

SCENARIUM
Future emerges today!

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Volume of investments required – \$ 425 thousand

Summary

1. **Production** – mobile robot for ecological monitoring and fire protection.
2. **Trade marks** – Scenarium.
3. **Sales 2007** – \$57 ths.

Company profile

Date of establishment – December 2004.
Description and value of capital assets – \$1 ths – office equipment.
Previous rounds of investments – initial investments and 100% of reinvestment of accumulated profit.
Signs of public recognition – the company is recognized as a valuable partner of Minsk exhibition centers.
Number of employees – 3 persons.

Structure of ownership

Legal entity (The Innovative association “Academtechnopark” of the National Academy of Science Republic of Belarus)	20%
Natural person (Koushner A.V.)	80%
Aggregate share of government property	20%

Team

Rak Olga Mikhailovna – Director, 25 y.o. Proactive and creative person, with strong communicative skills and ability to resolve complex problems. Higher education, University degree.
Rolich Oleg Cheslavovich – Technical Director, 31 y.o., PhD. Specialized in microprocessor systems development. Higher education, University degree.
Koushner Alexey Vasilievitch – Financial Director, 31 y.o. Higher education, University degree.

Production

The problem of distant monitoring and operations in complex conditions (ecological disaster, fire, incidents) will be solved by the mobile robot and control system. Product will be composed by modules, applicable for different purposes: mobile robot, special equipment module for fire protection, and system of distant monitoring and control.

Current state

At present, the company performs some R&D activities, delivers consulting and exhibition services, and performs some trade operations related to import of electronic components in Belarus.

Development strategy

Use of funds

- | | |
|----------------------------------|-----|
| 1. R&D | 70% |
| 2. Marketing | 20% |
| 3. Acquisition of current assets | 5% |
| 4. Other | 5% |

Prospective outcome of investment

Creation of industrial prototype of the system will be the result of investments.

Marketing & Markets

At present, the market of robotics systems is at early stage of development. Modular systems for various purposes can efficiently compete and penetrate to different segments. Total market capacity estimated at \$100 mln for the next 5 years. Planned market share – more than 10% of CIS countries market. Market penetration strategy will be based on a price leadership. The main promotion factor for new robot will be ability of distant work in unsafe conditions. Sales channels supposed to start from direct sales and next stage will be co-operation with already existing special equipment distributors. Currently, there is no portfolio of preliminary negotiations with potential customers.

Interaction with investor

The first stage of investments (the industrial prototype development) supposed to be realized with investor, for 25-45% share in the company. Further financing expected to be provided with current operations and new fundraising.

Financial characteristics, \$ thousand

Data	Facts			Forecast	Forecast with the investment required			
	2004	2005	2006	2007	2008	2009	2010	2011
Sales	9	18	27	36	88	539	1 041	2 043
Operating income	1	5	1	3	13	104	204	404