



Russia, Moscow

## Summary

1. **Volume of investments required – \$ 2 million.**
2. **Production** – digital hardware platforms, contract development, R&D in the area of design of high-end digital technology, industrial controllers and microchip components.
3. **Trade marks** – registered trademark (favorable decision).

## Company profile

**Date of establishment** – October, 2003. The company was established by the graduates from the Bauman Moscow State Technical University.

**Signs of public recognition** – “Golden Chip” prize holder (1<sup>st</sup> place) at the international exhibition “ChipEXPO-2004”. Medal of the “National Security” competition within the frameworks of the Moscow international industrial Fair MIIF. Staff members are the authors of 6 books and more than 70 articles.

**Number of employees:** 18 persons.

## Team

**Steshenko Vladimir** – Director General, co-founder, 37 y.o. Candidate of technical sciences. The author of 6 books and more than 70 scientific articles. Project guidance experience since 1999. Realizes general strategic management and planning.

**Rutkevich Alexander** – Deputy Director General, co-founder, 30 y.o. Determination and realization of technical development strategy of the firm, stability protection, succession and equipment of working out new technique process protection.

**Shishkin Grigoriy** – Design Manager, 28 y.o. Realizes technical leadership with projects.

## Products characteristics

**Current production:** hardware and software platforms development, which represent a circuit board with a set of microchips of programmable logic, microprocessors, memory chips. This combination of microchips provides the opportunity of present platforms using in different areas of technique owing to easy reprogramming of microchips for various tasks. That is there is no need for working out an own control system. Purchase of ready platform and fast reprogramming for own needs is alternative. These items serve as industrial automation complex base, transmission systems and data processing base in standard use. Platforms serve for creation of prototypes in working out microchips. Another orientation of R&D is working out microchips components (IP-modules). At present IP-modules of dynamic memory controllers, IP-modules of network ETHERNET controller, 8-bit processor, 32-bit processor SPARC V8 and other projects are mastered.

**Product under development:** At present the modernized version of digital hardware platform with following characteristics is developed:

- ARM9 hardware processor, SPARC v.8 software processor cores;
- VGA support;
- Ethernet, Bluetooth, USB2.0 interfaces;
- DDR RAM and ZBT RAM.

Competitive advantages of our products are the best price/quality ratio and strong position in dynamically developing market of hardware platforms in Russia.

## Current state

The stable production, dynamic development, sales increase half as much yearly, marketing development, stable order packet.

## Development strategy

### Use of funds

R&D (hardware platforms of new types development)	35%
Acquisition of fixed assets (computer equipment, work stations, software complexes)	35%
Marketing, participation in exhibitions, advertising	25%
Acquisition of current assets	5%

## Prospective outcome of investment

The wide range of hardware platforms and ASICs for processing signal problems, market share gains, sales growth, increase in profits.

## Marketing & Markets

**Current production:** the Russian market size of hardware platforms averages to \$ 40 mln, the world market size averages to \$ 600 mln. The increase forecasted is about 15%, it is related to stable raising of automation level of production. Main market participants are shown in the table (below); the market is extremely segmented among many small companies. The foreign market size of working out microchips averages to \$ 2 mlrd, and there are about 1500 companies at the market; 15 large companies constitute 50% of the market.

Marketing strategy is in the widening of the range of production in accordance with market needs, along with market share gain.

**Interaction with investor**

Up to 50%, pay-back period – 3 years.