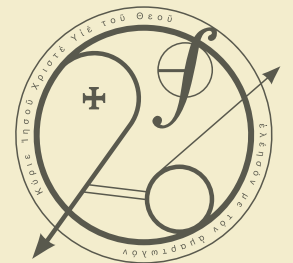


DESIGN
INCREASES
SUCCESS
RATE



EXAMPLE

APPLE = TECHNOLOGY + DESIGN



EXAMPLE

MICROSOFT = TECHNOLOGY + NO DESIGN



RESULT



**STRONGER BRAND
HIGH LOYALTY
WINNER**

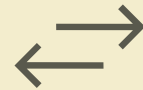
Microsoft[®]

**WEAKER BRAND
LOW LOYALTY
LOSER**

CLASSIC MODEL



VENTURE CAPITAL



STARTUP FOUNDER

Weak points and risks (in the Russian market)

- Startup founder may be a good developer of technology, but may lack in user-orientated solutions.
- Venture Capital risks more with no external expertise of the project developed.
- This may lead to a poorer prototype with lower success rates (*up to 50% less successful*)

UPGRADED MODEL



VENTURE CAPITAL



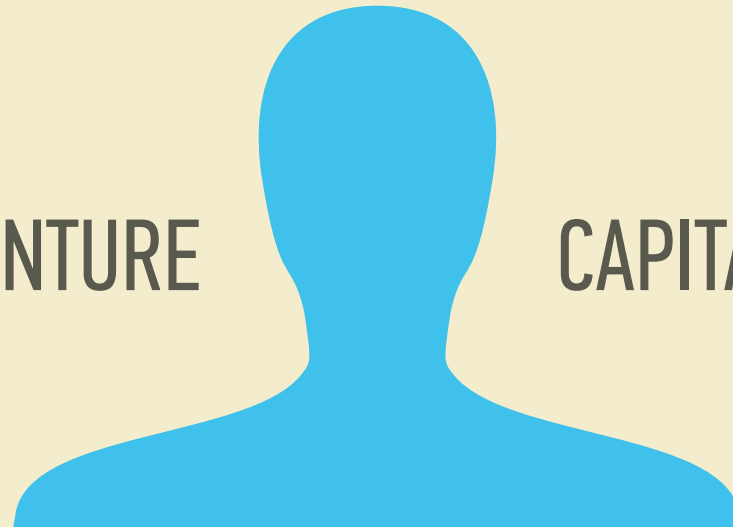
STARTUP FOUNDER



DESIGNING/
PROGRAMMING
EXPERT

UPGRADED MODEL

VENTURE



CAPITAL

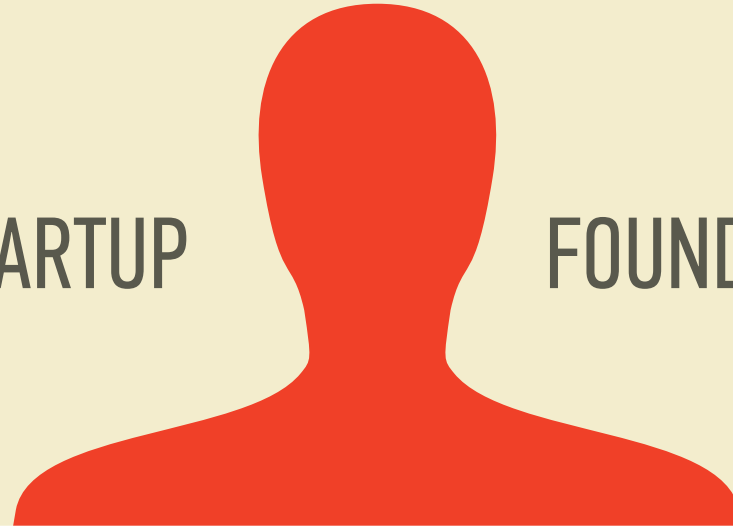
Benefits

(For the Venture Capitalist)

- Better output at the preliminary stage
- Increased success rate
- No extra expenses

UPGRADED MODEL

STARTUP



FOUNDER

Benefits

(For the Venture Startup)

- Higher chances of raising further funding (up to 70%)
- Higher chances of the future success (up to 80% in 5 years time)
- Shared implementation risks

UPGRADED MODEL

DESIGNING

EXPERT

Benefits

(For the Designing Expert)

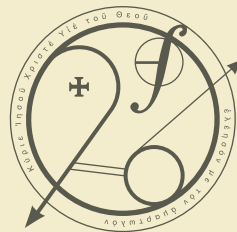
- Better developing results (they come when you develop from scratch)
- Better communication with both parts
- Optimal output for a low-cost project



STEVE JOBS WAS A GENIUS.

IF YOUR STARTUP FOUNDER IS NO GENIUS, WE'LL HELP HIM
BE CLOSE TO IT. FOR THE GOOD OF BOTH OF YOU.
AND YOUR MONEY.

WE MAKE IDEAS LIVE FOR THE PEOPLE. ENJOY.



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