterilization from all kinds of carriers of dangerous infectious diseases in air conditioning systems.

Product under development – regular computerized units for sterilization of the rooms greater than 500 m³ and automatic modules for sterilization of air streams in the air conditioning systems.

Markets & Competition

Current product

In Russia only research-manufacturing enterprise "Melitta" deals with commercial aspect of the technology as well as with manufacturing of the units for fast air sterilization in medical establishments.

In the USA several companies develop equipment on the basis of irradiation of the air, water, surfaces and food products with highly intensive impulse radiation streams, such as "LightStream", "Novatron", "Pulsar", "Steribeam" and "Xenon".

Development and manufacturing of new units (since 2000) for sterilization of the water and air is performed by two companies "LightStream" and "Novatron".

Product under development

The work shall result in production of the following new types equipment:

permanent automatic complex for sterilization of the air and open surfaces in rooms more than 300m³ and keeping safe level of bacteria in the air during exploitation;

computerized transportable unit for urgent sterilization of the air in rooms up to 300m³;
portable unit with individual power source for sterilization of the air in small and module size room of different type
(transport, refrigerators, booths, etc.).

On the basis of plasma optical technology we are planning to develop and manufacture high efficient means of biological safety (including means to prevent and fight the consequence of terrorism) to be used inside the buildings. Introducing these systems at the railway and underground stations, supermarkets, schools, theaters, etc will make a significant contribution in our fight against infectious diseases, danger of distribution of artificially modified microorganisms and real danger of biological crimes.

Marketing & Sales

Advertising of the company is planned to be performed by means of sending booklets to the heads of state establishments and commercial companies. Participation in specialized exhibitions and publications in relevant journals and magazines. Sale and servicing in the regions is performed through the dealers. We are planning to cooperate with organizations that perform design and mounting works on the air and water purification. Budget for the advertising company – 1–2 million rubles.

The main condition of the product export is establishing servicing centers. The volume of export supplies can make, beginning from 2010, more than 10 million euros.