

Russia, St. Petersburg



## Summary

1. **Volume of investments required – \$ 800 thousand.**
2. **Production** – CMS (content management system) – software to manage content in Internet, extranet and intranet sites online, without manual correction HTML-code of pages. Developers and owners of all in fact sites can become the potential clients of the product.
3. **Trade marks** – software product UMI.CMS (functioning prototype, core, initial code on PHP5) is registered in the Federal Service of Intellectual Property, Patents and Trade Marks as a software for computer systems. (Registration Certificate of the software for computer systems № 2006613959 issued November, 21 2006.). We submitted applications for the following trade marks registration «content management system UMI.CMS» (application №2007721380), «UMI.CMS. Heart of your site» (application №2007721379).

## Company profile

**Date of establishment** – February 2007. Company originated from the «UMI Studio» Ltd. as an independent company for development and distribution of software UMI.CMS. Development of the UMI.CMS software product has been conducted since 2004.

**Signs of public recognition** – numerous publications about product in the specialized press (Delovoi Peterburg, [www.internet.ru](http://www.internet.ru), [www.webplanet.ru](http://www.webplanet.ru), [telnews.ru](http://telnews.ru), etc.). Diplomas of forums «Russian Internet-technologies», «Russian Internet-Forum», «PHPconf-2007», etc.

**Number of employees** – 14 persons.

## Team

**Kotyrev Sergey** – Director General, Founder of the company, 31 y.o. Two higher educations. Specialization in Economics and Management (SPbSSTU, Stockholm School of Economics in Russia). Since 2000 – a founder and a leader of Internet-agency «UMI Studio» – one of the top five biggest Internet agencies of the North-West region of Russian Federation enlisted as one of the 20 most well-known web-studios in Russia. (Total number of the officially registered web-studios in Russia amounts to 3000).

**Zhuravlev Sergey** – Executive Director, Founder of the company, 27 y.o. Two higher educations. Specialization in Information Technologies and Economics (SpbSUT named after Bonch-Bruevich, Stockholm School of Economics in Russia). From 2004–2006 was a head of the AdMedia company – the biggest commercial advertising net in Runet (Russian part of internet). Nowadays he is a member of the Board of Directors of AdMedia and deals with operative management in «umisoft».

**Antoninko Sergey** – Technical Director, Senior developer. He has been involved in product development for more than 4 years, participated in more than 50 big Internet-projects. He supervises and participates in design and development of software product UMI.CMS.

**Neuimin Dmitriy** – Head of the Customs Care service, 26 y.o. Higher education. Specialization in Information Technologies (SpbSPU). From 2004–2007 – a head of Support department in the service «Yandex. Money».

**Deminskaya Margarita** – a Head of Marketing department, 24 y.o. Two higher educations. Specialization – Marketing and Economics (SpbSUSE, SpbSU). From 2005–2007 – a leading specialist in marketing in company «Alt-Media Group», managed the software product CMS WebDirector promotion to the market. (Result – self-recouplement of the project within 1 year. Solid market share in the segment of affordable software to create sites).

## Products characteristics

Initially CMS (content management system) was intended exclusively for information content management. But nowadays the possibilities of CMS have increased repeatedly: it concerns site pattern, statistics of the visits, behavior analysis, news line, forums, flexible access rights, etc.

Great number of up-to-date CMS produced at the local as well as at the foreign markets has a number of considerable weak points that prevent from extensive distribution: lack of flexibility, specific requirements to server resources, specific platforms of development, high requirements to users' skills, inconvenience of users' interfaces, low speed and performance.

Advantage of the software product UMI.CMS lies in the following priorities: its developers are active CMS users themselves and know the product as a buyer and as a developer. The more so, our developers spent several years for market research to analyze similar products, for comparative analysis, to research demand and opinions of consumers, for system design excluding shortcomings of the competitors.

## Current state

At the moment UMI.CMS presents an integrated software product for the developers and site owners. Sites of numerous well-known companies (such as SCA, LUKOIL, Brewery «Heineken», etc.) work on the present platform UMI.CMS – more than 300 sites in total. Mass product UMI.CMS replication started in April 2007. More than 30 partners' agreements for product distribution by web-studios and Internet-agencies have been concluded within half a

year. Monthly sales level of the product covers varied costs for product development. According to the assessment of the leading branch portals (www.telnews.ru, www.webplanet.ru ,etc.) UMI.CMS has become one of the top-three leaders of the Russian market CMS within half a year of active promotion. Main competitors are – Bitrix, NetCat (products exist more than 5 years).

## **Development strategy**

### **Use of funds:**

1. R&D	70%
2. Marketing	30%

### **Prospective outcome of investments**

As a result of investments attraction the company plans within two years to win no less than 20% of the Russian Market CMS in volume of sales and quantity of licenses granted.

### **Marketing & Markets**

Potential market volume includes all the new sites of Runet (about 10 000–15 000 per month) and sites developers, who have an advantage to make projects on CMS basis (about 5000 companies and more than 20 000 private developers). We base on statistics data of domain registration in RU zone and zone of the third level RU. In financial correlation Russian CMS market amounts to \$ 2.5–3 mln. Dynamics of market growth – 110% per year. Market leader share – 7%. 90% of Russian market CMS is free taking into consideration all the rest players. Forecast of market volume of software for hosting providers in a year's time – more than \$ 1 mln per year.

- *Product.* Focus on the crucial factors of the consuming preference: usability and quick system operation. *Extra priority – broad functionality.*
- *Price.* Low price for product line UMI.CMS (25–30% lower than the main competitor's). Although the price is not a crucial factor, effecting the users' choice, competitive pricing policy will be the extra speedy tool to win the expected positions at the market. (Leading share at Russian market for 2 years).
- *Distribution.* Main share of sales is carried out on-line. Internet-sites, Internet-shops of the software, workshops-presentations, offices of the partners.
- Direct sales will prevail over the other means of product distribution within first year. Furthermore, dealers' net will be developed and main sales will be realized by dealers.
- *Promotion.* Participation in relevant exhibitions, workshops, conferences, partners programs with web-developers, partners programs with hosting and service providers; advertising and PR (online and offline) in mass media, web- resources for the relevant corresponding segments of the target audience.

### **Interaction with investor**

Company share intended for investor – from 25% to 49% depending upon volume of investments.