

## Ingria Business Incubator (St.Petersburg, Russia) offers a unique soft-landing opportunities for those who wants to probe Russian market in a “safe mode”\*



### Use our soft-landing option before you decide to launch a company in Russia

#### Marketing support

- Project brief at Ingria site
- Discounted rates for partners' events
- Project news in the monthly newsletter
- Targeted e-mail mailout

#### Personal account manager

- Analysis of needs and planning of services

#### Infrastructure

- Fixed workplace in co-working space w/Internet access
- Access to partners (law, accounting, etc)
- Right to use the conference hall and negotiation rooms\*\*

#### Clients: special events and consulting

- Project brief booklet mailed out to potential clients
- Access to Tech Transfer center
- Individual meetings with clients

#### HR: special events and consulting

- Vacancies posted at Ingria site
- Vacancy show at city/university career days

#### Investors: events and consulting

- Targeted e-mail mailout to investors
- Venture Capital Day + coaching\*\*\*

#### Train&Develop

- Topical group “How to” consulting sessions

#### Did you know that:

... Nearly 25% of European high tech companies are interested in entering Russian market, because of its size and the current country's drive to modernization. However, differences in business culture and legislature hinder the process of seamless crossborder technology exchange.

*Nienschanz Group, analysis of 1000+ small tech companies in Finland, Sweden and Israel (2010).*

EUR400 per month

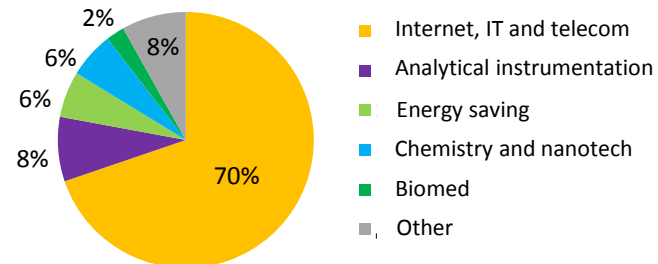
### 1. What is Ingria

**Ingria business incubator** is a right place for accelerated development of innovative projects.

#### Programs

- **Residency – program for tech startups:** assistance in search for investment, team building and development, search for strategic partners and clients, upscaling of business.
- **I2U (Ingria2Universities)** – partnerships with universities
- **Tech transfer center** – solutions for big industrials using technologies by Ingria affiliated startup companies
- **Turnkey Business incubator** – ready to use system of launching and managing a business incubator
- **Door to the world** – a program for the Russian startups to go global and for foreign startups – to soft land in Russia

#### Topical distribution\*



\* по данным на 01 января 2013 года

### 2. Results (since 2009)

**RUR940M**

Investments in projects



**RUR1162M**

Consolidated resident revenue



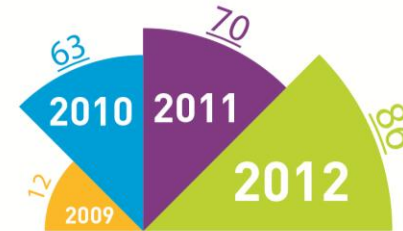
**Over 750**

Employees in the resident projects



**Over 80**

resident companies



### 3. Partners and clients

#### Partner companies



#### Partner universities



#### Clients of our residents

