

TekhnoExclusive Ltd

Volume of investments required: \$ 300 thousand.

Use of funds

R&D - 10%

Acquisition of fixed assets - 30%

Product upgrade - 10%

Marketing - 15%

Acquisition of current assets - 30%

Other (certification, patenting) - 5%

Company profile

1. Date of establishment – August 2004.
2. Size and source of investment to date - \$ 25 ths. Fund of Assistance in the development of the small companies in scientific and technical domains.
3. Production - “Universal Fruit Washer of Planetary Type”.
4. Target market – food industry.
5. Sales 2004 - None.
6. Description and value of assets - N/A.
7. Goodwill and intellectual property rights- agreement with the patent holder/deviser and with the project manager on providing the exclusive license for the use of invention. The protective document for the intellectual property object is to be applied for to the Patent Authority of the Russian Federation.
8. Signs of public recognition – in various years the deviser was rewarded by diplomas, brevets, prize money and valuable prizes.

Owners

Individuals (2)	93%, 7%
Share of government property	0%

Products characteristics

It is planned to start batch manufacturing of unique, having no counterpart in the whole world, fundamentally new universal fruit washer of the planetary type. The washer is universal and allows achieving the highest and fastest effect of washing of all types of vegetables, fruits and edible roots, regardless of their size, shape and surface unevenness. The said effect is achieved due to application of a new, intensive contact slave principal of the fruit surface treatment. The washer does not require any preliminary grading of the raw material by size and is designed to wash, without any readjustment of the movable operating elements, such products, as: potatoes, carrots, beet, turnip, artichoke, aubergines, peppers, cucumbers, marrows, mechanically harvested tomatoes, apples, pears, quince, etc. Original design solution of the movable operating elements allows carrying out treatment of the whole surface of the product, removing dirt and rottenness from its holes and inequalities, avoiding mechanical damages of the sound part of the products and their peel. The new principal of treatment allows removing all residues of chemicals from the product surface as well as reducing the microbiological semination by a factor of 100 or more (in comparison with the known fruit-washers, which reduce the microbiological semination by a factor of 10). Due to its effectiveness and quality of washing the washer is able to replace 4 to 5 known washers, serially installed in the processing line. The treatment of product takes from 30 to 70 seconds. Apart from that the washer is designed to remove the peel from the products after their thermal treatment, which does not require any readjustment of the movable operating elements. The washer can operate continuously, either autonomously, or as a part of the integrated processing line. Design of the washer is simple, easy to maintain, operate and repair. The washer is reliable in operation and has a long life time.

Markets & Competition

Russian manufacturers are the companies in Samarskaya, Nizhegorodskaya, Kurskaya and Moscow Regions. Foreign manufacturers are Ukrainian, Hungarian, Dutch and American companies. The basic customers are the companies in food industry. In addition, the design of the washer, its efficiency and price allow expanding the market by using the washer in

the wholesale and retail fruit and vegetable companies and in the catering and trading companies. It is planned to enter the Russian market in 2006, and the foreign market - in 2008.

	Data	Products/services of exhibiting company	Washer T1-KUM-5, Russia, 2004.	Brush washer, Hungary, 2002
	Geographical Region- Russia. Market size \$ 20 million			
2005	Company market share \$ th./%	0	16 000 / 80%	4 000 / 20%
	Geographical Region- Russia. Market size \$ 40 million			
2009	Company market share \$ th./%	400 / 1%	31 600 / 79%	8 000 / 20%

Marketing & Sales

The said product is planned to be promoted by means of distribution the information about the washer and arrangement of demonstrations of its operation. The main channels of the information distribution are the press (specialized magazines, advertisements in the newspapers, address and telephone directories), the internet, the mailing of promotional material, and participation in agricultural exhibitions, in food processing equipment exhibitions, as well as demonstration of operation to the potential customers.

Production distribution is to be organized through the Company, as well as through the system of Rosagrosnab companies. The Company has already concluded an agreement with the customers and there is a preliminary agreement on the delivery of washers made with the agro-industrial companies in Moscow and St. Petersburg.

Prospects of development

Project objective: setting up the batch manufacturing of universal fruit washers. It is envisaged during the upgrading procedure to manufacture small-sized efficient washers of low capacity for the catering companies that will contribute to the market expansion. Furthermore, it is envisaged to sign license agreements with the domestic and foreign companies for the use of patent for invention.