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Volume of investments required – \$ 108 thousand.
Summary

1. **Production** – was submitted for the market of the medical services (the public health, medical laboratories).
2. **Trade marks** – registration is planned.
3. **Sales 2007** – \$ 3 ths.

Company profile

Date of establishment – July, 2007, medical license – November, 2007. The medical centre develops high-tech medical care for patients on the base of the new technological platform for diagnostics and treatments of hereditary, multifactor and infectious human diseases. The centre is a winner of the contest "Start 08" with project "The algorithm of personalized treatments of infectious and multifactor human diseases". We have designed individual programs for patients, introduced new information system "The file of the patient", the estimation of quality of life for patients, complex estimation of the picture of health of patients and personalized modes of the treatment on the base of data of molecular diagnostic technologies. We have executed marketing analysis of the functioning of the centre, pricing in the centre, analysis of risks, we have designed the plan on marketing and plan of the selling of the medical services, calculation need for personnel, we have conducted advertising actions. The enterprise reached the break-even point in 2008, nowadays the number of patients' address for the medical help is increased in 1.5 times, the volume of realization of the medical services in 2 times, the pay-roll fund in 1.2 times.

Description and value of capital assets – \$ 100 ths, the equipment for ultrasonic diagnostics, functional diagnostics, gynecology; completing for laboratory-on-chip; information equipment; the economic stock, the computer software, the databases, applications for inventions of LLC "MC "Novomedicina".

Previous rounds of investments – private investments (\$ 4 ths), investments of the founders (\$ 30 ths), state contract (\$ 33 ths).

Signs of public recognition – state certificates in the field of urology, gynecology, therapy, laboratory diagnostics, pharmacology, certificates on introduction of ISO 5725-2002 and practice of laboratories in use of ISO/MEK 17025-2000, certificates "The methodology of pharmacoeconomic analysis", "Bases of standardizations of the public health", ISPOR Certificate of Completion «Pharmacoeconomics for Decision-Makers» (Ireland). 300 publications in Russian and foreign journals in the field of pharmacoeconomics, interdisciplinary studies in medicine, 5 patents on development of the methods of the treatment of the human diseases in gynecology, cardiology, endocrinology.

Number of employees – 17 persons.

Structure of ownership

Natural persons (3 founders)	33,3% each
Aggregate share of government property	0%

Team

Sarvilina Irine – Director, Founder of «MC «Novomedicina», 35 y.o. Doctor of Medicine, Professor. Pharmacologist, she has an experience of work as leader of a scientific subdivision; realizes the managing functions at the company, conducts analytical work, has knowledge of legal documents in public health, shows interest to foreign experience in the field of public health, demonstrates knowledge of marketing, management in the field of public health and organizations of the medical laboratory.

Gorshkova Julia – Deputy Director, Founder of «MC «Novomedicina», 37 y.o. Specialist in the field of information technologies, developer of information systems of the centre. Specialist on personnel, supports the business relations with colleague, employees of the other companies. She has the technology of management on enterprise of the medical profile, provides the document processing.

Production

The problems of patients are connected with high prime cost, big length of the performance, low accuracy of existing medical services, high direct and indirect expenses, need to address in different medical organizations for granting of 1 algorithm of facility. Our complex service includes the exact diagnostics for 60 minutes (taking of biosample, fixing sample to integral scheme – a chip, automated identification of peaks and concentrations, building of the

molecular card of the disease, integration data into information-diagnostic system), consultation of the specialist, personalized treatment, rehabilitation under hereditary, multifactor human diseases of cardiovascular, endocrine, nervous systems, diseases of the gastrointestinal tract, also urological, gynecological, oncology diseases. The competitive advantages of new medical facility are: complex estimation of the picture of health of patient in one medical centre and information system of the compact architecture; the presence of the exact molecular diagnostics of the disease; the development of the individual mode of the treatment of the disease and individual preventive programs for a patient; on-line consultations and medical IT-technologies; creation of network in the medical centre with realization of technologies within big city. «MC «Novomedicina» has the application for invention № 2008108044 «Method and system of personalized treatments of infectious and multifactor human diseases». The new medical service differs from analogues (the diagnostics and treatment on the base of the mass-spectrometry, PCR, IFA) by pinpoint accuracy, frequentative repeatability, low prime cost, possibility of multiplexity, the reduction of time of the rendering facility, the reduction of the direct expenses on consumables and indirect expenses of the patient, the reduction of the temporary cycle of the analysis and CEA.

Current state

MC «Novomedicina» has reached the break-even point. The commercial parameters of the work: quantitative parameters – a prime cost of medical facilities – 1602.3 rub. For a patient; the receipts from realization – 137 500 rub. a month; the volume of realization – 50 complex services a month (100 simple services at month). The consumer parameters of the work: quantitative parameters – general and solvent demand for service – 50 patients a month and 5500 rub. for service accordingly; qualitative parameters – timeliness of realization of facility. The modern condition medical of facility on parameter: quantitative parameters – CEA=7.45; qualitative parameters – an exact determination of purpose, priority, weight, presence of the equipment for facility.

Development strategy

Use of funds

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|---|-----|
| 1. Acquisition of fixed assets (additional completing for laboratory-on-chip) | 42% |
| 2. Marketing | 26% |
| 3. Acquisition of current assets | 32% |

Direction of the use of investments: acquisition of additional completing for equipment, start of the technological process for medical services (the molecular diagnostics, personalized treatment of the human diseases) in the centre, development of management, study market, advertisement of innovation facility, creation of the educational centre on the base of the "lab-on-chip" technologies.

Prospective outcome of investment

We expect to get innovation medical facilities: "Molecular diagnostics of the human diseases", "Personalized treatment of human diseases", innovation medical laboratory, educational centre on the base of the "lab-on-chip" technologies.

Marketing & Markets

The volume of the market of medical services of the centre in Rostov area – 15%. The consumers are patients with different official and professional attribute, physicians – participants of research and development works. The planned volume market of medical services as a whole – 40% from rendered ambulatory services of population, geography market – Russia, alliance of independent states. The share of innovation medical facility on the market – 70% from existing analogues. The perspective target groups – a patients with hereditary, infectious and multifactor diseases; the physicians, executing research work on the basis of the laboratory lab-on-chip, pharmaceutical companies. The system of channel for advancement of medical facility: advertisement, Internet-site, insurance companies. The measures of stimulation of the sale and advertisement: stimulation of activity of the personnel; shaping discount, methods of the payment of the prices, the expansion of the financial basis of the centre. The organization of the advertisement: shaping of purpose; decision making about development of the budget; the decision on advertising address with shaping the ideas of the address, argument, performances, estimation of the choice and variant of the address; decision making about facility of the spreading of information with determination of the incidence, frequencies of the influence, graphics of the presentation, estimation of the advertising program. The volume of market in 2008 in USA – \$ 2.1 bln, in Russia – no data about of volume of the market of biological chip for medical diagnostics, the volume of market can form \$1 bln before 2012.

Interaction with investor

The share in the company which we are ready to return – 30%, cost of the share at the time of leaving the investor – \$ 200 ths.

Financial characteristics, \$ thousand

Data	Facts			Forecast 2008	Forecast with the investment required			
	2005	2006	2007		2009	2010	2011	2012
Sales	-	-	3	57	200	550	1 000	2 200
Operating income	-	-	0	14	60	165	300	660