

Technics LLC

Volume of investments required: \$ 140 thousand

Use of funds

R&D - 70%

Marketing - 10%

Acquisition of current assets - 20%

Company profile

1. Date of establishment – March 2004.
2. Size and source of investment to date – \$ 32 000, including: own funds – \$ 7 000; The Foundation for Assistance to Small Innovative Enterprises (the "Start" program) – \$ 25 000.
3. Production – the balancing equipment which uses a vibrating mode for balancing rotors (without twirl).
4. Target market – engineering industry.
5. Sales 2004 – \$ 7 000.
6. Description and value of assets – none (the infrastructure granted free of charge by The Penza State University is being used for work).
7. Goodwill and intellectual property rights – the application for the patent of the Russian Federation «The Method and the device for balancing a rotor. The application № 2004129262/28 (032025) from 06.10.2004», is at a final stage of registration.
8. Signs of public recognition – winner of the "Competition of Russian innovations 2005" (Moscow); publications – Malev, Nikolaev, Brjakin, Kochkin "Balancing of bodies of revolution in vibrating modes". Works of the international scientific and technical conference «Problems of automation and control in engineering systems». Penza, 2004.

Owners

5 Individuals	Each has 20% of equity
Share of government property	0%

Products characteristics

Current production – the balancing equipment for a static-dynamic balancing of any rigid rotors (rotors of turbines, electric motors, etc.) bulk from 1 up to 50 kg and diameter up to 1000 mm, including not continuous in a vibrating mode (without twirl).

Products are being worked out – the new class of balancing equipment for precision balancing of turbines' rotors of power plants without twirl.

Analogs are presented by the balancing equipment working with a rotor twirl. Nowhere in the world such balancing equipment working with the use of a vibrating mode is being manufactured. Our production allows to execute balancing in an automatic mode (including not continuous rotors) with time overlap of a definition procedure and elimination of disbalance (a contactless method).

Markets & Competition

Consumers of production are in general the different branches of engineering industry enterprises using or making units, details or the equipment which contains rotors of various configurations and weights.

Data	Products of exhibiting company	"Carl Schenck" (Germany)	"Akron-3" (Russia)
Geographical Region – Russia. Market size \$ 6 million			
2004 Company market share \$ ths / %	7 / 0.12%	1 200 / 20%	120 / 2%
Geographical Region – Russia. Market size \$ 8 million			
2009 Company market share \$ ths / %	300 / 3.75%	1 400 / 17.5%	140 / 1.75%

Marketing & Sales

Production will be sold to the machine-building enterprises. Participation in branch fairs and the exhibitions of production is proposed for search of potential consumers.

The advertising campaign in Russia and abroad in special mass media and in the Internet will be conducted. Dispatch of promotional materials will be done.

During the advertising campaigns there is a necessity to demonstrate acting copies of the equipment (or multimedia materials) for clients engaging. Such demonstration strengthens the interest to offered production making visible a technical novelty of the project.

Prospects of development

Expansion of the sector where the balancing equipment which works without twirl of a rotor is applied is a perspective direction of evolution of the project.

The substantiation of this direction is a technical novelty of the project and its big competitiveness based on the applied principle of work – static-dynamic balancing of rotors without twirl.