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Volume of investments required – \$ 300 thousand

Summary

1. **Production** – antiwheelspin device “AWS” for motor transport.
2. **Trade marks** – none.
3. **Sales 2007** – none.

Company profile

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

Description and value of capital assets – \$ 2 000 – office equipment and furniture.

Previous rounds of investments – \$ 30 ths (“Bortnik Fund”).

Signs of public recognition – victory in «START-2006» program based on intellectual property for utility model №49490 priority from 03.05.2005 Russian Federation “Antiwheelspin gear “AWS”.

Number of employees – 5 persons.

Structure of ownership

Natural persons	100%
Aggregate share of government property	0%

Team

Alekseev Sergey A. – Managing Director, 65 y.o. Inventor-rationalizer. The author of some innovative workings out. Project Manager.

Alekseev Yaroslav S. – Technical Director, 31 y.o. Degree in technology Development. Responsible for technical, financial and design estimates of the project. Head of design estimates department.

Alekseev Alexander S. – Production Engineer, 41 y.o. Degree in technology Development. Technological support of the project. Manufacturing technology development, materials selection and construction optimization.

Hazov Alexander N. – Commercial Director, 44 y.o. Degree in technology Development. Responsible for marketing and sales. 10-year experience in sales of antispin chains.

Production

The «AWS» is AntiWheelSpin device, which is not demanding application of additional tightening adaptations at its installation, and allowing preventing spin wheels even in case of their deep jamming.

“AWS” is a unique idea having no analogies in the Russian Federation or abroad, confirmed by patent №49490 priority from 03.05.2005 Russian Federation.

The nearest analogue «AWS» are antispin chains, which are used almost worldwide for driving in the winter on snow-covered roads.

Unlike antispin chains «AWS» is possible to use all-the-year-round on any impassability, both for driving, and for extraction the got stuck car.

The basic difference and novelty «AWS» is its triangular self-wedged design, which allows to transform the car into "mini-tractor" in a few minutes.

Any car, which has got stuck in a ground on a quarter of a wheel, is capable to get out independently on a firm roadbed by the help «AWS», put on driving wheels.

The design of «AWS» depends not only from the sizes of a wheel and a tread, but also depends from the size of a wheel arch, load-carrying capacity and constructive differences of rear-wheel and front-wheel cars.

Problems and tragic events because of bad quality of roads are known to all autodrivers of a planet. When the driver leaves the highway with hard surface for country area the most of the problems arising. The probability to get stuck and not to leave from without assistance is too great.

“AWS” could solve this problem easily.

Current state

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

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

Development strategy

Use of funds

1. R&D	20%
2. Acquisition of fixed assets	54%
3. Marketing	20%
4. Acquisition of current assets	6%
5. Other	1%

Prospective outcome of investment

Investments provide possibility to organize extensive manufacturing in 2010.

Marketing & Markets

Having studied the market of sales of automobile accessories at St. Petersburg and area, we have come to a conclusion that market requirements on a complete set of cars inexpensive and easy-to-work antiwheelspin devices are not satisfied.

No doubt that "AWS" is highly competitive device, even in comparison with antispin chains, could gain the market easily. Cost price of "AWS" is lower, than antispin chains and it caused by simplicity of construction and cheaper value of materials.

Potential commodity markets are the automobile factories making motor transport and private owners of motor transport.

Production realization is possible under separate contracts with automobile factories and through commercial network.

The market volume of antiwheelspin devices in Russia makes about 45 mln. Dollars and within the next three years the minimum on 50% will grow up. The market share antiwheelspin devices that will occupy «AWS» will make about 5%.

Interaction with investor

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

Financial characteristics, \$ thousand

Data	Facts			Forecast	Forecast with the investment required			
	2005	2006	2007	2008	2009	2010	2011	2012
Sales	-	-	-	-	250	650	1 250	2 250
Operating income	-	-	-	-	110	350	650	1 100