

Summary

1. **Volume of investments required – \$ 200 thousand.**
2. **Production** – antiwheelspin gear “Self-Extractor” for motor transport.
3. **Trade mark** – none.

Company Profile

Date of establishment – April 20, 2006. Company “Neva-Lider” Ltd. was created after victory in the “START-2006” program (held by FSR MP NTS “Bortnik Fund”).

Signs of public recognition – victory in “START-2006” program (held by Bortnik Fund) based on intellectual property for utility model № 49490 priority from 03.05.2005 Russian Federation “Antiwheelspin gear “Self-Extractor”.

Number of employees – 4 persons.

Team

Alekseev Sergey – Director General, Project manager, 64 y.o. Inventor-rationalizer, known for his inventions.

Alekseev Yaroslav – Technical Director, 30 y.o. Degree in technology Development. Responsible for technical, financial and design estimates of the project. Head of the design estimates department (10 persons).

Alekseev Alexander – Production Engineer, 40 y.o Degree in technology Development. Technological support of the project. Manufacturing technology development, materials selection and construction optimization.

Hazov Alexander – Commercial Director, 43 y.o. Degree in technology Development. Responsible for marketing and sales. 10 experience in sales of antislip chains.

Products characteristics

Antiwheelspin gear “Self-Extractor” for motor transport permits the driver to take out deeply stuck auto by himself without any additional help. Construction of “Self-Extractor” consists of 3 arched metal plates, repeating the form of cross-section of a track, vertically lugging rigidity rifflings, fixed on the driven wheel of a car, and connected with each other by buckles. Buckles are represented as belts with increased level of strength, and having inserted metal clasps on their ends and creating in connection with metal plates 2 parallel self-adhesive triangles, one of which is located on inside side of a wheel, other on the outside. Lower belts-buckles are provided by locks with inserted rubber dumper on the one end, and with clasps, helping belts to be secured on fixing bolts-hooks welded to one of the metal plates on its both sides, on the other end. Besides, metal plate has a height not oversizing wheel arch, and could be as all-metal as demountable. More then that rigidity rifflings on the metal plate can be of different forms, configurations and differ in numbers.

“Self-Extractor” is an unique idea has no analogies in Russian Federation or abroad, confirmed by patent 49490 priority from 03.05.2005. Russian Federation. The most peculiar feature of this gear is triangle self-adhesive construction.

There are a lot of accidents caused by poor quality of roads. In Russia the quality of roads wishes to be improved. Most of the problems arise when the driver leaves the highway with hard surface for country area, possibility to be stuck increasing. Sometimes it is necessary to wait for some additional help.

Our “Self-Extractor” could solve this problem easily. You should only put on self-extractor on driven wheels, which stuck for a quarter of a wheel surface and go out from the ground for a hard surface.

Our analysis being held among the drivers confirms great interest in such types of gears. As an example we can consider antislip chains, which are very popular especially in winter time as volume of sales increasing.

Current state

After completing first stage “START-2006” programme, the following results are achieved:

- Scientific and technical documentation for “Self-Extractor” is developed.
- Preproduction model is made up and tested.
- Fabrication technique and manufacturing methods are developed.

Development strategy**Use of funds**

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| 1. R&D (developing of scientific and technical documentation) | 20% |
| 2. Acquisition of fixed assets (purchasing of necessary equipment and materials for manufacturing) | 54% |
| 3. Marketing (PR-actions, commercials) | 19% |
| 4. Acquisition of current assets | 6% |
| 5. Others | 1% |

Prospective outcome of investment

Investments provide possibility to organize extensive manufacturing in 2008.

Marketing & Markets

Gear is targeted for automobile plants, producing motor transport in Russia and abroad, and for private owners. Production realization is possible due to direct agreement with car plants and via trading network on the car markets.

No doubt, that “Self-Extractor” is highly competitive gear, even in comparison with antislip chains, could gain the market easily. Cost price of “Self-Extractor” is lower, than antislip chains and it caused by simplicity of construction

and cheaper value of materials. Analyzing sales market of "Self-Extractor" in St. Petersburg we come to the following conclusion: it is possible to sale about 250 sets of Self-Extractor per month in one trade putlet. There are 100 trade putlets in the city. 25 000 sets of "Self-Extractor" per month, and 300 000 sets per year are sold in St. Petersburg.

Interaction with investor

Our share for investor is not less than 30%, pay back period 5–7 years.