

**Resume:**

1. **Investments Volume: \$ 9 250 thousands.**
2. **Production** – global mobile (cellular) TV broadcasting service on the mobile (cell) phones
3. **Trade Mark** – 4Mobi.TV.

Basic company information:

Founded: Company was found March, 2005. The main purpose of the forming was innovation products development for the mobile phones service market. Three years of the founder's background experience are laying in the company basis. Rely on the practical works with mobile video content the conception and business model of the mobile TV broadcasting was developed.

Number of employees: 11 persons

Team

Bondarev Dmitry – CEO, 41 years, 15 years of the management experience in innovation and investments projects. 2001 - 2005 Chief Business Development Officer, Chief Commercial Officer in «Internet Projects» company. Dmitry was invited to join company by VCs invested in the company: Russian Technology Fund and NORUM). In 2007 year VCs have exited from the company with **tenfold ROI**. Dmitry's internal company's projects were awarded the 1st и 2nd Russian Venture Fairs: «**Investors choice**» and «**Best Management**».

Mr.Bondarev has a wide experience in the software research and development management, innovative FMCGs producing and sales; international and internet marketing; license deals and others.

Daniel Goroshko – Chief Content Officer: 28 years. Lawyer of the international practice. More than eight years of the legal support of international production and distribution of the movies, rights acquiring. Six years of experience in the international movie market and film festivals.

Company purpose

4Mobi.TV allows any person to watch TV at the mobile phone in any place worldwide, choosing that it is interesting from myriad of video-programs are created specially for him/her by tens thousand talented private individuals or entire companies.

Video broadcast is delivering onto mobile (cell) phones via internet data-transfer by standard protocols.

Problem:

It's exist and every day is created the great number of professional video, which does not fit into current formats of video exposure (air or satellite TV, movie show, DVD, etc.), it is out of sight of the mass consumer and, accordingly, out of a commercial turnover. Volume and qualitative level of the video-content made by nonprofessional creators grow very fast. For many of them the hobby could become a profession, but possibilities to monetize their talents are very limited now. On the other hand, consumers are already accustomed to have the wide choice of video-entertainments at home, office and in public places. However this entertainment is accessible only from fixed location.

Solution:

- We introduce a new video entertainments consumption channel previously unavailable for consumers.
- Moreover, the video content, not previously involved in a massive commercial turnover, is appropriated for this new consumption channel.
- We make the consumption of this new entertainment simple and convenient.
- We fill this new channel of video-content consumption with paid services, providing worthy payment for efforts of content creators.
- We provide transparent monetization for all participants of added value chain: from video-content creation – to its consumption.

Business model:**Sold services and income sources:**

1. Service of the Virtual Digital Recorder – the user is able to “record” and load into phone any video he/she like directly from broadcasting or channel schedule.
2. Subscription to paid TV channels (like cable channels subscription).
3. Licensing content and content selling as separate media elements.
4. Advertising placement.
5. Corporate B2B services (corporate TV broadcasting and related services).
6. Incomes from data-traffic revenue sharing with mobile operators.

Company's competitive advantages:

1. Independence from the mobile operators (cell carriers).
2. Unlimited global coverage.
3. Wide use of User Generated Content and the ecosystem of its creators, as well as more perfect content policy.
4. Wide variety of used business models and ways of the service monetization.
5. Internet promotions: affiliate programs and viral marketing, supported at all levels of business model, broadcasting platform and software application for mobile phones. This allows the company to minimize marketing costs and make them dependent on revenues.

Current State

Established technologic base for the business development and business operations on this basis.

Development Strategy

Use of funds

- | | |
|--|------|
| 1. Research and development | 5 %; |
| 2. Basis funds (license and content producing) | 48%; |
| 3. Marketing | 23%; |
| 4. Circulating assets | 16% |
| 5. Others | 8 % |

Result of the investments

Build the leading company on the worldwide mobile TV market with daily audience about 4.5 mln. people world-wide.

Marketing & Markets

2,5 bln GSM networks subscribers worldwide now.

Actual subscriber's base of mobile TV predicted by the analytical companies:

120 mln subscribers in 3G network only in 2011.

500+ mln – the total number of subscribers in 2011.

\$10 bln – market volume in money terms in 2010-2011.

Company's share:

2 bln. persons technically accessible to the company by the end of 2007.

4,5 mln – number of the permanent 4Mobi.TV customers predicted by the company by the end 2010.

Main marketing tools

- Internet affiliate programs, are focused on web- and wap-sites owners.
- Viral marketing tools built-in into the application for mobile phones.
- Internet advertising.
- PR and publicity events.

Interaction with investor

In exchange of investments the company is ready to offer the weighty share stake. We suppose two rounds of investments: 1st round's (\$2,75 mln) target – bringing company from the stage of developed business model and technology platform to the scalable business, 2nd round (\$6,5 mln) target – business growth and global expansion.

Operational breakeven – 20 months

Recoupment of capital investment – 26 months

Estimated IRR 80%

We don't offer strong warranty for the investor, of course. It's a young market, not enough tested business model and other risks which based on uncertainties mentioned above. But some risks could be reduced. And actually, about 50% of investments will place in liquid assets – video content and licensing rights.