

T-Helper LLC

Volume of investments required: \$ 1 000 thousand

Use of funds

Acquisition of fixed assets - 20%

Product upgrade - 60%

Marketing - 20%

Company profile

1. Date of establishment – May 2004.
2. Size and source of investment to date – \$ 317 000 of the own funds, \$ 450 000 out of “Rosnauka” contest (for 2005–2006).
3. Production – multimedia informing and educational programs (MMP), services of creation of multimedia products.
4. Target market – dentistry, cosmetology, ophthalmology, pharmacology, production of medical instruments and equipments.
5. The volume of sales for 2004 – \$ 120 000.
6. Description and value of assets – \$ 300 000 – intellectual property, \$ 17 000 – production equipment.
7. Goodwill and intellectual property rights – copyright license, RF patent for MMP “Simple Dentistry”, patent for applied program for a data base.
8. Signs of public recognition – the initiative of creation of MMP “Simple Dentistry” has been approved by the Russian Stomatological Association and supported by the Head Dentist of Russia.

Owners

Individuals	100%
Share of government property	0%

Products characteristics

The company produces and sells two kinds of production and service:

Sells the multimedia product “Simple Dentistry” (represents an animation films set, created in 2- and 3-D computer graphics, combined to a multifunctional interface). The multimedia complex can be used by dentists as a sales tool informing the patient about dental diseases and their treatment measures, possible consequences in case of non-treatment and important prophylactic measures.

Renders services on creation of multimedia products for producers of medical products and equipment. These multimedia products are to be used by the companies’ representatives – producers of medical products and equipment – for the demonstration and presentation of their technologies, production and equipment at the exhibitions, sales offices and educational centers.

Production of MMP demonstrating the basic diseases and methods of treatment in cosmetology, as well as creating films about the most relevant diseases and their treatment measures in medicine, is being planned.

Markets & Competition

The market share of demonstrating multimedia products in medicine in Russia makes up about \$ 1.5 mln in 2005. By 2009 the market for the company can expand up to \$ 100 mln due to the production range and sale geography expansion as well as medical service market development in Russia. The most attractive segments stay dentistry, cosmetology, ophthalmology and pharmacology. By 2009 the company can occupy 10–70% of the segment.

Data	T-Helper	National producers	Import producers
2005	Geographical Region – Russia, CIS. Market size \$ 1.5 million		
Company market share \$ ths / %	300 / 20%	150 / 10%	1 050 / 70%
2009	Geographical Region – Russia, CIS, Europe, Asia. Market size \$ 100 million		
Company market share \$ ths / %	10 000 / 10%	5 000 / 5%	85 000 / 85%

Marketing & Sales

The product is being positioned as a medical services and equipment sales tool. Using MMP provides the possibility of explaining and visually demonstrating the advantages of the new treatment measures comparing to the ordinary technologies to the patient. It also helps the doctor to increase the provided services range and possibility to raise the hour cost. The MMP sales take place directly at the places. The consumers are private medical institutions, medical equipment producers, and educational medical institutions.

The web-site www.helper.md is being actively developed.

Prospects of development

- Some library plots expanding
- Interface perfection
- Creation of the new products for new medicine areas
- Appearance in the Europe and Asian markets