



## Summary

1. **Volume of investments required – \$ 1000 thousand.**
2. **Production** – development of s/w and h/w solutions, IT-outsourcing.
3. **Trade marks** – SYSCOM SOFT, LightWeight Linux Workstation (LW2).

## Company Profile

**Date of establishment** – 01.06.2006. SYSCOM SOFT Ltd Company has been founded by the team of s/w developers gained their experience by delivering solutions for both national and international companies. The general partner of the company is the Russian company SYSCOM specialized in production of LCD monitors, TV sets and embedded video modules. The key objective of the partnership is industrial cooperation for innovative h/w and s/w solutions creation.

In order to support the company progress dynamics, the educational center has been jointly launched with Faculty of Physics of the Irkutsk State University. The company holds partnership relations with universities, the Russian Academy of Sciences as well as with h/w companies located in New Zealand, Australia, Singapore, Belgium, Canada, Korea, China, Moscow, Novosibirsk. The company slogan is "Optimal Solutions for Businessmen".

**Signs of public recognition** – reference of local City hall / administration of Bratsk; reference of the Irkutsk State University; publications in refereed journals and refereed Internet web-sites; participation in business projects competitions.

**Number of employees** – 7 persons.

## Team

**Ivan Savkin** – Director General, 32 y.o. PhD; has been involved in development of mathematical s/w methods of stochastic processes estimation, holds s/w registration certificates. For several years he has been working in Moscow for AlterSystems, GalupMediaTNS companies developing novel algorithms and s/w for audience analysis and forecast of advertising efficiency. A number of new mathematical models of efficiency estimation have been proposed and evaluated. After his return to home city he has been involved in off-shore s/w development, and then he held several positions such as technical director, head of IT department. In 2006 he brought together the team of s/w engineers and research associates establishing SYSCOM SOFT Company.

**Denis Sidorov** – Chief of R&D department, 32 y.o. Gained PhD from Energy Systems Institute of Russian Ac. Of Sci. (SB), in 2001–2004 was employed in EU ITS projects in Ireland (Trinity College Dublin) and in France (CNRS/UTC) in DSP / Machine Vision / Applied Maths areas. He is associated with ASTI Holdings (Singapore) and work jointly with SYSCOM SOFT after his return back to Irkutsk. He is also associated with the Russian Academy of Science.

**Nokolay Kopilov** – Chief of S/W department, 27 y.o. Professional off-shore and industrial s/w developer, he has been employed in UK (Delcam Plc). He holds significant experience in standalone and network s/w solutions development.

## Products characteristics

The key sources of the Company incomes are the development of customers's s/w and sales of ready solutions based on the following technologies: thin client, sensor and touch panels, video modules, LED, optics, as well as WEB, SMS and others. Based on its own experience and technologies, the Company developed several innovation projects, and part of these projects was selected for the venture fair. The following projects have been selected:

- "Virtual Desktop" system. This is a large-scale project, involving powerful servers purchase and original s/w development. This solution serves customers/clients with fully functional desktops making it possible the remote work with its own documents (files and s/w) from any remote computer. Physically all the information is supposed to be located on remote and reliable server platforms. Virtual Desktop system is designed for both private clients and large corporates. Usage of the system helps in costs cutting: a) computers and s/w licenses prices; b) service and upgrade of s/w and h/w; c) security and data protection. Resources of the system are supposed to be leased. Following future trends, the system could be the prototype of the conceptions of "Public Computer" and "United Information System". The competing technologies (e.g. Google Inc) are based on the WEB technologies having a number of limitations for users. WEB-technologies are relevant for simple applications logics and UIs. But once it comes to computationally heavy applications, WEB applications appears to be non-optimal due to inadequate traffic loads, s/w development complexity, local h/w loads and insecure data transfer. The "Virtual Desktop" project provides clients with more functional and handy solutions.
- The series of solutions for: (A) medical institutions of various levels – from municipal to private clinics; (B) entrepreneurs and different organizations. It solves desktop automation problems from registrar and laboratory

assistants to accountants and storekeepers. Such system is similar to Virtual Desktop system. It is to be noted here that competing s/w make the whole automated system complicated and expensive.

- Thin client + monoblock technology upgrade. There are solutions in the area of reliable and ergonomic working places. Jointly with the Russian company SYSCOM the special monoblock h/w has been designed. It includes sensor monitor and PC. S/w and technical solutions can be specialized for different areas. Our key objective here is to adapt project for educational institutions, first of all for secondary schools. This technology will help to save budget funds due to low prime costs, basic service and fast upgrade.

The company's projects are aimed to achieve the following goals:

- At least 20% price cutting on computer systems integration.
- Up to 80% service and usage prices cutting.
- IT staff work hours significant storage.
- Design of reliable, ergonomic (noise-free and compact) and unattended working places.
- Computer system service life increase up to 3 times. Guaranteed users data storage.

#### **Current state**

At present time the company sales services for development, integration and s/w-h/w solutions in industry. The company develops its own innovation projects, R&D projects, and Educational center, and is permanently looking for strategic partners and vendors.

#### **Development strategy**

##### **Use of funds**

1. R&D	40%
2. Acquisition of fixed assets (h/w purchase)	15%
3. Marketing	55%
4. Acquisition of current assets	10%
5. Others (education of young personnel, etc.)	20%

##### **Prospective outcome of investment**

Based on proposed investments, the company will have the following outputs: (A) New progressive approaches to IT infrastructures organization; (B) Clients recognition and steady position on IT market; (C) Deployment of production, sales and service of IT solutions with total amount of turn-over up to \$ 2500 mln; (D) Developed network of representatives and school of IT solutions developers.

##### **Marketing & Markets**

Since the company launch one year ago, the stable growth of new clients and partners' numbers has been achieved. The network of representatives is still to be developed. The total volume of Russian IT market will achieve \$ 10–13 bln, accordingly to analytical agencies' forecasts. In 2011 the expected volume will be at least \$ 20 bln. The market volume for 2007 is approx. \$ 500 ths. The market is relatively new, and it is expected to grow, following experts' prognoses. By the very modest estimates, the market volume will be \$ 50 000 ths. It's expected that the company will hold at least 5% of the market share – \$ 2500 ths.

Implementation of proposed projects will help the company to enter the market of terminal solutions. Main geography of the clients' location is the Russian Federation. Enter to international market is also possible. The strategy of the company progress is based on the "OPTIMAL" approach to the organization of the IT infrastructures, partners support, possibly network model application to the marketing planning.

##### **Interaction with investor**

Founder is ready to consider investors' proposals. The control share of the company can be rendered or joint organization and support of entering into the market of the new brand. Investors' share is supposed to achieve up to \$ 3.5–4 mln in 2011.