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Volume of investments required: start-up – \$ 40 thousand, total – \$ 590 thousand

Summary

1. **Production** – IT for medical institutions oriented first of all to the state-financed institutions.
2. **Trade marks** – none.
3. **Sales 2007** – none.

Company profile

Date of establishment – 9/05/2008.

The company is newly organized – this project is at the start-up level. Nowadays the working process at the medical institutions is associated with a lot of nonproductive time consumption because of the absent of adequate medical data registration. IT-systems for medical industry already have been existed for a long time in European countries and the USA. IT-systems offered for medical use in Russia are not absolutely adequate to an automation process, are very complicated in use and extremely expensive. That's why the creation of a new adequate IT-system for medical use resolving all that problems is actually necessary.

Description and value of capital assets – none.

Previous rounds of investments – none.

Signs of public recognition – none.

Number of employees – 2 persons.

Structure of ownership

Natural persons	100%
Aggregate share of government property	0%

Team

Alekhina Liudmila – CEO, 25 y.o. Graduated at medical science and public health management. Neonatology specialization. Knowledge of 3 European languages.

Yesipovich Fedor – Director on Development, 23 y.o. Graduated at IT-technologies.

Production

The market:

The production created – is a mass IT-system for the hospitals. For now, the market of not expensive IT-systems oriented to state-financed medical institutions is empty. As many other sectors the medicine is striving for standardization. The main way of reaching standardization is introduction an IT-system, which is easy in use and clear to any of users. Such a system allows to decrease nonproductive time consumption, to increase the quality of treatment and to decrease the economic and statistics departments maintenance.

Currency:

The main problem for introduction the available systems is extremely high prices. The lowest cost of a physician working desk is about \$2 ths, that is \$ 1 250 ths for a hospital. Besides most of available systems have unfriendly interfaces and are complicated with introduction and training processes.

Advantages:

Using technology Client-server permits to save at hardware, makes the technical support not expensive and easy. Moreover a new system of payment is supposed. Thus the gradual process of introduction will be enabled. A system like that is absolutely necessary for better data conservation as well as provides better succession, makes papers processing automated, and prevents time and money wasting.

Current state

Today the company needs funds for start-up to make a working model of a system.

Development strategy

Use of funds

1. R&D	50%
2. Acquisition of fixed assets	15%
3. Marketing	15%
4. Other	20%

Prospective outcome of investment

The outcome of investment is a working model of a system that is ready for testing and introduction at the hospitals. And further investments.

Marketing & Markets

Today the market of not expensive IT-systems oriented to state-financed medical institutions is empty. However potential market is about a few milliards of rubles a year. In case of adequate and opportune introduction there is a possibility of absolute market satisfaction, that is supposed to be generated by 2012. The development strategy is creating of economically and technically attractive for state-financed hospitals and further introduction to a number of biggest hospitals of the city; development and adaptation the system for middle and small medical institutions.

Interaction with investor

Up to 49%.

Financial characteristics, \$ thousand

Data	Facts			Forecast	Forecast with the investment required			
	2004	2005	2006	2007	2008	2009	2010	2011
Sales	-	-	0	0	0	400	2 100	4 900
Operating income	-	-	-	-	-	200	1 050	2 450