STARTHUB.MOSCOW RESIDENTS

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Angry.Space

https://angry.space/

Focus: AdTech, PRTech

Product: Angry.Space is a brand-to-customer communication tool for social networks and messengers.

Market: B2B, B2G. Target Audience:
• Large companies managing their social network communications through in-house efforts. The solution enables companies to streamline communications in adherence to SLAs and control operators.
• Agencies catering to large and medium-sized businesses. The solution enables them to achieve more with less effort.
• SMBs. The solution provides them with a single account for managing all their social network activities.

How It Works: The user will be connected to all of her brand's social media accounts via a single Angry.Space tab. All messages, mentions, and comments will be coming in real time and displayed as a single feed. The user will be able to respond to posts, edit and delete messages, create tasks and designate responsibilities, assign tags, etc. without leaving the feed. The user-friendly interface together with collaborative functionalities and partially automated processes enable faster responses to customer requests and help improve overall employee efficiency.

Problem Addressed: The ongoing migration of companies to the online space has driven the need to form a convenient customer communication environment. Creating such an environment turned out to be challenging. Angry.Space saves companies time and money by enabling them to organize customer support in social networks and messengers in mere minutes. The operator doesn't need to go back and forth between multiple tabs and can collaborate with other team members while having a single view of all interactions with the customer on social networks.

Team:
• Nikolay Zhariy (CEO). More than 15 years of experience in designing and developing commercial applications. Took part in the development of high-load systems at RBC, mail.ru, and ivi.ru.
• Alexander Muzychenko (CTO). More than 10 years in the professional development of web apps based on PHP, Python, MongoDB, and other technologies. Has considerable experience of working with social network APIs.

Rang

Focus: AdTech, PR Tech

Product: A patient acquisition service. Rang helps clinics receive genuine positive feedback from patients and improve standing in rankings.

Market: B2B, B2G. Target Audience: Commercial clinics.

How It Works: Through SMS notifications Rang
• reminds patients to leave feedback;
• encourages satisfied patients to spend a few minutes on posting feedback, incentivizes them financially;
• accelerates problem resolution if the patient is unsatisfied.

Problem Addressed: Satisfied patients tend not to leave feedback.

Team:

• Oleg Chernov (CEO). 11 years in business, 10 years in internet marketing including the last 5 years in healthcare marketing. Helped clinics get new patients online.

• Artyom Bandin (CTO). A Bauman University engineering grad with 12 years of experience in developing web apps, analytic solutions, and BI systems.

Toweco

Focus: MarTech, AdTech, PRTech

Product: A solution for monitoring internet feedback posted via mapping and location-based services, consumer review sites, specific platforms, and social networks. It also enables feedback acquisition through the use of QR codes at points of sale. Toweco is one of the three companies worldwide and the only one in Russia focused on identifying bogus feedback. Toweco's current precision rate in revealing fake reviews is 84%.

Market: B2B2C, SMB. Industries served: HoReCa, retail, public catering, healthcare, tourism, banking, automotive dealerships, and any industry involving operations at offline locations.

How It Works: Toweco monitors internet comments by continuously scanning (once every 3-5 minutes) popular maps (Yandex, Google, 2GIS), review sites (Otzovik, iRecommend, Flam, Yell, Zoon), industry-specific resources (Tripadvisor, Afisha, Foursquare, DocDoc, Prodoctorov, Banki.ru, Booking, Hotels, etc.), and social networks (VK, Facebook, Instagram).

New reviews and comments are immediately visible in a personal account enabling its owner to post replies and access stats and analytics in one tab. Notifications appear in the owner's Telegram channel and email inbox.

Offline feedback collection is processed via QR codes. The client scans the code, leaves feedback, and sends it to a responsible employee. Thanks to Toweco, a third of conflict situations gets solved before the client leaves the point of sale and leaves a negative comment online.

Problem Addressed: Toweco enables the user to monitor and respond to new comments from a single account and eliminates the need to switch back and forth between multiple sources. It also simplifies control over employee or agency response to online feedback and makes changes in rankings instantly visible. The AI-based solution recognizes review texts according to five aspect groups: Kitchen, Bar, Service, Interior, Venue Overall.

Team: Evgeny Belavin (CEO). 10 years in sales, over 300 million rubles raised for various projects

The AI technology enabling the detection of bogus reviews was designed by a specialist who previously worked in a UK startup focused on revealing fake news. The startup received a grant from Google.

Adcar

adcar.me

Focus: AdTech, Machine Vision

Product: An online solution enabling the customer to place road signs, personalized messages and smart ads on taxi cabs' rear windshields.

Market: B2B, SMB, B2G. Advertisers, public transportation authorities.

How It Works: A semitransparent LED screen is mounted on the inside of a cab's rear windshield. Enhanced with computer vision and automatically managed online, Adcar will demonstrate targeted ads to owners of cars following the cab (showing different content depending on the chosen time, the cab's route, or even specific cars behind the cab).

Problem Addressed: There is a need for new media and a more targeted approach in outdoor advertising.

Problem Addressed: 5 people.

Waadsu

WALKING ADVERTISING SURFACE

Focus: AdTech, MarTech

Product: The Waadsu platform will help city residents earn additional revenues and combine work and studies while wearing an LED backpack. The new format of placing advertisement on LED backpacks overcomes the barrier of "banner blindness" and addresses the shortage of ad space in high-traffic locations.

Market: B2B, B2C. Target Audience:
• Delivery agents, students, office workers, promoters;
• Everyone who needs an extra income;
• Media groups;
• Advertising agencies;
• BTL agencies;
• Customers eager to advertise at specific locations but not wanting to wait for vacant spots.

How It Works: Anyone can connect a backpack to our platform via the app. Advertisers can automatically launch their ads in the locations of interest through the web interface.

Problem Addressed: A money earning opportunity for anyone with a backpack. For advertisers, it's a way to beat "banner blindness" in outdoor advertising.

Team:
• Alexander Gorokh (CEO), has more than 20 years of managerial experience, owns 3 companies. Collaborated with Nike, DC, Berton, and other companies.
• Alexander Anisimov (CTO), has more than 15 years of programming experience in top gaming companies (Realore, JoyBits).
• Sergey Kuznetsov (Advisor), has more than 30 years of diverse IT experience in top companies including Facebook, BBM Channels, and others.

Sales Chain

SalesChain

Focus: FinTech, CRM

Product: SalesChain enables banks to work profitably with a large number of independent agents. SalesChain makes banks more attractive to agents when the latter need to choose where to submit a client's application form for a banking product. The platform earns a commission from all agent transactions.

Market: B2B2C, SMB. Target Audience:
- Banks
- Insurance companies (in the future)
- Leasing companies.

How It Works: SalesChain is a platform for banks that automates agent and partner channel operations while improving their efficiency and speed. Based on a transactional model, the system earns 27% from the commission paid to the agent.
On the one hand, SalesChain is a system for managing agents. On the other, it's a system that drives down the price of agent onboarding, because all agents want to work in a transparent system, promptly receive feedback to their submissions, and see payments made to them.

Problem Addressed: Managing agents is complicated, onboarding them is expensive.

Team:
- Alexey Maisterenko (CBDO), 15 years of top managerial experience in the banking sector.
- Olga Bernatskaya (Project Leader), 15 years of HR management experience in large banks and manufacturing enterprises.
- Ivan Yaremchuk (CTO), over 10 years in IT development in the finance sector.

Metrics: As of February 2021, more than 6,500 agents had been connected to the system.

Smartan

Focus: FinTech

SmartAn

Product: SmartAn (SmartAnalytics) is a platform for assessing the financial status of contractors by means of gathering and analyzing data from accounting systems and business applications. The platform helps financial and trading companies quickly make informed decisions on collaboration with specific contractors based on insights from large volumes of financial data.

Market: B2B. Target Audience:
- Banks providing loans to legal entities (enterprise and SMB segments);
- B2B trading companies providing deferred payment options (trade finance);
- Companies operating on consignment agreements with client databases of 1,000+ contractors;
- B2B trade marketplaces;
- Factoring companies;
- Leasing companies.

How It Works:
• Data sharing. SmartAn connectors enable the user to import data either in the Data Room or in a safe environment of the Auditing party.
• Analytics. The platform collects, analyzes, and checks the quality of financial data. It also enables the user to consolidate financial reporting.
• Outcomes. SmartAn's web and API interface provides a set of required reports, enables the pre-scoring of contractors, and visualizes outcomes.

Problem Addressed:
•For banks: it enables them to issue loans to new business segments thanks to faster operations and cost savings (of 30 million rubles a year per 1,000 loan applications). Banks also see fewer repayment risks due to the regular monitoring of debtors' creditworthiness and solvency.
• For trading companies: it enables them to earn on par with banks via the provision of paid-for deferrals and loan products to contractors and thus doubling net margins.
• For all: adding structure to the process of financial assessment for existing contractors.

Team: Maria Mikhailenko (CEO), a serial entrepreneur with more than 12 years of experience in the banking sector. Jointly with colleagues from the Central Bank of Russia worked on the localization of Basel IRB requirements. In 2018, she was honored with the Digital Frontier Woman Award at London FinTech Week.

iCash

icash.ru

Focus: FinTech

Product: : A next-generation Russian online payment processing terminal (hardware and software).

Market: B2B and B2G.

How It Works: We have developed a terminal based on Russian microelectronic components and created a unique ecosystem of payment processing and POS equipment. Setting up the terminal doesn't require any professional assistance as it can be easily handled by the user.
In just a couple of clicks iCash can be integrated with 1C, IIKO, Poster, R-Keeper, and other systems. It also supports the Chestny Znak product labeling and tracking system. The solution comes with its own ERP and an open API enabling integration with any systems.

Problem Addressed: Launching a payment processing solution and integrating it into a company's ecosystem takes a lot of time and effort.

Team: 20 key employees, the core team has over 15 years of experience.

Kub24 FinDirector

Focus: FinTech

Product: : An online management accounting service that helps business executives and owners streamline financial reporting and identify growth points based on company data.

Market: B2B. Target Audience: SMBs with monthly revenues between 3 and 100 million rubles.

How It Works: The solution automatically downloads data from banks, fiscal data operators, 1C, CPM, internet acquiring providers, Yandex.Direct, Google Ads, FB, VK, and Excel. It converts the data to a single format and generates finance, marketing, sales, and product reports. The user receives charts, dashboards, smart reports, end-to-end analytics, growth forecasts, and recommendations on cost reduction and profit improvement.

Problem Addressed: Large volumes of data in various programs and services are hard to gather in one place. Many entrepreneurs lack financial management competencies. The solution enables entrepreneurs to access complex management reports online.

Team:
• Alexey Kuschenko (CEO, co-founder, product manager);
• Arslan Khakimov (CTO).
The total team consists of 18 employees.

RADAR

Focus: FinTech.

Product: RADAR is an automated integrated solution enabling banks and other financial organizations to open accounts for small and micro business customers.

Market: B2B and B2G.

Target Audience:
• Banks: The system enables them to open business accounts, approve loan deals, and provide other banking services.
• Corporations: The system enables them to completely automate the signing of contractor agreements in accordance with existing internal regulations.
• City governments: The system automates all contractor interactions – from initial applications to final contracts.

How It Works: The system enables any bank's customer to fill a business account application form, submit it together with accompanying documents, and receive a response online. Individual entrepreneurs and other legal entities also benefit from the full automation of the agreement signing procedure: they can submit applications and relevant documents via personal accounts and undergo a set of automated regulatory clearances (by the Federal Taxation Service, the Federal Bailiff Service, the Federal Register of Bankruptcy Records, and the Ministry of the Interior).

Problem Addressed: High internal costs associated with agreements signing, challenges with the centralized control of these operations. Close to 100,000 legal entities and individual entrepreneurs are registered in Russia monthly, with each of them submitting business account applications in 2-3 banks.

Team: Key members: a core of 10 employees with over 15 years of experience in the banking sector (Deutsche Bank, VTB, Zenith) + 3-5 contractors for high-load seasons.

ИННОВАЦИОННЫЕ ФИНАНСОВЫЕ РЕШЕНИЯ

Fincase

FinCase

Focus: FinTech, PropTech, AI.

Product: FOND is an AI/ML-based solution enabling the user to identify appealing real estate properties and analyze their short- and long-term investment potential.

Market: B2B. Target Audience:
• Large mortgage and corporate banks;
• Brokers and developers;
• Real estate management funds;
• Analytic agencies.

How It Works: The identification of investment-worthy properties is based on precise calculations of their market value. FOND is integrated with a top Russian scoring system for commercial and residential properties.

FOND's main objective is to calculate real estate property indicators sought after by market professionals: the highest and best use (HBU) of a property, its resale value, capital investment efficiency rate, and a long-term forecast for infrastructural changes.

Problem Addressed: FOND identifies investment-worthy properties and helps maximize returns on investment.

Team: The team consists of 7 people.
• Dmitry Tsyplakov (CEO and product owner) has a 6-year experience of Agile IT product management with Russian and international teams. At the age of 18 he raised $1 million in investment.
• Maxim Bobyrev, MBA (founder and mentor) has been in the property appraisal business for 10 years and 6 years in the property technology sector.

Banker

Focus: FinTech.

Product: Banker is a collective investment platform for SMBs fulfilling government contracts as well as for funding commercial real estate projects. It is a funding marketplace.

Market: B2B, B2C. Target Audience:
• Legal entities involved in government procurement contracts;
• Legal entities that receive real estate secured loans.

How It Works: Lenders and investors can provide loans to small businesses, while the latter receive a convenient tool for raising funds. Investors get monthly repayments. There are plans to introduce financial risk insurance.

Problem Addressed: When the client starts fulfilling a government contract and requires a loan, the client experiences a cash gap. The solution enables the client to bridge the gap.

Team: The team consists of 10 people. The founders have significant experience in offline lending.

Beorg

Focus: RPA, Machine Vision, OCR, AI.

Product: Beorg is a service for document recognition and image digitization in corporate business processes.

Market: B2B, B2G. Target Audience:
• Government customers ~ 60%;
• Large corporate customers with large workflows ~ 30%;
• Retailers, integrators ~ 10%.

How It Works: Beorg is SaaS solution combining a cascade of specialized neural networks with a professional crowdsourcing platform (more than 50 thousand registered users). It processes more than 10 million documents containing personal data per month as well as more than 30 million other documents. The platform's processing accuracy rate exceeds 99%. It can handle various types of documents, such as passports, HR and accounting documents, manuscripts, fragile and historical documents, technical archives, etc.

Problem Addressed: Routine employee operations pertaining to manual data extraction from hard-copy documents. Data processing speeds and data integration into information systems. Archival data preservation and digitization.

Team:
• Georgy Zuyev (founder) has successfully launched an innovative graphics and video processing and recognition software.
• Alexander Korobov (business development director) has prior experience with launching and expanding IT, finance, and security projects.
• Anton Kolosov (project architect) is responsible for software design and developer team management.

Printum

Focus: RPA, AI.

Product: An AI-enhanced multivendor print management system.

Market: B2B, SMB. Target Audience:
• Service centers, managed print and cost per copy service providers;
• State corporations and government institutions;
• Geographically distributed organizations (banks, retail chains, universities, hospitals, construction/logistics/manufacturing companies) with the office headcount of more than 150 employees.

How It Works: We digitize all the print processes "as is," fix the current cost per copy, manage print processes, and begin to adjust the current price to benchmarks:
• Our CV technologies analyze all the documents sent to print. With text documents our algorithm reduces toner consumption by 20-30% on average.
• We choose consumables that ensure the lowest possible cost per copy.
• We delete empty pages in documents and selectively apply automatic double-sided printing to reduce paper consumption.
• We identify devices that are reasonable to replace with alternatives including subscription-based ones.
• We drive down the need to seek assistance from service engineers.
• Safe and accountable practices help reduce unauthorized printing and ensure data integrity and confidentiality.

Problem Addressed: Import substitution. High printing costs – Printum helps save up to 15-20%. Price dumping and subpar service provision in procurement contracts under federal laws 44 and 223 FZ. The absence of transparency (no understanding of what hard-copy peripherals and in what quantities are available at the company, which cartridges have been purchased and which ones are really needed, etc.).

Team:
• Dmitry Dvoinikov, an entrepreneur with over 10 years of experience in the print service industry;
• Dmitry Shesterkin, 8 years of experience in software development;
• Alexander Nikolich, 4 years in machine learning and data science, a lead classifying systems developer in Mars.

RoboVoice

Focus: RPA, PRTech

Product: A platform for designing and launching robotic communications to help large and medium-sized B2C companies address the issues of availability, timeliness, completeness, and omni-channel reach of communications. RoboVoice helps customers improve performance in marketing, lead generation, sales, technical maintenance, and customer relations operations.

Market: B2B, SMB. Target Audience:
• large and medium-sized B2C companies;
• companies with large customer databases and requiring regular customer communications.

How It Works: RoboVoice's key advantage lies in the possibility to quickly set up any customer scripts for any channel of communications thanks to:
• integrated approach (script- and intent-based);
• visual dialogue kit;
• library of scripts;
• in-built mechanism of intent creation and exchange;
• in-built machine learning tools;
• CRM-ready connectors;
• messenger-ready connectors for all popular messengers;
• marketplace of ready dialogue scripts;
• RoboVoice's own integrated virtual PBX.

Problem Addressed:
• High costs of a traditional call center for all communication channels;
• Inability to scale resources for quickly changing workloads;
• Losses pertaining to operator downtime when workloads drop;
• Human factor: errors in dialogues, deviations from the script, incorrect communications, errors with the post-processing of calls and entering results in the database.

Team: 25 employees

Metrics: The annual revenue for 2020 comprised 60 million rubles.

SOICA

Focus: RPA, Machine Vision, OCR.

Product: A platform for accelerated document processing and analysis.

Market: B2B, B2G. Target Audience:
• Large corporations;
• Directors of shared services;
• CFOs;
• Innovation directors;
• Chief accountants.

How It Works: The platform enables the extraction and analysis of target data from any documents. It is designed for organizations that generate over 100,000 pages of documents per year and want to improve the quality and speed of data processing while driving its cost down.

Problem Addressed:
• High costs of manual data processing per document;
• Linear cost growth: the more documents a company has to process, the higher are its costs;
• Low quality of services due to slow data processing.

Team: 8 employees.

DOKIBOT
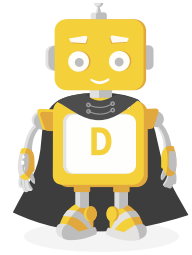
Focus: RPA, ML.

Product: This is a robot that acts as a sales support representative. It requests, collects, and analyzes documents submitted by customers. 10 times faster than its human alternative. Twice cheaper. 24/7.

Market: B2B. Target Audience: Companies with large document volumes.

How It Works:
• For auditor companies. Their challenge is to "quickly" compare accounting registers with scans of initial documents and avoid the consequent loss of clients in peak load periods.
• For development companies. Their challenge is to collect pre-mortgage documents from clients (30% of realtors' working time) without wasting time on routine operations.
• Leasing companies (automotive). Their challenge is the same as that of development companies.

Problem Addressed: Too much time and resource wasted on the verification of clients' documents.

Team: 5 employees.

MultiSay

Focus: RPA, PRTech

Product: A product for the automation of customer services via messengers. It is designed to improve net promoter scores (NPS), services, and customer experience in automated channels.

Market: B2B. Target audience: Retail, E-commerce, HoReCa (with headcounts from 3 to 300 employees).

How it works: The client scans a QR code or clicks a link, chooses an instant messenger, and connects to a chat bot to receive services or communicate with a customer service manager. The latter works in a single tab responding to customer questions and comments coming from various messengers.

Features:

- Customer acquisition. One-click connection via any messenger, with no need for customers to provide names and email addresses, enabling up to 82% conversion rate from cold ads.
- Operations. Order processing integrated with CRM, payments via messengers, AI-enabled event initiation and population.
- Retention. Feedback collection, awards for loyalty, useful content, company news, honor badges and awards, service upgrades.
- Return. Automatic birthday messages, reminders to place a new order based on the average repeat order frequency, virtual medals for loyalty.

Problem addressed: It's hard to communicate with customers in multiple channels simultaneously and avoid losses of information.

Team:
- Maxim Kotov (CEO);
- Maxim Girya (CFO);
- Maxim Ziborov (CMO).

Implesol
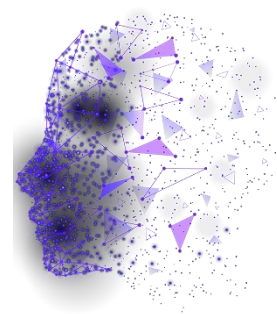
Focus: RPA, Speech Recognition.

Product: A speech analytics and chat bot platform.

Market: B2B, B2C. Target Audience:
• outsourced contact centers;
• in-house contact centers.

How It Works: The system generates on-screen prompts for operators during their conversations with customers. It saves time on operator training, speeds up response and improves accuracy for operators and NPS clients.

Problem Addressed: Training operators takes a lot of time. Their speed and accuracy of responses leave much to be desired.

Team: 2 people with experience of working for Russia's top 4 IT and telecommunication companies.

Tsifrovoi Dvoinik

Focus: RPA.

Product: A platform for assembling digital twins of an organization (DTO) to understand its processes and identify bottlenecks.

Market: B2B. Target Audience: companies with more than 50 employees, departments of large companies.

How It Works: In 2-3 weeks, the platform helps companies with a headcount between 50 and 2,000 employees to diagnose operational processes in troubled areas and find ways to improve performance.

Features:
• enables the making of integrated operational business models of organizations in 2-6 weeks;
• cross-functional and end-to-end business processes are structured into single-role workflows;
• supports automated entry of structured source data of a business model by employees of the organization that is being modeled;
• enables automated generation of cross-functional and end-to-end business processes;
• enables the analysis of automatically generated cross-functional and end-to-end business processes by means of an embedded imitation modeling subsystem.

Problem Addressed: It's hard to understand what is happening within business processes and which of them have bottlenecks, especially when the company is growing, and its headcount exceeds 50 employees.

Team: 1 founder, 5 employees.

Fabrika.cloud

Focus: RPA, 3D printing.

Product: An ML-based online service for parts manufacturing with instant price calculations.

Market: B2B. Target Audience: Any manufacturing companies, the current focus is on car manufacturers.

How It Works: The company leverages ML technologies to analyze a customer's 3D model and find the best price-performance parts manufacturer for the job. Featuring turning and milling, 3D printing, and silicone casting operations.

Problem Addressed: Fabrica.cloud reduces cost calculation times for prototyping and serial manufacturing from several days to mere minutes.

Team: The team includes a technologist, an ML programmer, developers, and the founder who is also responsible for marketing and communications.

CERA Marketing

Focus: RetailTech, RPA, Machine Vision.

Product: CERA (Cera Retail Analytics) is a CV- and AI-based system for automated retail store monitoring. Key monitoring areas include Shelves, Cash Register, Entrance/Exit, and Loading/Unloading Area.

Market: B2B, SMB. Target Audience: Retail, HoReCa.

How It Works: CERA is an integrated modular client-server app composed of the following modules (as separate products): Shelves, Cash-Register Area, Entrance/Exit Area, and Loading/Unloading Area. The app is designed to collect and process statistical data from customer surveillance cameras and the CERA products.
Prompt notifications on in-store activities are sent to respective customer messenger and email accounts as well as to warning devices.
Reports on in-store activities are accessible via the app's intuitive interface both locally (to the store employees) and centrally (through a central reporting and management server covering the whole retail chain).

Problem Addressed: Shrinkage and human error are among the most common reasons for retail loss. Automated solutions enforcing control over key in-store revenue generating areas can help address the problem and increase turnover by 2-5%.

Team: 21 employees covering all software development, ML, sales and product development competencies.

SMARTPOSM

VITRINA A
ADVERTISING GROUP

Focus: RetailTech, Machine Vision.

Product: Brand and product promotion through in-store customer behavior and emotion analysis.

Market: B2B, B2G, manufacturing, retail and education.

How It Works: SmartPOSM is an appliance composed of a camera and a mini-PC and is designed to capture target objects, identify their key properties, form statistical databases, build management dashboards, and generate reports for business intelligence. SmartPOSM is an integrated solution for showrooms to enable personalized customer experiences.

Problem Addressed: The acquisition of relevant stats to ensure optimal retail product display and brand positioning.

Team:
• Vadim Kulikov has more than 25 years of experience in innovation and invention; a serial entrepreneur and the founder of Vitrina A.
• Victoria Popylkova, PhD, CEO of Vitrina A Group, has 20+ years of experience in the industry.
• Pavel Karaulov, MBA (ADL SOM, Boston, MA), is the company's CFO and CEO. He is the founder of the retail brand DIVIZION and has more than 25 years of managerial and entrepreneurial experience.

Kitchenet

Focus: RetailTech, E-commerce.

Product: An aggregator of kitchen furniture manufacturers.

Market: B2B2C. Target Audience: Kitchen furniture manufacturers and retail customers (homeowners).

How It Works: A one-stop shop for all kitchen manufacturers and a service for planning kitchens with the assistance of a professional designer. The latter picks pieces of furniture from different manufacturers, while the customer can see the price for every piece and replace it with a less expensive option when needed.

Problem Addressed: Eliminates the need to shop around multiple furniture salons with the same kitchen specifications.

Team: 6 employees including:
• Semyon Pribylov (CEO), 10 years in managing sales departments including 4 years in SMB integrated consulting;
• Oxana Fakiro (chief designer), 20 years of experience in the kitchen furniture business including opening turn-key subsidiaries and collaboration with international manufacturers;
• Mikhail Lazarev (sales director), 23 years in heading sales of large manufacturing enterprises; designed and implemented development strategies, managed marketing and sales in companies with 300M-20B in annual revenues, 100-4,000 SKUs, teams of up to 12,000, and directly supervised up to 100 employees;
• Anna Kovaleva (technologist), 19 years of experience as a kitchen furniture technologist.

SES team

Focus: RetailTech.

Product: A service platform enabling customer inquiry registration, task delegation, customer satisfaction, SLA and labor productivity control.

Market: B2B. Target Audience: Large enterprise customers (groups of companies).

How It Works:
SES Team is a Russian online service that combines:
• a convenient web store enabling end users to purchase goods and services;
• GSV specialists' consulting experience in process management in accordance with CobIT, ITIL, and ISO;
• an asset lifecycle management service;
• a multi-channel message processing service (email and messenger apps);
• integration with monitoring systems for various equipment, operating systems, and application software.

Problem Addressed: Customer inquiry registration and control.

Team: 2 employees + 3 founders with technology and sales backgrounds.

Smart4Buy

Focus: RetailTech, MarTech, Machine Vision.

Product: Smart4Buy is an interactive point-of-purchase system/terminal for brick-and-mortar stores. Thanks to modern technologies, the system communicates with the customer on a new level by analyzing his/her needs and identifying whether the customer has picked a product off the shelf after interacting with the system.

Market: B2B, retailers, FMCG manufacturers.

How It Works: The system includes an interactive terminal mounted on the shelf next to the promoted product or group of products. The system is capable of identifying the result of its interaction with the customer, whether the latter has picked a particular product off the shelf and what exactly in the system-customer dialogue has had an impact on the customer's final decision. These capabilities facilitate a different approach to planning and executing marketing campaigns.

Problem Addressed: Enabling an in-store near-the-shelf dialogue with the customer while the latter is making a decision on purchasing provides retailers and FMCG companies with an opportunity to improve their product marketing outcomes. In a matter of two clicks, companies can provide retail shoppers with needed product information and gather their opinions. The system helps track key marketing performance indicators and enables the user to adjust marketing strategy as needed without reducing the price of the promoted product.

Team: 4 people. The founder and project leader has been working with customer feedback systems since 2009.

Merusoft

Focus: PropTech, Machine Vision.

Product: An office space management system enabling desk and office space booking.

Market: B2B. Target Audience: Business centers, corporate coworking spaces.

How It Works: Smart Office is a software and hardware suite for booking desks, offices, meeting rooms, business and other services in corporate coworking spaces. Employees can access needed functions through the dedicated app and web portal. The suite can be integrated with other solutions in the customer's ecosystem.

Problem Addressed: Helps cut property rental costs by reducing fixed workspace. Optimizes the use of meeting rooms. Improves employee discipline.

Team: 10 people including 3 employees responsible for business development and sales and 7 employees in charge of technology (development, implementation, and support).

Prodom

Focus: PropTech.

Product: Prodom is a platform enabling interaction between residents and management companies.

Market: B2B, B2G. Target Audience: Management companies, homeowner associations.

How It Works: Prodom helps management companies become more technology-savvy and build trust with homeowners.

Products of the platform:
• Residential app;
• CRM system for managing properties;
• Maintenance service app;
• E-payment processing app;
• Automated debt collection solution;
• Billing solution.

Problem Addressed: Too much resource is spent on debt collection, billing, resident and renter inquiry processing.

Team: 8 people including CTO and CEO with entrepreneurial experience.

Office Cube

Focus: PropTech.

Product: A chain of partner coworking venues enabling subscribers to work in preferred locations. The company earns on the difference between the retail price for the customer and the wholesale price provided by a partner.

Market: B2B. Target Audience: Large companies with 500+ employees and offices in Moscow and other large cities.

How It Works: The solution bundles access to multiple venues via a single platform and subscription model. A company employee can choose the nearest coworking venue and work there as long as needed. The company pays only for the time the employee has actually spent at the venue.
Value: The solution enables companies to optimize property rental costs while providing their employees with an opportunity to work in any location convenient for them and thus boosting their loyalty. Companies pay only for the actual use of office space.

Problem Addressed: Office space is expensive, employees don't like long commutes to work.

Team: 8 people including 3 partners responsible for sales, support, and venue relations.

Tango.Vision

Focus: PropTech.

Product: The Tango.Vision platform enables the creation of interactive maps of real estate properties. It is also an office space booking and management system.

Market: B2B, B2G. Target Audience: Large businesses, retailers, shopping centers, and manufacturing facilities.

How It Works: The platform generates interactive maps of real estate properties and can be implemented as a subscription-based on-premise or on-demand solution. Services:
• Building layout, reporting and control;
• Operational risk mitigation through greater transparency and operational efficiency improvement;
• Context-aware digital ads for visitors and renters.

Problem Addressed: Helps manage commercial, residential, and industrial properties by ensuring transparency and enabling quick reporting.

Team:
• Pavel Shershnev (CEO), 20 years of experience in IT development including 6 years in CitiBank. Tango.Vision is his 5th startup.
• Maria Yudintseva (COO), an IT project manager with 6 years of experience in the energy infrastructure domain.

Plannerix

PLANNERIX

Focus: PropTech.

Product: Plannerix is a landscape and interior design generator. It automatically generates and personalizes designs based on available products and budgets.

Market: B2B. Target Audience: Realtors, developers, property classifieds.

How It Works: Plannerix creates and visualizes digital twins of real estate properties (2D and 3D models) based on the seller's source data and enables the potential buyer to see the furniture and equipment arrangement. Plannerix can also be integrated into the client's site as a white-label solution.

Problem Addressed: It's hard to understand what a particular interior setting looks like or what specific furniture or equipment will look like in a particular interior setting.

Team:
Engineers with a science background. 5 staff employees and 12 freelancers.
• Alexey Sorokin (CEO) is an author of design automation algorithms with 20+ years of experience in heading interior design firms.
• Alexander Kachur is an AI/ML expert, data scientist, and mathematician. He is the founder and CEO of the BestFitMe and AIPictor startups.

ClimateGuard

Focus: PropTech, GreenTech.

Product: An integrated climate monitoring platform based on proprietary modular climate sensors.

Market:
• B2C – people who take good care of their health, young parents, radio enthusiasts;
• B2B – farms, shops, warehouses, developers, manufacturing sites, offices;
• B2B2C – offices;
• B2G – social facilities, environmental monitoring agencies.

How It Works: ClimateGuard collects data on any climate parameters in any combinations and in any conditions. After it has been processed on a cloud server, the data is delivered to the user's personal account, mobile app, alert system, and to external information systems.

Problem Addressed: Climate monitoring, climate threat detection, bad home and office climate.

Team: 12 people including the CEO, an analyst, a lead engineer, a lead designer, 3 engineers, 3 developers, and 2 UI designers.

CheckAdvisor

https://checkadvisor.ru/

Focus: PropTech, RPA.

Product: CheckAdvisor is an automated construction, engineering, and fire safety cost calculation and optimization platform. It is the only Russian platform of that kind that also enables one-click purchasing of required products and materials.

Market: B2B. Target Audience: Construction, electric installation, and engineering organizations.

How It Works: Everyday hundreds of thousands of employees in bid, estimating, and procurement departments calculate specifications and costs while having to manually enter data from a range of sources into an Excel spreadsheet. The time it takes ranges from hours to days. With CheckAdvisor it takes just a few minutes.

Problem Addressed: CheckAdvisor saves time by enabling one employee to do the job that otherwise would require the efforts of three people.

Team: 12 people.
• Iliya Yankovoi (CEO) has 8 years of business management experience in the fire safety industry. He holds an MBA from RANEPA.
• Nikita Yankovoi (Deputy CEO) has 15 years of sales experience. He is also the head of LLC Chastnaya Pozharnaya Okhrana and Nirmax.
• Nikita Severinov (CTO) has 10 years of experience in the development of high-load solutions. He has co-developed a number of mobile apps including Delimobil, US Medica, Enclave, Musix, Vocalix, and FaceX.

Dronoport HIVE

Focus: PropTech.

Product: Dronoport is a UAV base station. It is a fully autonomous robotic solution enabling automated drone flights without any operator assistance.

Market: B2B, B2G. Application: Construction, mining, energy, security, topography.

How It Works: The automated all-weather all-season autonomous station with a robotic manipulator replaces batteries without recharging. It enables continuous monitoring at construction and mining sites and gathers analytical data in the plan-vs-fact format wit the help of orthophotomapping, photogrammetry and laser scanning functionalities.

Problem Addressed: Dronoport HIVE enables the user:
• to carry out regular UAV flights (up to 20 flights daily);
• to assign flight missions on after-business hours;
• to assign a new mission 3 minutes after landing;
• to receive monitoring data in real time;
• to optimize regular flight and monitoring costs.

Team: 8 people, a strong tech team with a plethora of experience in the industry.

Greenvent

Focus: PropTech.

Product: A home ventilation solution based on the automation of fresh air valves.

Market: B2B, B2C. Target Audience:
• Developers (to enable more comfortable residential offerings and meet air circulation requirements);
• Private individuals (tenants of multi-apartment buildings, cottages, and small offices).

How It Works: The system consists of an air intake device (a smart window-based fresh air valve) and an air extractor (a smart fan) and can be enhanced with other devices (humidifiers, air washers, heating controllers, etc.).

Problem Addressed: Ventilation through an open window or other systems may fail to ensure a continuous air intake and can cause discomfort for the tenant. Such ventilation leaves the tenant vulnerable to outside noises, smells and emissions, and doesn't really work in the summer time and in between seasons.

Team: Pavel Kuzyutin (CEO and founder), 7 years of sales experience in Danfloss.

DiWo Smart Hard Hat

Focus: PropTech.

Product: DiWo Smart Hard Hat is a personal tracker for employees of construction/mining/energy and other companies. The tracker is mounted into a hard hat.

Market: B2B. Target Audience: Companies with enhanced safety requirements (construction, road maintenance, energy, manufacturing organizations).

How It Works: The tracker is a personal IoT device that tracks employee indoor and outdoor location, monitors environment, tracks specific activities (motion, steps, rest), identifies accidents (collisions and falls) and is equipped with an assistance request system.

Problem Addressed:
• We address the issue of remote employee location and activity monitoring and thus enable improvements in work scheduling and performance.
• We address the issue of non-compliance with hard hat requirements and thus reduce the risk of workplace injuries.
• We address the issue of timely notification on possible occupational accidents and thus mitigate the consequences of emergencies.

Team: 8 top-notch professionals covering all areas from sales to software development. Key Specialists:
• Mikhail Leontiev (CEO, co-founder), 25 years in the software development industry;
• Alexander Blyablin (co-founder, sales manager), a post-graduate MSU student of geo-information systems;
• Dmitry Sadchenko (co-founder, software architect and lead developer), 20 years of experience in the development of geo-information and monitoring systems;
• Andrey Safronov (full stack developer), a specialist in mathematical algorithms and machine learning;
• Alexey Omelchenko (embedded developer), a circuitry engineer and board designer with 30 years of experience in electronic engineering.

VARIANT

Focus: PropTech, VR.

Product: VARIANT is a VR/AR visualization platform for the construction and furniture industries.

Market: B2B. Target Audience: Construction, interior design, manufacturing, and retail organizations.

How It Works: The VR/AR platform enables full-fledged interior design projects by providing tools to size and visualize furniture and accessories in specific interior settings.

Problem Addressed: Challenges with the sizing, technical specifications, and sales of custom furniture and its visual presentation.

Team: 35 employees, a spin-off of another business.
• Dmitry Bulgakov (co-founder, product owner), 20 years of experience in the construction and furniture industries;
• Mikhail Kalanchekayev (co-founder), an expert in sales, marketing, and TV content production.

MoiSklad24

Focus: PropTech.

Product: Integration of amoCRM with MoiSklad .

Market: B2B, SMB, 10,000 Russian e-commerce stores. Target Audience: Users of MoiSklad, i.e. small businesses with 20-30 employees involved in sales and to a much lesser degree in manufacturing. Small online stores.

How It Works: The solution automatically synchronizes orders between amoCRM and MoiSklad thus saving time and eliminating manual entry errors and duplicates in the two systems. Customer employees operate in a one-stop shop mode instead of going back and forth between the CRM and accounting systems.

Next Stage in Product Development: A complete CRM solution for online stores.

Problem Addressed: Manual entry challenges and data integrity.

Team: 4 employees and 1 founder. A spin-off from another business focused on the implementation and improvement of amoCRM.

Icowork

Focus: PropTech.

Product: A marketplace of flexible workspaces. The service enables the user to book and pay for an office, desk space, or meeting room in coworking centers and hotels.

Market: B2C, B2B. Target Audience: Self-employed individuals, companies.

How It Works: B2C. Our marketplace features all high-quality coworking sites available in Moscow. The user can browse, compare, book offerings, pay for them, or leave a request to arrange a viewing.
B2B. Companies set up accounts to track employee activities and attendance and pay for the workspace used accordingly. Within pre-agreed quotas, employees can book any location.

Problem Addressed: B2C. Comparison shopping for workspaces takes a lot of time, and it's not always possible to book them online.
B2B. Growing companies need an opportunity to quickly onboard new employees without spending much on new offices and committing to long-term leases. Others want to slash office expenses by providing employees with flexible workspaces.

Team:
• Beniamin Khaninayev (CEO), 6 years in commercial property consulting at JLL;
• Gennady Migirov (CTO), 22 years in IT – from a software developer to an architect and head of integrated systems and solutions at AT&T, IBM, LabCorp, Syngenta, and other companies;
• Mark Nisanov, founder of the successful startup and app MoiZakaz.

ConnectOne

https://www.connectone.ru/

Focus: PropTech

Product: A cloud self check-in system for hotels and business centers.

Market: B2B. Target audience: Commercial property owners and management companies.

How it works: A mobile assistant for hotel guests. An adaptive app for all devices enabling hotels to build effective guest relations via a Wi-Fi network. Features:
- One-minute check-in.
- Guest data automatically registered in the venue's management information system.
- Web app venue-to-guest communications from booking to check-out.
- Boosts venue prestige, enables personalized approach and customer experience analytics.
- Drives revenues from additional services.
- Eliminates spending on printed brochures and other marketing collateral.

Problem addressed:
- In peak times, it may take a long time for hotel guests to check in.
- The reception area is not the best place for communicating with the guest. The guest doesn't know what is available at the hotel.
- Maintaining a 24/7 reception desk in expensive.
- COVID-related safety concerns.

Team:
Alexey Lebedev (CEO), more than 10 years of experience in managing hotels and designing IT products for the HoReCa segment;

VR Concept

Focus: EdTech, PropTech, VR.

Product: VR Concept is a universal platform for VR-based engineering project collaboration.

Market: B2B, B2G, manufacturing, construction and education customers.

How It Works:
• Creating a VR project takes 2 clicks;
• Collaboration is possible in single and multiple locations;
• Users can import various 3D models, including in CAD and BIM formats;
• Learning to work with the platform takes 1 hour, no programming skills required.

Problem Addressed: For manufacturing and construction customers:
The platform helps improve the quality of decision-making and reduces the need in business travel. It also helps halve the time required to analyze 3D documents and improve the identification of critical errors, thus saving up to 30% of design and implementation budgets.
For education customers:
The platform helps set up a VR environment for engineering classes. The teacher can independently set up VR projects without any assistance from programmers. VR Concept offers a course to speed up the adoption of VR in the education process.

Team: 2 founders with 15+ years of VR-related experience: Denis Zakharkin (CEO) and Iliya Viger. The total headcount is 15 employees.

Examus

Focus: EdTech, AI, Machine Vision.

Product: Examus is a technical solution and services to control the test-taking process and tailor course content to the needs of groups or individual students.

Market: B2B, B2G. Target Audience: Education, corporate clients.

How It Works: An AI-enhanced web proctoring service captures camera, microphone, and desktop streams to ensure that academic integrity guidelines are followed during the exam. A live human proctor can be optionally involved in the process. To start working, the solution must be integrated with an online testing platform. Examus has already been integrated with many learning management systems (LMS).

Problem Addressed: Ensuring academic integrity during the online test-taking process.

Team: Dmitry Istomin (CEO) is a graduate of the Berkeley SkyDeck accelerator in California. The team consists of 44 staff employees in R&D, business development, customer support, administrative, marketing and sales positions.

Motivity

Focus: EdTech, HR Tech.

Product: An employee development platform with 20 modules on education, motivation, onboarding and engagement.

Market: B2B. Target Audience: Retailers with a distributed network of branches/stores.

How It Works: The system enables the user to assemble a learning portal for internal communications and employee engagement.
Features:
• Social network and corporate intranet;
• Social network with news feeds, personal blogs, surveys and quizzes;
• Digital onboarding system with mentor capabilities;
• Corporate academy and distant learning.

Problem Addressed: Integrating new employees with a company and its culture and measuring their engagement requires significant resources.

Team: 40 employees based in Russia, Belarus, and the Netherlands.

VideoDoska

Focus: EdTech.

Product: A recording studio with a special video board.

Market: B2B, B2G. Target Audience:
• educational organizations;
• infobusiness;
• bloggers;
• TV, corporations.

How It Works:
• Video production with unique visual effects for online learning classes with a video board;
• The app integrates a presentation with a video and converts it into an mp4 file;
• The speaker can see the final video on monitors, change slides with a remote-control unit, and launch or stop the recording.

Problem Addressed: Video content production takes a lot of time and money.

Team: 20 employees.

Famiry

Фэмири

Focus: EdTech.

Product: Famiry is a subscription-based ancestry study service for people interested in creating their genealogical trees but not sure what to begin with.

Market: B2C. Target Audience:
• Descendant of immigrants from the Russian Empire, age 25+;
• People restoring documents for practical reasons (inheritance claims, citizenship applications);
• People collecting evidence of their families' history for personal reasons;
• People studying family histories and historical events as hobby or professionally.

How It Works: Famiry is a subscription-based ancestry study service for people interested in creating their genealogical trees but not sure what to begin with or how to achieve results. The service enables them to get relevant family information from archives every month and create genealogical trees under the supervision of experts.

Problem Addressed: Beginning genealogy enthusiasts often don't know what to start with, what archive in what city or country to contact, etc.

Team: 7 employees including professional historians.

Happy Nappy Online

Focus: EdTech.

Product: An integrated 60-minute-a-day online learning offering for children aged 3 through 7.

Market: B2C. Target Audience: Middle-class parents.

How It Works: Integrated online classes for 3-7 year-olds. Our own teaching staff and program. Earning a commission on monthly subscriptions (a block of 3 classes per 90 minutes a day). We offer an integrated learning program with diagnostics and a development map.

Problem Addressed: Too much resource spent on children's education.

Team: Key participants:
• CEO, co-founder – administration, marketing and sales;
• CPO, co-founder – product and business development, fund raising;
• GR, co-founder – government relations, operational support.
9 employees total.

Posadiles.ru

Focus: EdTech.

Product: An environmental awareness platform for schools and universities and a crowdsourcing tool to reduce carbon footprint.

Market: B2B, B2C, B2G. Target Audience:
• Eco-conscious individuals;
• Socially responsible companies looking for ways to minimize their carbon footprint.

How It Works: The project was founded in 2010. Volunteers visited forests affected by fires and unauthorized logging and planted new trees there.

As a crowdfunding platform, PosadiLes.ru was launched in 2015, enabling anyone to contribute to forest regeneration by purchasing a tree-planting certificate. Physically, trees are planted by volunteers of the project who also tend to the trees to make sure they root well in the ground.

In 2019, we launched a mobile game Plant the Forest to raise awareness of the deforestation problem and encourage people to care more about forests. KB Production developed the game, which can be downloaded via App Store and Google Play. A part of the proceeds from the game goes to forest regeneration projects. All the in-game purchased trees are planted in the real world by activists from Dvizheniye ECA.

The game was recognized as a finalist of the social impact program Expo Live at the Expo 2020 in Dubai. In fall 2019, the game was named the winner of the UN Young Champions of the Earth program.

Problem Addressed: Green PR for B2B and B2C.

Team: 45 people.

Intelligent University

Focus: EdTech.

Product: Intelligent University (IU, https://iu.education) is a lifelong edutainment university. It is designed as a subscription-based game offering, where students act as characters in a game environment. Students' knowledge, skills and practical outcomes are converted into IU Talents (IU crypto tokens).

Market: B2C, B2B2C.
• B2C: a home subscription-based online offering with the delivery of educational kits;
• B2B: offline courses set up at private and public educational institutions with access to the IU platform, its international community, and contests. In B2B we see supplier (educational kits, content, methodologies, teacher and mentor training) and franchise operator models.

How It Works: Students create their characters on the platform and take part in online learning activities: videos, assignments, live communications in Community, contests and competitions. Success is rewarded with crypto tokens. Parents receive feedback.

Problem Addressed: Kids get bored with the typical school routine. They spend a lot of time in their smartphones – playing, chatting, and watching entertaining content. Small cities don't have enough high-quality offline learning offerings, while online ones tend to be expensive. Parents don't know how to teach their children. Providing children with multiple after-school learning options is complicated and expensive. Parents often need to invest in their own education to remain competitive.

Team: 15 people including:
• Alexey Chugrinov (CEO), 15+ years in education, IT, consulting, and entrepreneurship. Large B2B and B2G projects in Russia, Europe, Middle East, and Southeast Asia;
• Galina Yanovskaya (COO, CMO), 15+ years in HR, corporate learning, and project management in the banking sector. Finished the 11th grade of a secondary school at the age of 11;
• Oleg Lavrov (science, methodology, gamification), MD, professor, expert in knowledge management;
• Semyon Tyutyukov (robotics), a cum laude MIPT graduate, 10+ years in electronics, circuit engineering, and robotics.

Jiff.Store

jiff.store

Focus: E-commerce.

Product: Jiff.Store is an instant online service for launching and managing sales in social networks. It is a ready product with online store and chat bot functionalities.

Market: B2B, SMB. Target Audience: Online apparel stores.

How It Works: The system enables the user to put together a menu for sales teams in any messengers. The customer picks a messenger and hits the Start button. In the pop-up menu, s/he can pick pre-configured actions, e.g. a question on the quality of services, a quiz, etc.
Opportunities:
• VK, Viber, Telegram, FB, Odnoklassniki messengers;
• Customer integration into a subscriber database;
• Segmentation (tags and groups);
• Rankings and comments;
• Free promo mailouts.

Problem Addressed: A lot of resource is spent on communication with customers on social networks. Jiff.Store helps companies reduce response time and improve sales.

Team: 6 employees including Oxana Nashilnik (CEO) and Stanislav Zvyagintsev (CTO).

FONDY

Focus: E-commerce, FinTech.

Product: An international payment processing platform for web sites enabling transactions with banking cards and other payment options.

Market: B2B, SMB. Target Audience: Stores and marketplaces migrating from offline to online operations. Online stores operating in more than one country of Western or Eastern Europe.

How It Works: A cloud solution enabling customer integration via API or a ready code for 40+ CMS platforms. Also available are SDK solutions for iOS and Android apps. The Soft-POS technology enables companies to accept NFC payments with smartphones instead of having to buy or rent POS terminals. FONDY charges only a fixed percentage per transaction.

Problem Addressed: The organization of payment processing and integration with banks, online cash registers, POS devices, front and back platforms of online stores.

Team: 20 people including core employees with 15+ years of experience.

ReturnService.io

RETURN SERVICE

Focus: E-commerce, RPA.

Product: A cloud SaaS platform for managing returns of large retail chains or apparel brands.

Market: B2B. Target Audience: Large retailers.

How It Works: We simplify the return and exchange procedure between the store and the customer. We reduce return processing costs by 45% and reverse logistics costs by 20% while boosting sales and improving customer loyalty. We have designed a technological platform that helps companies efficiently manage the share of returns in revenues, costs, and assets.

Problem Addressed: Return management, disposal, logistics.

Team: 12 employees. Experience in IT, e-commerce, logistics.

Antison

Focus: LogTech, Machine Vision, InsureTech.

Product: Antison is a touch-free vigilance monitoring system that helps drivers minimize road safety risks by generating alerts pertaining to key factors causing loss of attention during driving (fatigue, drowsiness, mobile phone distractions, smoking).

Market: B2B, SMB. Target Audience:
• Retail, HoReCa;
• Public transportation organizations (above- and underground transportation);
• Retail/logistics companies with own fleets;
• State companies with own fleets
• RZhD (Russian Railways).

How It Works: Leveraging computer vision and edge computing technologies, the system features a pre-trained on-device neural network that detects signs of accident-triggering behavior and promptly alarms the driver.

Problem Addressed: Human errors are number one reason for traffic accidents. When tired, the driver can lose focus, fall asleep behind the steering wheel, or fail to timely notice an obstacle. Antison helps significantly reduce incident risks, save lives, and protect both municipal and private property.

Team: 25 employees. The core of the team has an engineering background with 15+ years in the development of HW/SW monitoring and industrial intelligence solutions.

Ibex

Focus: LogTech.

Product: IBEX is a freight delivery taxi service. Everything you've heard about Gett or Uber, but with pickups and trucks. We make deliveries more tech friendly to make sure you receive things faster and cheaper.

Market: B2B, SMB. Target Audience:
• Retail;
• HoReCa;
• Craft manufacturers.

How It Works: We have our own fleet and also work with third-party companies. We're an Uber of freight deliveries with three vehicle categories – Light, Medium-sized, and Heavy.

Problem Addressed: Delivery standardization. Fast cargo taxi with predictable quality and prices.

Team: 4 people, former employees of PWC, Yandex, Tinkoff, and Rocket Bank.

Orient Systems

Focus: LogTech, PropTech.

Product: High-precision satellite positioning systems for UAVs, automated drilling machines, geodesy and mapping operations.

Market: B2B, B2G. Target Audience:
• Geo companies;
• Geodesic equipment dealers;
• Automation system integrators;
• State-owned companies and corporations;
• UAV developers.

How It Works: We make solutions for high-precision satellite navigation and GNSS technologies to enable positioning accuracy of 1 cm and motion vector accuracy of 0.02 degrees.
These technologies help automate agricultural, mining, and construction operations; are used in the automation of motor-vehicle tracks for driving test-taking; used in geodesy and during surveying works on ships and boats; in UAVs, etc.

Problem Addressed: High-precision geospatial positioning.

Team:
• Sergey Lebedev (CEO, co-founder), a specialist in space geodesy with a master's degree in informatics from the Moscow State University of Geodesy and Cartography and 9+ years of experience on the GNSS market;
• Denis Shelayev (CTO, co-founder), a specialist in space geodesy (Moscow State University of Geodesy and Cartography), formerly a geodesist and chief satellite technology engineer with a Russian distributor of NovAtel; 10+ years of experience on the GNSS market;
• Maxim Pavlov (developer), a graduate of the Moscow Aviation Technology Institute with 15 years of experience; has personally designed over 20 models of interface boards for GNSS receivers.

Metrics: 60 million rubles in revenue for 2020; 114 clients as of February 2021.

Parcomatic

Focus: LogTech.

Product: Parcomatic is a B2B "buy now, pay later" (BNPL) service that enables business customers to use per-minute parking options and receive all the associated accounting documents.

Market: B2B, B2G. Target Audience: Companies with own fleets.

How It Works: A parking session is initiated in one touch with the help of a dedicated device that can be easily mounted in any car. The session ends as soon as the car leaves the parking spot.
Thanks to smart license plate recognition and per-minute rates, businesses pay only for the time their vehicles actually occupied paid parking spots.

Problem Addressed: The service enables businesses to use per-minute parking spots on the BNPL basis and get all the necessary accounting documents.

Team:
• Alexander Savin, founder, 10+ years in launching and managing IT companies with the total revenue of over 500 million rubles;
• Sergey Sukach, lead developer, the go-to person for all things related to technical support;
• Alexandra Petukhova, commercial director.

UVL Robotics

Focus: LogTech.

Product: Drone-based solutions – delivery, monitoring, inventory management.

Market: B2B. Target Audience: logistic hubs, large manufacturers (pharmaceuticals, FMCG).

How It Works: An operator-controlled UAV equipped with a high-precision 2D scanner and lidars continuously flies the aisles of a warehouse and sends scanned information to a ground station. The system's software compares the received data and photo/video imagery with the bin location layout that had been pre-uploaded as an electronic mask (an e-copy of the warehouse including rack locations and specifications). The obtained data is processed and submitted to the user as an inventory outcome (as xml, edl, etc.).

Competitive advantages:
• 100% safe for warehouse employees;
• 99% accurate;
• 3 times faster than standard inventory counting methods.

Problem Addressed: It's hard to count inventory in a large warehouse in a fast and precise manner.

Team: 27 people.

Sendit

Focus: LogTech.

Product: A delivery service aggregator enabling the client to pick a rate and provider based on delivery specifications.

Market: B2B, SMB. Target Audience: Organizations requiring frequent deliveries.

How It Works: All the leading delivery service providers on one platform. It takes a minute to pick the right rate and call a delivery agent. Card, invoice, and contract-based BNPL payment options. Featuring more than 20 providers processing both domestic and international deliveries.

Problem Addressed: Hassle-free "one-stop shop" delivery.

Team: 30 employees, 2 founders.
• Stepan Kharkov (CEO, founder), a logistics graduate of the Higher School of Economics;
• Ruslan Bets (co-founder), a graduate of the Novosibirsk State University with a degree in economic cybernetics, also a co-founder of ExploRussia.com.

Usedesk

Focus: MarTech, PRTech, CRM.

Product: A SaaS solution that streamlines customer support by integrating all communication channels in a single environment, logging customer interaction histories in a single file, and automating responses to 50% of customer inquiries on average.

Market: B2B companies that need to set up a customer support service.

How It Works: Usedesk is a platform that helps automate support, improve customer service efficiency by 90%, and optimize internal business processes of a company. Usedesk contributes to up to 30% savings in inquiry processing costs, increases customer satisfaction by 20% on average, and enables new customer acquisition and retention. Usedesk can be integrated with Telegram, WhatsApp, Viber, and more than 80 Russian telephony providers.

Problem Addressed: The need to process an avalanche of inquiries from multiple channels (social networks, email) and prepare template answers in accordance with specific internal regulations, etc.

Team: 40 people.

StrelaDigital

Strela Digital

Focus: MarTech.

Product: A web system enabling non-price marketing tools and loyalty programs with online prize stores.

Market: B2B. Target Audience: Businesses with listings on marketplaces, brand and trade managers responsible for non-price marketing in the retail channel.

How It Works: Clients can quickly launch promo and/or loyalty systems based on digital agency experiences in raising awareness and improving loyalty.

Features:
• A modular turn-key solution assembled according to the needs of a particular client;
• Automation features enabling moderator time savings;
• A large variety of marketing ploys that can be integrated into a single sales promotion;
• Integration with Wildberries and Ozon, mechanisms of crediting cash back amount for specific purchases.

Problem Addressed: Challenges with the launch of sales promotion and loyalty systems online.

Team: 12 employees.

LIFT

webber°bot

Focus: MarTech.

Product: LIFT is an intelligent learning and sales environment for messengers. This is not a chat bot assembly kit, but a smart message marketing service with ready scrips for voice and chat bots that creates automated conversion funnels.

Market: B2B, B2C, all companies holding online events and webinars in order to introduce their products to mass audiences and increase online sales.

How It Works: We increase traffic-to-sales conversion.
Setup stages:
1. Chose your event format.
2. Share info on your product and webinar.
3. Set up a mini site and traffic channels.
4. Your automated funnel is ready, you can start campaigning.

Problem Addressed:
• Much time spent on marketing activities preceding the launch (of an event or a webinar).
• Inventing things from scratch and manually setting conversion funnels takes a lot of time and effort.
• To delegate the task of setting a conversion funnel is expensive.
• Few people register to attend webinars.
• Email and text message marketing conversion rates are low.
• Webinar dropout rates are high.
• After-event sales are low.

Team:
Mikhail Kozyrev (founder and CEO), Serafim (nocode messenger marketing specialist and digital communication strategy architect), Pavel (frontend developer), Natalia (project manager), and Daniil (marketing director).

Mpclick

Focus: MarTech, E-commerce.

Product: A SaaS cloud solution for managing sales on marketplaces.

Market: B2B. Target Audience: Marketplace providers.

How It Works: Extended end-to-end sales analytics, delivery management, detailed order viewing and much more.

Problem Addressed: Sales analytics, assortment and delivery management across all marketplaces in one place.

Team:
• Sergey Kalinin (founder, CEO);
• Valentine Samofalov (CTO);
• Umid Dekhanov (senior full stack programmer, team lead);
• Nodirbek Matchanov (frontend developer);
• Sergey Samofalov (CFO).

NetX solutions

Focus: SportTech, Cybersport, IT, SaaS.

Product: Automated IT infrastructure for computer clubs.

Market: B2B Clients: computer clubs and club franchisees. 79% growth in 2019 according to 2GIS. SAM ~$10B+.

How It Works: A pre-configured server is mailed to a client-specified domestic or international destination. Once in the club, the server must be connected to the client's network. Already working in clubs across Russia – from St. Petersburg to Magadan.

Competitive advantages:
• Two-digit increase in profits;
• Easy and fast connection;
• Lower internet traffic costs;
• Acceleration of routine procedures;
• Enables cheaper gaming hardware configurations (CAPEX savings);
• Eliminates human factor (guaranteed outcomes, less managerial control needed);
• Improved customer satisfaction.

Problem Addressed:
• Critically insufficient internet speeds. Updating even one AAA game can take several hours. Imagine what it looks like in a club with dozens of gaming devices and dozens of high-quality games on each.
• Manual solution to most of all issues critical to the comfort of computer game club patrons.
• Club personnel have to acquire otherwise unnecessary IT competencies.

Team:
• 80% technical and 20% business oriented;
• 10+ years of collaboration experience;
• 20+ years of IT experience.

VR-RUN

Focus: SportTech, VR.

Product: A VR headset for running.

Market: B2B, B2C, B2G. Sport schools, parents, fitness clubs.

How It Works: A treadmill with a fall-safe system. The game mechanics is represented by straight tracks. The user must run, dodge from obstacles, destroy objects, etc. The game engine is Unreal Engine 4 (written in C++). Its code editor enables the programming of any mechanics, their specifications and sequences. Thus the user can develop his/her own level and visualize it in VR by means of running and covering the set course.

Problem Addressed: Monotony and boredom in the training process.

Team:
• Roman Khilmanovich (founder), 12 years in the sales of sport equipment in CIS, 7 years experience in heading an international wellness and sport service division;
• Kirill Komarov (product owner), 10 years in the development of IT products from scratch, former head of ANVIO-VR quests;
• Alexey Potomov (CEO, sales manager), 19 years of marketing experience with large national fitness chains in Russia, 21 years of fitness training experience;
• Vitaly Polyansky (hardware), 25 years in robotics at the Moscow Aviation Institute, holder of 5 radio electronics and robotics patents.

MotherFit

Focus: SportTech.

Product: MotherFit is a yoga and fitness iOS app for pregnant women.

Market: B2B, B2B2C. Target Audience: Pregnant women and young mothers, ages 18-44.

How It Works: 10-30-minute video training sessions in 8 categories.

Problem Addressed: Shortage of home-based workout programs for pregnant women.

Team: 2 founders with app design and learning program development experience.

Alivebe

Focus: SportTech.

Product: Online all-around competitions in cyclic sports (running, walking, bike riding, swimming, skiing) enabling people to incorporate regular exercise in their daily lives and helping companies boost team spirit.

Market:
• B2B: territorially distributed companies with over 2,000 employees;
• B2C: beginners and advanced amateurs;
• B2G: city and regional administrations.

How It Works: An effective solution facilitating regular exercise and helping improve the psychological wellbeing of employees via a unique format of remote team competitions (facilitated by the use of smartphones) held continuously for several weeks. Anyone can join when and where convenient. The format enables companies to reach out to the majority of employees and achieve high engagement rates.

Problem Addressed:
B2C: beginners often lack motivation; advanced amateurs have a hard time finding same-level competitors and sharing their progress with like-minded enthusiasts;
B2B: a deteriorating psychological climate due to mass transition to remote employment; a low impact of traditional ways to engage employees in team sports; COVID-related risks pertaining to mass offline events;
B2G: insufficient tools for achieving the national target share of 70% of the country's population involved in regular exercise (Decree of the President of the Russian Federation dated 21.07.2020 "On national development goals through 2030").

Team: 7 employees including Anatoly Kostrov (CEO) and Nikita Chernenko (CTO).

Time2Save

Focus: EnergyTech.

Product: A digital energy price aggregation and analysis platform for business customers.

Market: B2B. Target Audience: Russian companies with 24/7 energy consumption levels of at least 30,000 kWh per month, or companies with managed consumption models (companies that can reduce consumption for 2-3 hours daily on business days).

How It Works:
1. A free analysis of current energy payment terms followed by recommendations on measures to enable energy cost reduction.
2. The execution of measures to reduce energy costs via the Energy-as-a-Service model, i.e. without initial costs, but with subsequent monthly payments equal to a percentage of saved costs.

Problem Addressed:
High energy costs of enterprises. Automated energy price calculation and analysis across Russia's power supply offerings.

Team:
• Iliya Toropyno (CEO), CEO at T2C-Energo, sales director at Svyaz Engineering M;
• Andrey Akhtyrsky, project lead at T2C-Energo and Svyaz Engineering M;
• Software development contractor;
• Accountants, back office.

MIG

Focus: EnergyTech.

Product: Overhead power line diagnostics solutions.

Market: B2B. Target Audience: Power grid companies in ice-forming regions.

How It Works: MIG is an ice accretion monitoring appliance for overhead power lines. It enables grid company employees to make prompt decisions on ice melting and prevent emergencies, thus contributing to cost savings and improving power supply reliability.

Problem Addressed:
• Emergencies caused by ice buildups;
• Power line emergency repair costs;
• OPL walkdown costs;
• Absence of ice-melting control operations.

Team: 12 people with solid experience in the development, marketing, small-batch manufacturing, sales and support of high-tech appliances.

EVOGRESS

ЭВОГРЕСС ПЕРЕДОВЫЕ ТЕХНОЛОГИИ ГЕНЕРАЦИИ ЭНЕРГИИ

Focus: EnergyTech.

Product: Remote autonomous power supply.

Market: B2B, fuel and energy companies.

How It Works: An autonomous power supply source in an all-weather vandal-proof body for primary power and heat supply to facilities with permanent power consumption of 1-10 kWt (short-term overload capacity of 3-30 kWt).

Problem Addressed: Various remote facilities along pipelines and grids must be provided with energy.
This is an expensive and complicated process. An autonomous power generation system is a cost-effective way to address the problem.

Team: 23 employees, a spinoff from another business.

Metrics: 2017 – 15 million rubles, 2018 – 5 million rubles, 2019 – 21 million rubles, 2020 – 5 million rubles. Revenue forecast for 2021 – appr. 100 million rubles.

Volts

Focus: EnergyTech.

Product: Home energy storage units.

Market: B2C. Target Audience:
• Suburban house owners experiencing frequent power supply problems (power outages, insufficient capacities, shutdowns, etc.).
• Solar panel owners who would like to use their panels more effectively, without power losses.
• Solar panel owners who would like to completely or partially switch to solar power generation.

How It Works: VOLTS smart storage units are designed to change the power supply paradigm for home users. VOLTS connects to wireless home networks to monitor energy consumption and provide the user with detailed reports and recommendations via a mobile app. Thanks to embedded stabilization chains, VOLTS ensures the high quality of power supply regardless of feeder line parameters. The storage subsystem accumulates energy during minimal load periods, when power losses and costs are minimal, and spends it during maximal load periods, thus alleviating consumption peaks and expanding the availability of capacities to consumers.

Problem Addressed: Power outages present a serious problem for private property owners who source energy from overhead power lines.

Team:
• Alexander Kiyanitsa (CEO, co-founder), operations, company strategy, finance management, sales, strategic partners, product development strategy, brand awareness;
• Vladimir Mlynchick (co-founder), St. Petersburg State Polytechnic University, MBA Skolkovo.

LIVENHOUSE

LIVENHOUSE
smart home lifestyle

Focus: EnergyTech, PropTech, IoT.

Product: Smart Energy Monitor (LIVENHOUSE) is an intelligent energy and equipment monitoring system. Its sensors enable a detailed view of energy consumption, while the cloud platform analyzes data and suggests an optimal mode for electric equipment to reduce downtime by 50% and save up to 20% on electricity costs.

Market: B2B, B2C. Target Audience:
B2B: hotels, cafes, fitness clubs, business centers, retail chains;
B2C: apartment, house, and other property owners.

How It Works: Smart Energy Monitor is an intelligent system that includes a single-phase data sensor that connects to an automatic switch and LIVENHOUSE software. The sensor generates detailed energy consumption data for all working devices in the group and suggests an optimal mode of operations. The platform displays real-time power consumption data for each of the devices, sends notifications on malfunctions and potential problems. It also has a remote load rejection functionality.

Problem Addressed:
• Uncontrolled energy consumption (overconsumption);
• Inefficient equipment operation (breakdowns, overwork);
• Unawareness of maintenance crews of malfunction spots/accidents.

Team:
• Evgeny Chekalov (CTO), an engineer and inventor with a degree from the Bauman University and 15 years of experience in retail; participated in the launch of a federal retail chain and provided support to over 200 stores;
• Alexander Akmurzin (lead developer), a graduate of the Moscow State University of Fine Chemical Technologies with over 15 years of IT experience; a key developer for Carprice.ru, Immo.ru, Alenka.ru, Agima.ru, and Perekrestok Vprok;
• Ruslan Molchanov (product lead), a former product/division head at NOTAMEDIA, Moscow IT Department, PIK, Sberbank, Ministry of Communications, and DOM.RF; 10 years of product management experience;
• Alexander Liventsev (visionary), resources and strategies; 13 years of entrepreneurial experience;
• Experienced outsourced specialists (9 employees): a backend/frontend developer, a tester, a UX/UI designer, an industrial designer, an analyst, a finance manager, an accountant, and a lawyer.

Pirogov.AI

Pirogov.AI

Focus: MedTech, Machine Vision.

Product: A diagnostics and medical decision-making support system based on endoscopic ear, throat and nose images.

Market: B2B, B2G.

How It Works: The AI-based SaaS system increases the accuracy of diagnostics, enables control over the quality of medical treatment, and helps maintain patient analytics. As seen from Pirogov.AI implementations in medical centers, customers increase marginal revenues from ENT services by 20-30% thanks to the expansion of the "outpatient sales funnel" from initial appointments to ENT surgeries. The system also provides additional opportunities for analyzing patient traffic.

Problem Addressed: Inaccurate disease diagnostics.

Team: 4 professionals with experience in marketing, sales, investor relations, app and AI/ML development.

Salut Ortho

СалютОрто

Focus: MedTech.

Product: A microprocessor-controlled knee module for prosthetic legs.

Market: B2B2C, B2G. Target Audience: People with disabilities (lower limb amputees).

How It Works: The knee module – with its microprocessor system controlling the stance and swing phases – is inserted into the prosthetic socket. The module supports global socket standards.

Problem Addressed:
Salut Ortho helps amputees start walking and running again.

Team: 9 employees in the core team, 17 employees total.
• Ivan Khudyakov (director), 15 years of experience in the execution and commercialization of social and business projects;
• Ekaterina Gaskova (commercial director), 7 years in sales;
• Sergey Familyarskiy (surgeon), 10 years in orthopedic surgery and traumatology;
• Nikita Zaigrayev (engineer), 15 years in engineering system design and development

Prostagnost

Focus: MedTech.

Product: Prostagnost is an innovative company focused on molecular biology. The company's product is a non-invasive solution for diagnosing prostate cancer.

Market: B2B, B2G. Target Audience: State and private diagnostic labs.
Advantages for Consumers:
• The end customer (patient) – a more accurate diagnosis;
• Compulsory medical insurance providers – lower case finding costs (prostate cancer);
• Private clinics – the use of modern diagnostic methods.

How It Works:
A clinical urinalysis marker enables a high-accuracy (over 90%) detection of prostate cancer (the method is patent pending in Europe, Israel, Russia, and the USA). The new diagnostic method is easy to apply; it is highly accurate and inexpensive.

Problem Addressed:
1. High number of unnecessary biopsies for prostate cancer diagnostics;
2. High costs of prostate cancer diagnostics.

Team:
5 employees including:
• Marina Zemskova (science director), PhD, a molecular biologist with 20 years of experience working in the US, she returned to Russia to work on this project;
• Varlam Keshelava, director for innovation at a Rusnano subsidiary, a venture investment specialist;
• Konstantin Sorokin (managing director), an innovation management specialist.

Teleform IS

Focus: MedTech, HealthTech, MachineVision.

Product: A technical vision system for healthcare organizations.

Market: B2B, B2G.

Target Audience: Private and public clinics using or planning to use surveillance systems; regional healthcare authorities requiring information on safety compliance; other organizations enforcing mask wearing (retail, transportation, etc.).

How It Works: The Mask technical vision system is an automated solution for enforcing personal protective equipment (PPE) protocols.
The system identifies PPE wearing violations by analyzing live feeds from surveillance cameras (in the visible and infrared bands). Neural network algorithms facilitate the processing of video data to reveal the presence or absence of pre-specified class objects (e.g., faces not covered by masks) in analyzed scenes.

Problem Addressed: Prompt and thorough enforcement of PPE wearing regulations in healthcare and other organizations.

Team: Teleform IS has 30 employees, its spinoff has 4 employees.

Fetal Monitor

Focus: HealthTech, MedTech.

Product: A portable fetal monitor with automatic data analysis capabilities.

Market: B2B, B2G, B2C. Target Audience: State and private clinics. Users: Obstetricians and gynecologists, pregnant women.

How It Works: The device consists of two mini sensors and a smartphone-sized recording unit. Once captured, fetal monitoring data is transmitted to a doctor's smartphone, computer, or tablet over the Internet.

Problem Addressed: The device enables multiple daily fetal assessments (CTG) without clinic visits and doctor assistance.
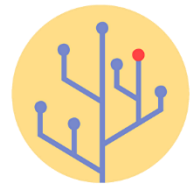
Team: 4 founders with experience in designing medical appliances.
• Pavel Nagulin (CEO);
• Sergey Nagulin, 16 years of experience in designing medical diagnostic devices;
• Elena Yudina, a seasoned specialist in fetal assessments during pregnancy and labor;
• Nikolai Nagulin, 30 years of experience in designing and manufacturing ultrasound medical devices.

IVENUS.AI

Focus: MedTech, Machine Vision.

Product: IVENUS.AI is an AI-based medical diagnostics solution that increases conversion to appointments by 30%.

Market: B2B, B2G.

Target Audience:
• General practice clinics;
• Vein clinics;
• Private phlebologists.

How It Works: IVENUS.AI works as widget that a clinic installs on its site to enable patients to get a quick photo-based vein checkup and make a decision on booking an appointment.

Problem Addressed: We optimize online marketing costs for vein practices and help them increase conversion to appointments.

Team: 6 employees including a data scientist and sales, medical, and business development specialists.

ScanDerm

https://scanderm.pro/

Focus: MedTech, Machine Vision.

Product: Skin diagnostics solutions for dermatology and cosmetology professionals.

Market: B2B, B2G. Target Audience: Pharmaceutical companies selling dimetindene (Fenistil), dermatologists.

How It Works: Skin disease detection with the help of IT services and ScanDerm's proprietary device and enhanced by an SaaS doctor training platform. Photo-based skin diagnostics (with over 90% accuracy rate) facilitated by a neural network.

Problem Addressed: There is a need for quick solutions to identify skin issues and ways to treat them.

Team: 9 employees including 3 founders.
• Evgeny Sobolev is a co-founder of the Rusnano/MSU cosmetics incubator. He implements tech solutions for corporations and startup ecosystems curated by the Ministry of Industry and Trade.
• Mikhail Sumin is a serial tech entrepreneur. He implemented technologies on behalf of Danfoss, DAB Pumps, and OSRAM.
• Anna Krhanbarova is a platform developer at Yandex (algorithms, AI, big data, python, SQL, NoSQL, DevOps, architecture, high load).
• Mikhail Kuchumov is the chief technology officer. He also heads an optical instrumentation lab and has over 20 years of experience in designing customized solutions for space and military equipment.
• Veronica Akkalayeva is a sinologist and digital marketing expert.
• Grigory Plyusch is a computer vision and neural network expert with prior experience in designing solutions for the oil and gas industry in collaboration with MIT and Cambridge professors.

STIMULUS

Total Vision

Focus: MedTech, VR.

Product: A VR-based visual field analyzer enhanced by AI decision-making support capabilities.

Market: B2B, B2C. Target Audience: State and private clinics, rehab centers, mobile medical units, occupational aptitude boards, primary care centers, etc.

How It Works: Stimulus is the world's first VR system designed to meet the requirements for medical devices:
• functionalities (diagnostic, simulation, and rehabilitation capabilities);
• two embedded high-accuracy eye tracking systems;
• autonomous power supply (batteries) and management (tablet);
• calibration;
• interpupillary distance adjustment;
• refractive error compensation;
• brightness and location calibration;
• virtual object calibration;
• reliability.

Problem Addressed: VR systems currently used in healthcare are designed for gaming environments and do not meet professional medical device requirements for functionality, calibration, reliability, and hygiene.

Team: 4 employees, 2 founders.
• Grigory Grigoryan, CEO and CTO;
• Levon Grigoryan, innovation management.

KroveStop

Focus: MedTech.

Product: First-aid supplies (incl. tourniquets and bandages).

Market: B2B, B2C, B2G. Target Audience: Adventure tourists, law enforcement agencies, first-aid kit distributors.

How It Works: A special tourniquet canvass made of high-quality polymers.

Problem Addressed: The tourniquets provided in typical first-aid kits are a century-old invention that no longer meets today's needs. These tourniquets can be easily damaged and become unusable due to age, weather and temperature impacts (stiffening when it's too cold and cracking when it's too hot). These risks have been long known, and our polymer tourniquet is the way to address the problem. Our device helps stop blood and save lives regardless of weather and seasons.

Team: 6 employees filling all key competencies. The founders have successful fund-raising experience and exits from two other projects.

irecommend.work

Focus: HRTech.

Product: An online recommendation-based recruitment service.

Market: B2B, B2C. Target Audience:
B2B:
• Small businesses and startups without the HR function;
• Medium-sized and large businesses with the HR function requiring assistance;
• Non-profits;
• IT companies.
B2C:
• Job seekers (from specialists to top managers);
• People with lots of social contacts, networkers;
• Headhunters, HR managers, career consultants (category "Professional recommenders").

How It Works: Companies post their vacancies on the site and assign awards for successful recommendations. People recommend their colleagues and acquaintances for the positions and get paid if their candidates get hired.

Problem Addressed: Our solution is a quick and inexpensive way to fill white-collar positions and access candidates who don't advertise themselves on the open labor market. Today's employee sourcing through job sites is time consuming (up to 90-95% of responses to posted jobs appear not to meet employers' requirements), while hiring a recruitment agency is too costly (20-25% of the candidate's annual income). In the end, good companies have a hard time finding good employees.

Team:
• Elina Kuesta, 25 years in personnel management, 15 years in top management, HRD positions in FM Logistics and Oney Bank (Auchan Group);
• Sergey Karpenko, strategy, finance, legal, and marketing operations, a seasoned finance executive and entrepreneur with over 20 years of international experience (P&G, Technonicol, Mota-Engl, Destiny Tech);
• Stanislav Kuzin, IT development, 20 years in IT development and telecommunications, prior project architecture experience with dating, e-commerce, and fintech solutions; participated in 3 startups.

Metrics:
• 2019 – 24 client organizations and 52 positions;
• 2020 – 31 client organizations and 81 positions;
• 2021 (4 months) – 25 client organizations and 61 positions;
• 2020 YoY 2.5 times revenue expansion; forecast for 2021 – quintuple YoY growth.

EVENT Birzha

https://eventbaza.com/events.html

Focus: HRTech, AdTech.

Product: A job board for event management professionals.

Market: B2B, SMB. Target Audience: Event organizers and their contractors.

How It Works: In essence, it's a database of CVs with additional tools.
Features:
• Reliability. The system cannot be duped by setting up a new account: once blacklisted, the user is banned from the platform forever.
• Instant notifications. Based on agent inquiries for specific services, the instant notification system immediately informs specialists in those services on new contract opportunities.
• Feedback and ranking. Event Birzha automatically requests feedback for every order processed by the system. Both contractors and agencies get feedback on the quality of their work.

Problem Addressed: It's hard to find reliable contractors for events.

Team: The CEO and founder has 13 years of experience in heading a professional inventor community in Moscow. The developer team has 24 years of experience in working for large Russian and European companies.

Bruno

Focus: HRTech.

Product: A cleaning automation service.

Market: B2B, B2G. Target Audience:
• Utilities;
• Retail;
• Transportation;
• Medical institutions;
• Fitness clubs;
• Business center;
• HoReCa;
• State and private companies with SLAs.

How It Works: A cloud system + a mobile app enable the automation of cleaning service management. Cleaning operations are validated by QR codes thus removing the need for standard hard-copy schedules with signatures.

Problem Addressed: Customers and visitors often pay attention to the cleanliness of facilities they attend. They leave negative comments online and do not return to places with poor cleaning practices. When asked about the reasons of negligence, cleaning providers "shrug their shoulders" and present duly filled cleaning schedules. Alas, hard-copy schedules don't really control anything. Bruno helps drastically improve cleaning service management, get quick customer feedback via a single QR code, and promptly respond to problems.

Team:
• Tatiana Veredinskaya (CEO, co-founder), 20 years of experience in the publishing business, marketing, strategic planning, go-to-market activities;
• Stanislav Veredinsky (founder, product owner), product development, task setting for programmers, tech support, testing, sales; has an engineering background and 20 years of experience in the automation of the fitness industry;
• Anton Sereda (co-founder), product development, custdev, financial modeling, testing, marketing, sales, implementation, training; holds an MBA in sales and marketing and has over 20 years of entrepreneurial and executive experience;
• Alexey Kuzovkov, product development, programming, tech support; has an engineering background and is an author of 15 mobile apps and winner of 3 hackathons.

KeyHabits (Darwin)

KeyHabits

Focus: HRTech.

Product: An HR platform for managing employee experience in an organization. The platform helps conduct engagement surveys and gather data through quick employee polls. It automatically establishes psychology and business connections, generates recommendations and personal development plans for executives to improve engagement and efficiency.

Market: B2B. Target Audience: Large companies with 1,000+ employees and regional subsidiaries.

How It Works: Darwin is an integrated cloud feedback and employee experience management platform featuring:
• a wide range of feedback tools in a single system: surveys, polls, tests, 360-degree feedback, engagement studies, options to import data from other platforms;
• real-time recommendation analytics transforming accumulated data into personalized reports for employees, executives, and HR leaders;
• AI algorithms and models including automated content analysis, tone detection, predictive neural models to forecast changes in employee satisfaction, loyalty and performance.

Problem Addressed: Mitigates motivation costs, enables quick feedback collection and informs decision-making with regards to employee engagement.

Team: 10 people including 2 PhDs in psychodiagnostics, 5 data scientists, a marketing manager, and 2 customer relationship specialists.

WIBEDO

Focus: HRTech.

Product: An extra-short-term recruitment service enabling employers to hire personnel for one or several shifts with same-day payouts.

Market: B2B. Target Audience: Organizations requiring service and delivery personnel (retail, delivery, logistics, manufacturing, HoReCa, farms, etc.).

How It Works: After posting a job on the platform, employers can find and hire qualified temporary personnel (for shifts of 4 hours or longer) in a matter of several hours. The platform takes care of all the paperwork and payouts to contractors. It enables employers to browse candidates based on specific criteria, manage shifts, assess temp employees, generate reports and statistic data.
For job seekers the platform provides opportunities to get hired without traveling to interviews and get paid within 24 hours after completing the shift.
For each candidate that gets hired to work a 4-12 hour shift, companies pay between 239 and 599 rubles, respectively.

Problem Addressed: Confronted by employee shortages companies lose revenues and customers. Losses are particularly high when businesses fail to flexibly decrease/increase the number of employees for several hours or days.

Team: 3 people covering all competencies for app and business development.

GetLocus

Focus: CRM.

Product: An interactive online space enabling users to draw on a board, share screens, upload images and video, communicate vocally or in a chat.

Market: B2B, B2G. Product Niche: Virtual offices, Q&A sessions, team buildings, workshops, exhibitions.

How It Works: Virtual spaces for online collaboration and communication. For coaches: an opportunity to work with groups (instantly breaking and assembling them) in one space. For office needs: a single team collaboration space that retains informal communication and fast contacts.

Problem Addressed: Remote workplace disengagement, lack of informal spontaneous contacts, long onboarding times for new hires.

Team:
• Vladimir Kapitsyn (CEO), formerly head of t2ch.io and software architect of distributed ledgers;
• Maxim Kramar (head of product), a graduate of the IIDF accelerator and former CEO of AR Data Bank (exit through a successful sale); ran a 4-month product manager training program for Platforma.

SELECTIIO

Focus: HRTech.

Product: A recruitment platform with video interview capabilities.

Market: B2B, SMB.

How It Works: SELECTIIO offers a simple recruitment tool addressing the feedback problem: the recruiter can receive a video of a candidate answering questions and demonstrate interview results to clients or colleagues. The platform can be also used for educational purposes in communication with students.
Working with the platform:
• The recruiter registers a candidate on the platform.
• The systems sends the candidate an email and SMS with a link to a video interview.
• After clicking the link, the candidate sees a text or video question on the screen and records a video response.
• The recruiter can playback video responses at any time and on any device.
• The recruiter can securely share these videos with colleagues (not logged in into the system) via a link to enable them to assess the candidates.
• Colleagues can provide comments through the platform.

Problem Addressed: Challenges with the mass pre-screening of candidates.

Team: 4 employees, the founders have a plethora of experience in the HR industry.

Traveltogether

Focus: TravelTech.

Product: Traveltogether is an online service enabling people intending to share a train or plane ride to get acquainted with each other and purchase respective tickets.

Market: B2C. Target Audience:
• Leisure ravelers and tourists;
• Business travelers;
• Passengers in waiting rooms of train stations and airports;
• Lonely people postponing their travel due to the lack of proper travel companions.

How It Works: Traveltogether users can get to know their plain or train fellow travelers and communicate with each other. The service enables them to find kindred spirits sharing the same flight or train ride.

Problem Addressed: It's hard to pick someone who could be a good travel companion.

Team:
• Victor Otmorkov (founder), experience in marketing and advertising for the banking sector;
• Olga Kareva (partner relations), experience in bank auditing.

GetInRussia

Focus: TravelTech.

Product: A travel marketplace that integrates information on tours and excursions provided by travel operators across Russia. A one-stop shop to browse and book all travel related services.

Market: B2B, B2C. Target Audience: Russian and international travelers who book services online.

How It Works: The GetInRussia platform brings together a multitude of Russian travel offers provided by the country's best operators – from visiting the century-old castles of Kaliningrad and catching the splendor of Aurora Borealis in Murmansk to taking Yenisei cruises over the Polar Circle and ascending Kamchatka volcanos. Be it original tours to hidden gems of the taiga or romantic rooftop walks in St. Petersburg – it will only take a couple of clicks to arrange them.

Problem Addressed: Raising user awareness of Russia's travel destinations; providing users with convenient trip-planning tools on a single platform.

Team: 5 people including 2 founders.
• Konstantin Maslov (business development director), 28 years in the travel industry;
• Maxim Maximchuk, a serial entrepreneur and a specialist in startup development.

UR-LI

https://ur-li.ru/

Focus: LegalTech.

Product: UR-LI is an innovative AI-based decision-making support system designed to improve the collection of receivables from contractors.

Market: B2B. Target Audience:
• Construction, manufacturing, retail, and logistics companies will receive an effective tool for managing receivables;
• Loan providers will have a tool to improve debt repayment;
• Banks will strengthen their corporate customer ecosystems as access to UR-LI will become a unique advantage for selling banking products to large and medium-sized companies.

How It Works: UR-LI assesses debt repayment risks; using these data, UR-LI-accredited lawyers ensure "turn-key" debt collection.

Problem Addressed: Bad debt is a problem faced by the majority of companies.

Team:
• Valery Matyushkin (co-founder, CEO), over 6 years of experience selling legal services; in 2018 was named among Russia's top three marketing officers according to the Russian Association of Communication Agencies (AKAR);
• Anton Morozov (co-founder, COO), previously managed the offline and online sales channels of a mobile telecom operator (with over 2,000 subordinate employees);
• Denis Rodionov (CTO), developed automation solutions for Gazprom, the Ministry of Emergencies, and the Government of Moscow;
• Alexander Vdovin (CCO), experienced in creating sales systems in various B2B industries.

Pravogood (Legal Price)

Pravo Digital

Focus: LegalTech.

Product: PravoGood is a next-generation digital legal service company. Customers receive a turn-key legal representation service:
• with full real-time reporting;
  - technologies and niche expertise guarantee competent assistance
• at a fixed price;
  - fixed prices and availability due to automation
• without the need to visit the service provider's office
  - a PravoGood specialist will visit the customer at a pre-agreed time to discuss details
• remotely
  - a service model convenient for the customer: online interaction, reports, transparency, friendly support.

Market: B2C, B2B2C.

How It Works: A platform-based IT service with user accounts and a marketplace for lawyers and their clients.

Problem Addressed:
• Lawyers cost much;
• It's hard to assess the lawyer's experience;
• Customer service is absent;
• Time concerns.

Team: Sergey Khachumov.

SK Otsenka

Focus: LegalTech.

Product: A mobile app for car owners to help them settle losses pertaining to vehicle damage caused by traffic accidents and third-party wrongdoing.

Market: B2C. Target Audience: Car owners.

How It Works: The app is a one-stop shop solution that enables car owners to call damage appraisers to the scene of an accident and manage claims.

Problem Addressed: Distrust towards insurance companies, denials of claims.

Team: 9 people including experienced technicians, appraising officers, and lawyers.

RunAvia

Focus: AviaTech, Big Data, Machine Learning.

Product: RunAvia is a digital drone certification service.

Market: B2B, B2G.
B2B Customers: Drone designers and operators, drone maintenance companies, small aviation companies, large aircraft maintenance companies.
B2G Customers: Aviation authorities, air traffic regulators and other organizations in charge of flight safety.

How It Works: A subscription to RunAvia enables customers to collect and process drone flight statistics to prove the safety of their UAVs. Based on these data, aviation authorities certify drones and admit them to commercial operations.

Problem Addressed: Enables customers to access the drone-enabled services market by obtaining relevant permits and certificates from aviation authorities.

Team: 6 people. The founders have over 20 years of experience in the aircraft manufacturing business in Europe (incl. Airbus), Russia, and China; over 19 years in data science and 12 years in flight data processing.

IPTelefon

https://iptelefon.su/

Focus: CRM.

Product: The company is a telecom operator focused on small and micro business customers. The product is a platform that enables the onboarding of external services (CRM, data bases) and devices. The product can be provided as both a cloud and an out-of-the-box solution.

Market: B2B. Target Audience: Russian and CIS companies seeking ways to automate sales and calls, integrate CRM systems, add analytical capabilities, and free operators from routine issues.

How It Works: The service is designed to automate routine operations. It has been integrated with amoCRM, Bitrix 24, Yandex Oblako, Clientix, Moi Sklad, Roistat, Yclients, etc.; it enables users to create voice-operated chat bots; has a speech analysis module; supports traditional channels (SIP, IAX, E1); enables real-time voice communications via web sites (WebRTC); has automatic dialing, callback, and event notification features.

Problem Addressed: High costs associated with the manual processing of calls/inquiries; CRM and call automation.

Team: 17 people.
• I.V.Gorodkov (CEO), 20 years in telecommunications;
• Oleg Schteinlicht (CTO), 15 years of experience in designing telecom solutions.

Infomenu

INFO MENU

Focus: FoodTech, MarTech.

Product: A free service converting hard-copy food and drink menus into web pages.

Market: HoReCa, owners of cafes, bars, and restaurants.

How It Works:
• Owners place a QR code on all tables of their dining venues;
• Venue patrons scan the code with their own smartphones to access the food and drink menu online without downloading anything.
It's easy to edit menus online, accept payments and tips. The solution drives employee motivation, improves customer traffic, and enables prompt customer feedback.

Problem Addressed: The product helps address 4 problems: touch-free orders and pre-orders, customer loyalty improvement, feedback acquisition, and marketing support.

Team: 5 people. The founders are employees of Russia's top advertising agencies with the experience of working for Mebel.ru, Gazprom Mezhregiongaz, Hoff, Boutique.ru, Oldi, push4site.com, etc.

Рапсалин

Focus: FoodTech, MedTech.

Product: Concentrated "sea" water from 1,000-meter-deep wells.

Market: B2B, B2C, B2G.
Target Audience:
• Wellness customers;
• B2B owners of "sea"water pools and beauty salons, spa and fitness centers;
• B2G, management of state-owned spa retreats and resorts.

How It Works: A high-salinity water well in Moscow Oblast; the water extracted from the well has a mineral composition close to that of sea water.

Problem Addressed: High costs associated with travel to and treatment at resorts. The real sea water is too expensive for pool owners.

Team:
• B.S. Vasiliev (commercial director), executive experience in government organizations and his own companies;
• E.V. Kozhokhin (head of water production);
• P.B. Vasiliev (CEO), project leadership experience in construction and manufacturing.

The team also includes a number of medical doctors acting as advisors and providing consultations to patients.

Easar

Focus: SpaceTech.

Product: Unified connectors for modular satellites; the implementation of these connectors will make in-orbit maintenance technically more feasible.

Market: B2B, B2G. Target Audience: Commercial manufacturers of small satellites (300-500 kg). Potential for manufacturers of space vehicles heavier than 1,000 kg.

How It Works: In-orbit repairs and maintenance will be technically feasible and thus enable longer lifecycles for satellites and ensure cost savings. In the future, our solution will become a step towards enabling in-orbit assembly and conversion.

Problem Addressed: The impossibility of full-fledged satellite maintenance.

Team:
• Elena Petrakova (project leader), a postgrad at Skoltech (engineering systems), winner of the International Astronautical Federation's Emerging Space Leaders 2019 grant program, and regional winner of Global Startup Awards 2019;
• Stanislav Freilechman (technology leader), a systems engineer at the Russian Academy of Sciences, formerly a design engineer at the Moscow Institute for Heat Technology;
• Vladimir Petrakov (finance director), a territory manager at Gazprombank Asset Management, formerly director for investment at VTB Bank.

SEQUENCEDATA

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Focus: Big Data.

Product: A big data platform with dedicated management modules for IT infrastructure, IT security, IoT, and machine learning.

Market: B2B, B2G; large and medium-sized telecom, government, manufacturing, banking, retail, and utility organizations. Target Audience: Companies with mature IT infrastructures, with headcounts of over 300 and at least 3 different security systems in place.

How It Works: We design an IT security event and incident monitoring system that enables companies to monitor incidents and respond to them 3 times faster, improve attack detection rate by 70%, and secure themselves against potential threats pertaining to targeted attacks.

Problem Addressed: Preventing IT security accidents is cheaper that dealing with their consequences.

Team: 7 people including the CEO, a product manager, and senior python, golang, and javascript developers. Together the team members have 10 years of experience in the data processing field.

Madmotion Carwash

Focus: GreenTech.

Product: Mobile carwash stations and water purification systems.

Market: SMB.

How It Works: The system can operate on full and partial public water supply and via the system's internal cycle. The system comes in several options, the cheapest of which costs 300,000 rubles.

Problem Addressed: Penalties for not treating car-wash water.

Team: One founder, technology specialists outsourced from the Moscow Polytechnic Institute, and 4 team members.

Art Alebrio

ART ALEBRIO

Focus: ArtTech.

Product: A platform for holding online art contests combined with an art gallery and marketplace.

Market: B2C2C, digital signage.

Target Audience: Painters, photographers, sculptors, craftspeople, garment workers, enthusiasts in any competitive field where products can be evaluated via photos.

How It Works: An aggregator of online contests, exhibitions, auctions – a marketplace of modern arts and crafts.

Problem Addressed: Transparency of contest participation; event links and electronic certificates to all participants.

Team: Sergey and Alexandra Knabengof (founders) – artists, curators, auctioneers, idea generation, execution control, partner relations. There are 5 people in the team, including site developers and SMM managers.