

## Corporation RosPolitechSoft Ltd

**Volume of investments required: \$ 1 400 thousand**

### Use of funds

R&D - 25%

Acquisition of fixed assets - 50%

Marketing - 5%

Other - 20%

### Company profile

1. Date of establishment – March 2002.
2. Size and source of investment to date – \$ 448 000 for the period 2005–2006, Federal center of scientific and technical programs.
3. Production – original softwear, electronic interactive operational cards.
4. Target market – integrated logistical support of life cycle of the high technology products.
5. Sales 2004 – \$ 250 000.
6. Description and value of assets – \$ 28 500 – premises with operating computer complex; the equipped premises for programmers work.
7. Goodwill and intellectual property rights – none.
8. Signs of public recognition – none.

### Owners

Individuals (3)	100% (50%+25%+25%)
Share of government property	0%

### Products characteristics

Let out production – performance of research engineering works; development and creation of original computer programs; development and creation of the electronic interactive operational cards integrated with the electronic version of the complete set of the operational documentation, for the sphere of informational technologies.

Developed production – algorithms and the software for scanners with resolution more than 500 dpi at speed of reception of the image more than 5 staff in a second and the further program identification with a speed more than 5 000 comparisons in a second (at the resolution of the image 500 dpi). Devices of reading and recognition of the information from documents (with the resolution 400 dpi, with interface of information transfers to personal computer USB 2.0 and speed of scanning of the image in the size with passports page less than 1 sec.).

### Markets & Competition

Let out production. Corporation "RosPoliTechSoft" borrows about 10–20% of the market in the field of let out production. Volume of the market on given production in 2004 has made nearby \$ 2 000 ths. By 2009 volume of the given market can make up to \$ 5 000 ths.

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	Data	Production of «RosPolitechSoft»	«Biolink», Moscow	«Hamster», Korea
2004	Geographical Region – RF. Market size \$ 1 million			
	Company market share \$ ths / %	250 / 25%	200 / 20%	30 / 3%
2009	Geographical Region – RF. Market size \$ 20 million			
	Company market share \$ ths / %	5 000 / 25%	3 000 / 15%	200 / 1%

### **Marketing & Sales**

Marketing strategy of a product's conclusion on the market includes:

1. The commodity policy assuming constant updating and perfection of developed systems according to target inquiries of the possible consumer and innovative strategy.
2. The price policy having differentiated approaches depending on perspectivity of the given consumer and its financial opportunities, and also saturations of the market of the similar goods and services in this area.
3. The advertising policy having certain specificity connected both with complexity and originality of products, and with features of potential customers.
4. The personnel selection including attraction to works within the limits of the declared highly skilled experts, including widely known in scientific circles.

Strategy of bringing the product to the market will have complex character and will include the special commodity, price and advertising policy.

Trade channels of production: Contracts on delivery of the software to firms-manufacturers of security systems and access control systems on the basis of biometric technologies.

### **Prospects of development**

Prospects of development are concerned with perfection of security systems of a various level and their transition to biometric technologies of person identification.