

# Business Mentor

design portfolio  
2022



# Development of landing page, logo and corporate identity

**EntPath**

About Rates Contact Sign in

# EntPath

By remembering your life since birth you will identify key events. You'll understand how to take a step into the future based on past experiences. As you build a trajectory, you will find your "social power"-the actions that give you energy.

**Build a trajectory**

"**Trajectory of Life**"  
Method of Alexei Komarov

**Find failures within each cycle**

**Enter key life events**

**Find your social power**

**0 year**  
The rebirth stage  
Forms the basis for the next cycle

**Year 6**  
Transition phase  
Forms the basis for the next cycle

**Key Figures**

Over the 7 years of the project, our team of experts has successfully built more than 4,000 trajectories for entrepreneurs and people who want to improve their lives and develop consciously.

**1000+**  
trajectories of entrepreneurs (graduates of the Moscow School of Management SKOLKOVO)

**3000+**  
businesses of the project participants

**90%**  
recommend the trajectory to their friends and partners

trajectories of entrepreneurs (graduates of the Moscow School of Management SKOLKOVO)

businesses of the project participants

recommend the trajectory to their friends and partners

**Reviews**

Vitaly Petrov  
LikeLine - founder, visionary  
★★★★★  
The trajectory was an eye-opener for me. It was an opportunity to look at myself and my life from the outside in retrospect. Very personal, with all the victories, defeats, difficu... Читать полностью

Irina Nevzorova  
Director of Icover in Russia  
★★★★★  
When Paul made the trajectory for me, I had several important insights. First of all, it's just a great tool to assess the whole path from a bird's eye view. You can perfectly see all the... Читать полностью

**Rates**

You can choose the depth and level of the trajectory

**Advanced**  
₽50 000  
2 hours of work with a trajectory therapist (design, interpretation, recommendations)  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically

**Extra**  
₽75 000  
2 hours of work with a trajectory therapist (design, interpretation, recommendations)  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically  
The trajectory pathologist is assigned automatically

**Trajectologists**

Pavel Petrovsky Trajectory Expert  
Work experience In 2003, together with a partner, he founded the RosRavite Group of Companies. The main direction is counteraction to hostile takeovers (trading). 2005 - Opening of a branch in St... More

Ekaterina Guvakova Trajectory Expert  
Work experience In 2003, together with a partner, he founded the RosRavite Group of Companies. The main direction is counteraction to hostile takeovers (trading). 2005 - Opening of a branch in St... More

Ekaterina Guvakova Trajectory Expert  
Work experience In 2003, together with a partner, he founded the RosRavite Group of Companies. The main direction is counteraction to hostile takeovers (trading). 2005 - Opening of a branch in St... More

**Road Map EntPath**

2017-2021  
Planning the methodology

2022  
MVP it-platform  
- strategy for automating and developing the it-platform  
- launch of the first version of the platform (MVP)  
- launch in January

2023  
Automation  
- Launching applications for different platforms (EN, ENG)  
- Automation of 80% of trajectory stages  
- Trajectory engine platform with automatic learning and testing  
- AI & ML testing

2024-2025  
Widespread use of

**Q&A**

+ +



Logo development and redesign  
of marketplace pages

**ИгроРай ru** Market for innovative electronics and video games

Search...

from 09:00 to 21:00 | 8 (499) 681-71-63  
No weekends 8 (910) 488-33-11

Request a call

Catalog Services Stocks Trade-in Shipping Self-delivery Guarantee The company Reviews

Heart, Mail, User icons

## Checkout

Home / Checkout

1 Check your order lineup

Your order		Change
Order amount	64 252 ₽	59 248 ₽
goods	6,7 kg	
Shipping	At the TC rate	
Cashback	5 004 ₽	296 ₽
Total	305 248 ₽	

**Sony PlayStation 4 Slim (500GB) (CUH)-2216A** ₽85 978  
Discount 7% Weight 3,8 кг.  
#46-428 ₽42 989/pcs.

**Электросамокат Kugo Lilong Kirin GX** ₽129 900 ₽  
Weight 45 кг.  
#129 900/pcs.

**Sony PlayStation 5 EU + Руль Logitech G29 Diving Force и педали + Игра Grand Tourismo 7** ₽89 548 ₽  
Discount 7% Weight 3,8 kg.  
#97-662 ₽89 548/pcs.

Add gift wrap  
\*Cost and design are agreed with the manager

**We recommend**

- Brackets and mounts for TV/Monitor
- TV cabinets and racks for TV and equipment
- Set-top boxes and media players
- DVD and Blu-ray players
- TV antennas

Brackets and mounts for TV/Monitor

TV cabinets and racks for TV and equipment

Set-top boxes and media players

DVD and Blu-ray players

TV antennas



Deep Black  
#000000

IT-Yellow  
#FFF500

Modern Red  
#FF3434

Corporate identity, landing page, logo,  
video presentation of interface animation

XTR Solutions

Cases  
Processes  
Unique Offers  
Services & Solutions

Reviews  
E-Commerce  
Technologies

En Es

01 02 03

Contact

/ Design & custom software development

# DAO Culture. Startup Speed Super Adaptive.

We **x-multiply** and **x-scale** businesses via high-tech ideas and custom it-solutions at **startup speed**.

App & Web CRM, ERP, MDM, BPMS Metaverse AR/VR  
Machine Learning Biometrics BPMS NFT RPA  
DeFi Blockchain

100%  
ie Growth Forecast in 2022

XTR Solutions

Selected Works

Alibaba.com

1 — 7

App & Web CRM, ERP, MDM, BPMS  
Machine Learning

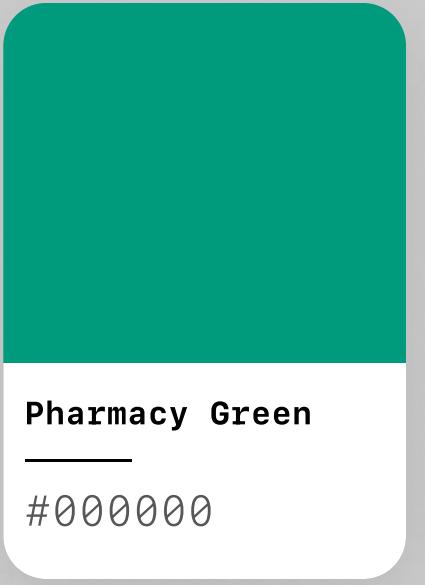
## Alibaba.com

CRM

AR / VR

Blockchain & Crypto

Formula 1



Logo and mobile app design

9:41

## OCTOBER 2021 RESEARCHERS RATING

In the monthly comradery competition, "The Gorzdrav and His Team"

### Leaders

Rank	User	Role	Points earned	Verified pharmacies
1	Maria Guzovskaya	Researcher II	256	25
2	Alexei Ivanov	Researcher II	200	20
3	Alisa Novikova	Researcher II	165	13

### All participants (58)

#8 Alexander Ivanov (You)

Profile      Assignments      Support

9:41

## Profile

1000 Maximum number of points

Komsomolets

Evgenia Stepanova

Moscow

5 Completed tasks    3 Verified pharmacies    186 Accrued points

Increase your rating in the system "Gorzdrav and his team. Exchange your points for discounts at a network of pharmacies "Gorzdrav"

More →

### Monthly competition

OCTOBER 2021  
#25<sup>TH</sup>

In the monthly comradery competition, "The Gorzdrav and His Team"

Among 256 comrades

Profile      Assignments      Support

9:41

### Check pharmacists' loyalty

225 Higher scores    ≈15 min. On assignment

EXPIRES IN  
02:15:24  
DAY HOURS MINUTES

It is necessary to visit the pharmacy as a regular customer. Take a few pictures and answer questions.

How do I go about my tasks? →

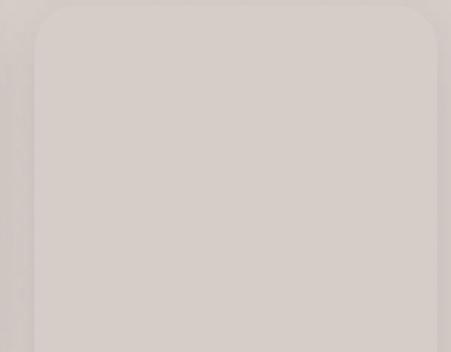
Perform the task

Georgievskaya St.  
g. 24 Okhotny Ryad St., building 1, Moscow  
≈250 meters



Ocean violet

#20084A



Dirty Orange

#E94D05

Designing a learning platform for the bank

Sales  
Product development, content development and interaction

IT  
Analytics, development, testing

HR  
Hiring, development, CSR

Risks  
Development of scoring models

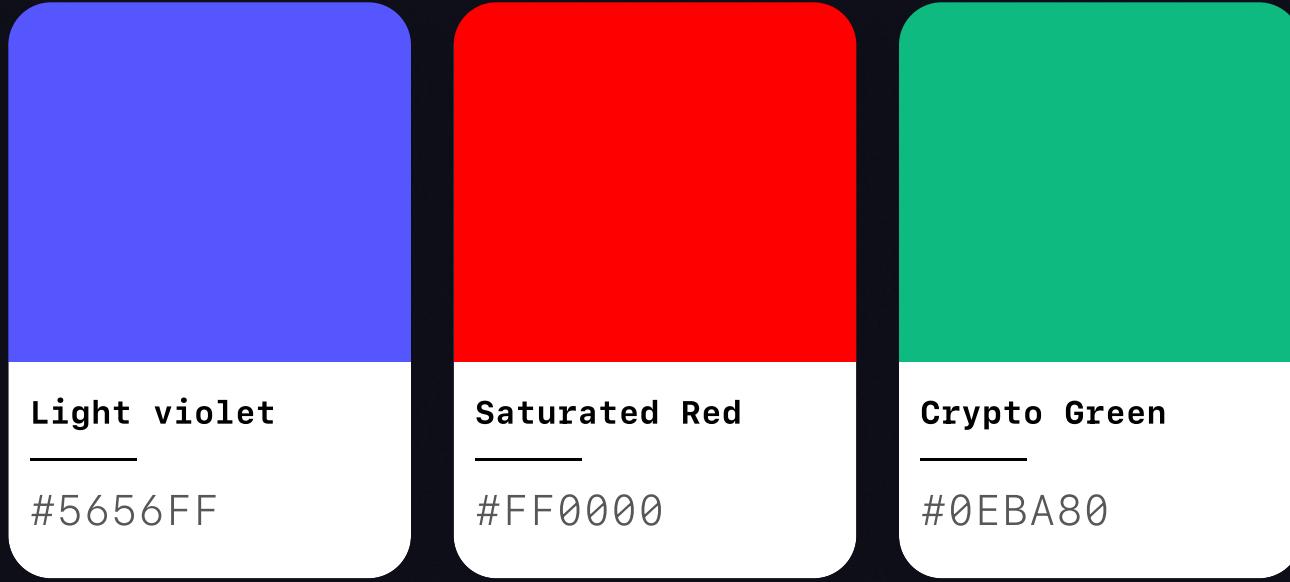
Data science

Customer Experience

Finance  
Reporting and financial models

Marketing  
Work with digital marketing

The homepage features a large, bold title: "THE BANK IS SPEEDING UP, COME WITH US!" with a rainbow gradient effect. A circular badge says "Available from #1st course". Below the title is a call-to-action button "To apply". To the right, there's a section titled "Internships At The Bank" with three numbered steps: 1. Online Practice (a girl with a finger to her lips), 2. Educational Online Courses (a boy thinking), 3. Internships At The Bank (a smiling girl). Below this is a section titled "Become part of the transformation" with three numbered points: 01 (a woman in glasses), 02 (text about customer journey), 03 (text about paperless operations). On the right side, there's a sidebar for "Success Stories" with quotes from interns like Fedotova, Tkachenko, and Andra. There's also a section for "Uralsib Without Work Experience" and a Q&A section.



Development of an international B2B and B2C trading platform, logo, corporate identity



## Connection Service - Connection Opportunity

With the function of the platform, you can upgrade your business to a new professional level and improve the...

Most Team  
August 20th



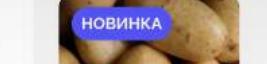
32



2.5K

## Collection >

### New >



### High Rating >



### Low Minimum Order >



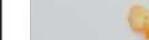
## and Beverage" >

### 1

#### Baking >

9566.05M RUB

+0.21% ▲



### 2

#### Baby Food >

6566.00K RUB

-3.78% ▲



### 3

#### Drinks >

122.02M RUB

+1.78% ▲



### 4

#### Can >

12333.12M RUB

+2.88% ▲

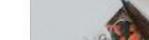


### 5

#### Seafood >

3488.34M RUB

+2.67% ▲



### 6

#### Table Poultry >

2896.00B RUB

+0.12% ▲



### 7

#### Vegetables And Fruits >

9788.09M RUB

-3.55% ▲



### 8

#### Sweet Food >

23.00K RUB

+1.77% ▲



## Eight categories of "Agriculture" >

### 1

#### Agriculture >

788.00M RUB

+2.88% ▲



### 2

#### Frozen Products >

23.00M RUB

+1.77% ▲



### 3

#### Cereal Crop >

1888.40M RUB

+11.88% ▲



### 4

#### Mushrooms And Truffles >

2099.00M RUB

+16.12% ▲



### 5

#### Animal Feed >

499.00K RUB

+0.19% ▲



### 6

#### Nuts And Nuts >

9112.23M RUB

+1.67% ▲



### 7

#### Fresh Fruit >

12000.43M RUB

-4.99% ▲



### 8

#### Fresh Vegetables >

9566.00M RUB

+1.88% ▲



The screenshot displays the Most B2B/B2C trading platform's user interface. At the top, there are language and currency settings (Moscow, Russia; Rubles). The main navigation includes 'Most' (logo), 'Catalogue', 'Products', and a search bar. A sidebar on the left allows selecting up to three products from categories like Agriculture and Food and drink.

- Attendance:** Shows 14277 registered members, 419 active participants, and an average transaction amount of 1.55M. It also lists participating countries: 90% (Russia), 9% (China), 0.9% (India), and 0.1% (Iran).
- Platform Turnover:** Displays turnover of 1,28B with a 0.21% increase. A line chart tracks turnover over time from 01.00 to 21.00.
- Top Industry:** Lists top industries by turnover, including YACHM, ZRN, NAP, YABL, FISH, and MET.
- Eight categories of "Agriculture":** A grid of eight categories: Agriculture, Leguminous, Frozen Products, Cereal Crop, Mushrooms And Truffles, Animal Feed, Nuts And Nuts, Fresh Fruit, Fresh Vegetables, Seafood, Table Poultry, Baby Food, Dranks, Can, and Sweet Food. Each category has a thumbnail image and a brief description.
- Collection:** A section titled 'Collection' featuring 'New' products, 'High Rating' products, and 'Low Minimum Order' products.

This screenshot shows a detailed view of the platform's Agriculture section. It features a large chart at the top right showing price movements for Barley and Buckwheat over time. Below the chart, a table lists commodity indicators for various products, including YACHM, ZRN, MAP, YABL, FISH, and MET. The table includes columns for Day and Year-over-Year changes.

Commodity	Day	Year	Change
YACHM	0122.23	1.55	+2.12%
ZRN	0122.99	4.00	+0.09%
MAP	3445.23	1.43	+0.87%
YABL	9908.10	2.55	+14.43%
FISH	1888.11	-1.55	+5.56%
YACHM	7553.09	-0.05	+1.98%
MET	5366.98	-0.99	+0.21%

The main content area displays a grid of products under the 'Agriculture' category, including Baking, Baby Food, Dranks, Can, Seafood, Table Poultry, Vegetables And Fruits, and Sweet Food. Each product has a thumbnail image and a brief description.

# woow



Chicken Yellow  
#FFE73A



Meat Red  
#EC6D3A



Sea Blue  
#339dff

Development of corporate identity, landing page design, packaging design, design pages on marketplace



Benefits Flavors About Us **WOOW**  
.holistic **BUY**

STARTUP

# The History Of Perfect Pet Food

WOOW.holistic natural food is 90% organic meat and fish of human grade

**BUY ON THE MARKETPLACE**

Find out my story →

Living Legend  
Our contemporary  
Founder Ilon Meowsk

**Rule #1**  
**90% Meat And Fish**  
Each tin contains only meat, fish, and broth

**Human Grade**  
Meat and fish of the highest grade suitable for human food

**100% Organic**

Black Sea shrimp

Chicken meat

Canned meat has 100% protection from bacteria + digestibility of useful enzymes is not inferior to raw meat.

**Better Than Raw Meat**

I want to be healthy and live long, like people! Anfisa

events hairballs in cats. The condition and shine of the

тамины, минералы и укрепляют

диету, от истокам

Хочу скорее попробовать их все!

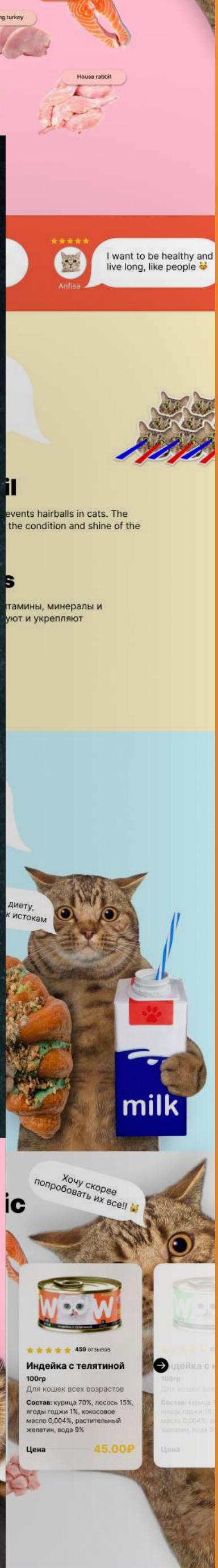
Идейка с телятиной 100гр Для кошек всех возрастов Состав: курица 70%, лосось 15%, ягненок 1%, кокосовое масло 0,04%, растительный желин, вода 9%

Цена 45.00Р

Чайка с курицей 100гр Для кошек всех возрастов Состав: курица 70%, куриное мясо 20%, куриный желин, вода 10%

Цена 45.00Р

Днников





Mr.opt



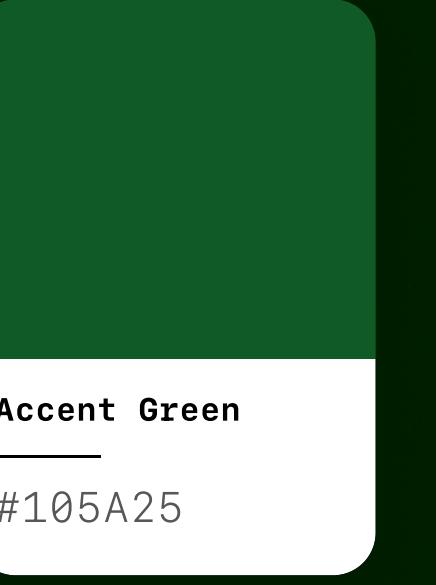
Fresh Red

#E64117



Apple Green

#72BB30



Accent Green

#105A25



Yummy Orange

#F49400



Dark Yellow

#E1E200

## MORE PROFITABLE THAN BULK

We have no discounts, but the prices are lower than the market





**14<sup>98</sup>**  
per 1 kg.



## MORE PROFITABLE THAN BULK

We have no discounts, but the prices are lower than the market





**44<sup>98</sup>**  
per 1 pc.



## MORE PROFITABLE THAN BULK

We have no discounts, but the prices are lower than the market





**59<sup>98</sup>**  
за 1 юн.



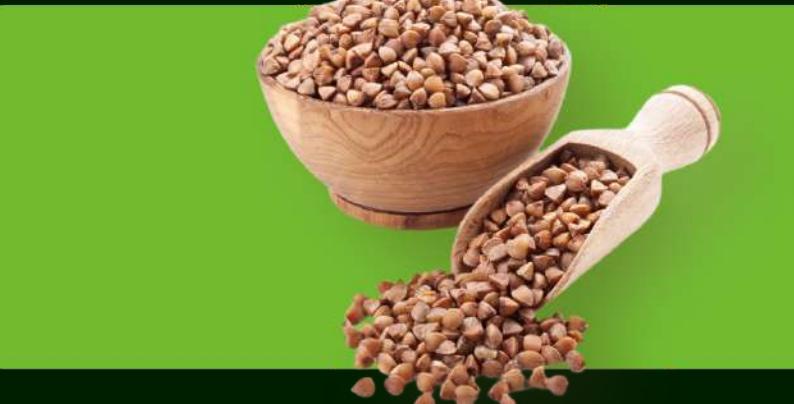
## MORE PROFITABLE THAN BULK

We have no discounts, but the prices are lower than the market





**9<sup>98</sup>**  
per 1 kg.



Development of the logo, identity, design  
of catalog cards and main banners





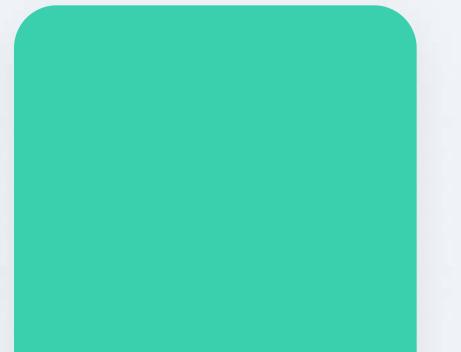
# 36.6 Online pharmacy



Pharmacy Blue  
#044C7E

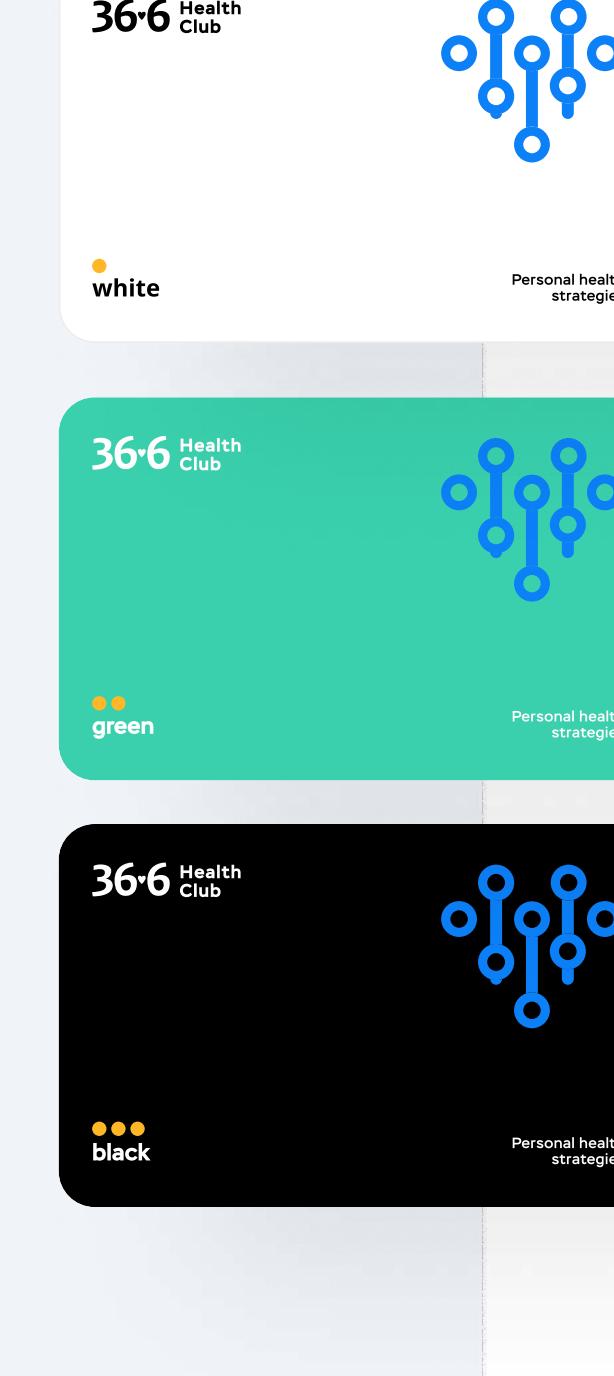
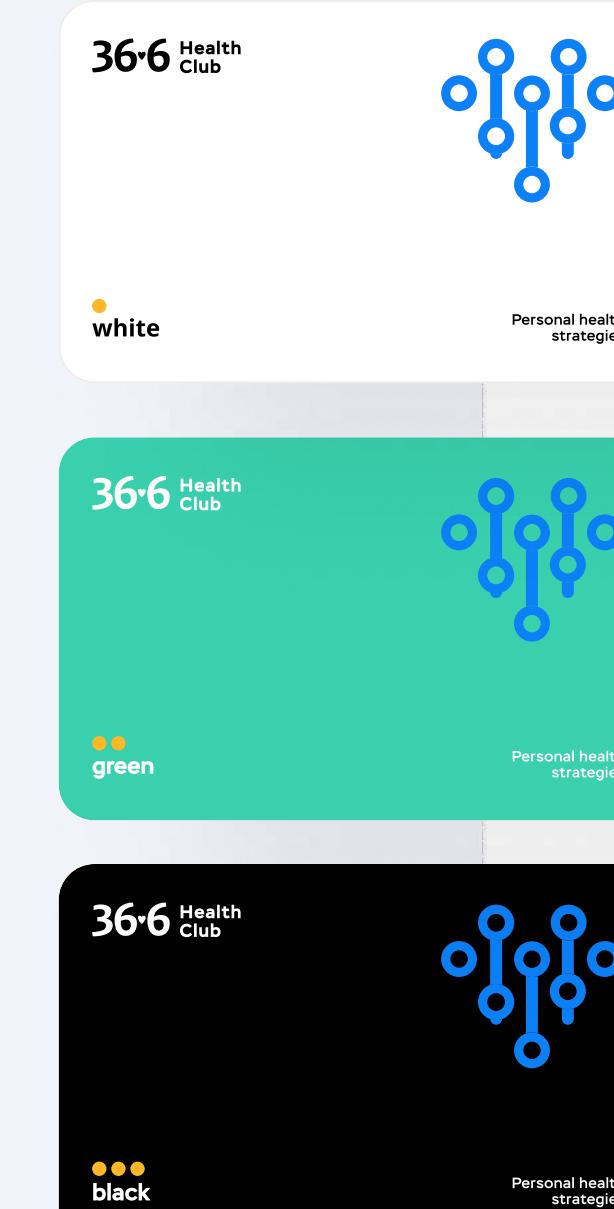


Soft Pink  
#F60072



Pharmacy Green  
#3AD0AD

Loyalty program design, logo, landing page, design club cards



36.6 Online pharmacy

36.6 Health Club

Cashback up to 100%

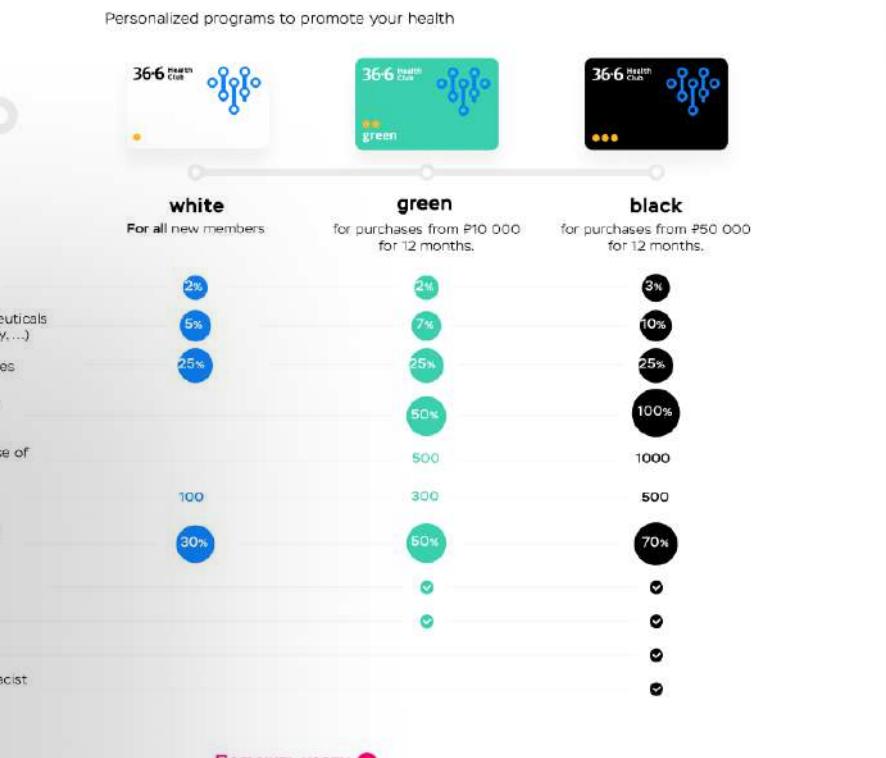
## Super Cashback From The First Purchase

Activate your status in "36.6 Health Club" and get increased cash back and special bonuses

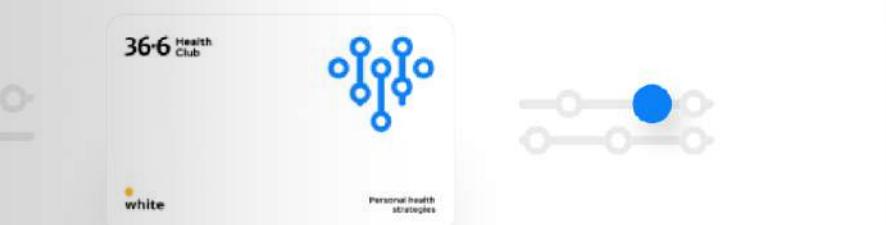
Get Card Terms

SET YOUR HEALTH TO THE MAX

A smiling woman holding a smartphone displaying the 36.6 Health Club app interface with cashback offers.



Activate virtual Platinum card now  
And set your life in a healthy direction



GET CARD GET CARD GET CARD GET CARD GET CARD

### Program rules

- Activating a card
- Forgot your map at home?
- Only one card can be activated for one phone number. Until the moment of activation you can only accumulate bonuses for purchases, and you will be able to spend them only after activation.
- Personal profile → My profile → Bind the card
- We will credit or debit the bonuses to the linked phone number

Loyalty program participation agreement

### 36.6 Health Club personal health strategies

enrich your health with the widest selection of vitamin complexes and special supplements. Professional pharmacists at each 36.6 pharmacy will advise you and give you personal recommendations.

**МОЖНОСТИ:**  
Any supplements and vitamin complexes  
Exclusive brands selected by experts on the market.  
Safety and reliability of all products in the range are certified.

Qualification of 36.6 pharmacists - confirmed by

and continuing education program "36.6



# Logofolio

2022

