

analytics  
 radar screen  
 foresight  
 leverage  
 focus  
**proven business models**  
 flawless  
 focused search  
 awareness  
 clearly  
 vision  
 wise selection  
**market knowledge**  
 networks

financial accounting  
 reporting standards  
 partnership  
 invest  
 understanding  
**planned exits**  
 leverage  
 growth  
 negotiating  
 corporate governance  
 disproportionate return  
 winner  
 trust ability  
 transparency  
 acquisition  
 openness  
 success



# Fast Lane Ventures

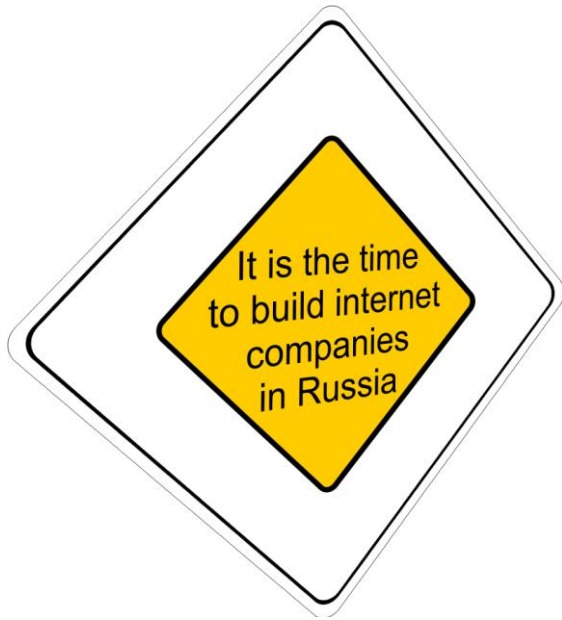
founders  
**entrepreneurs**  
 KPIs  
 performance oriented  
 recruitment  
 accountability  
 passion  
 experts  
**years of experience**  
 work  
 pressure  
 coaching  
**execution**  
 fast  
 execution power  
 ahead  
**constant support**  
 academia  
**riding the curve**  
 people  
 contacts  
**shared services**

**Why Russian companies are not successful in the World**

**Tatiana Tsvetkova**  
**Business Development Director**

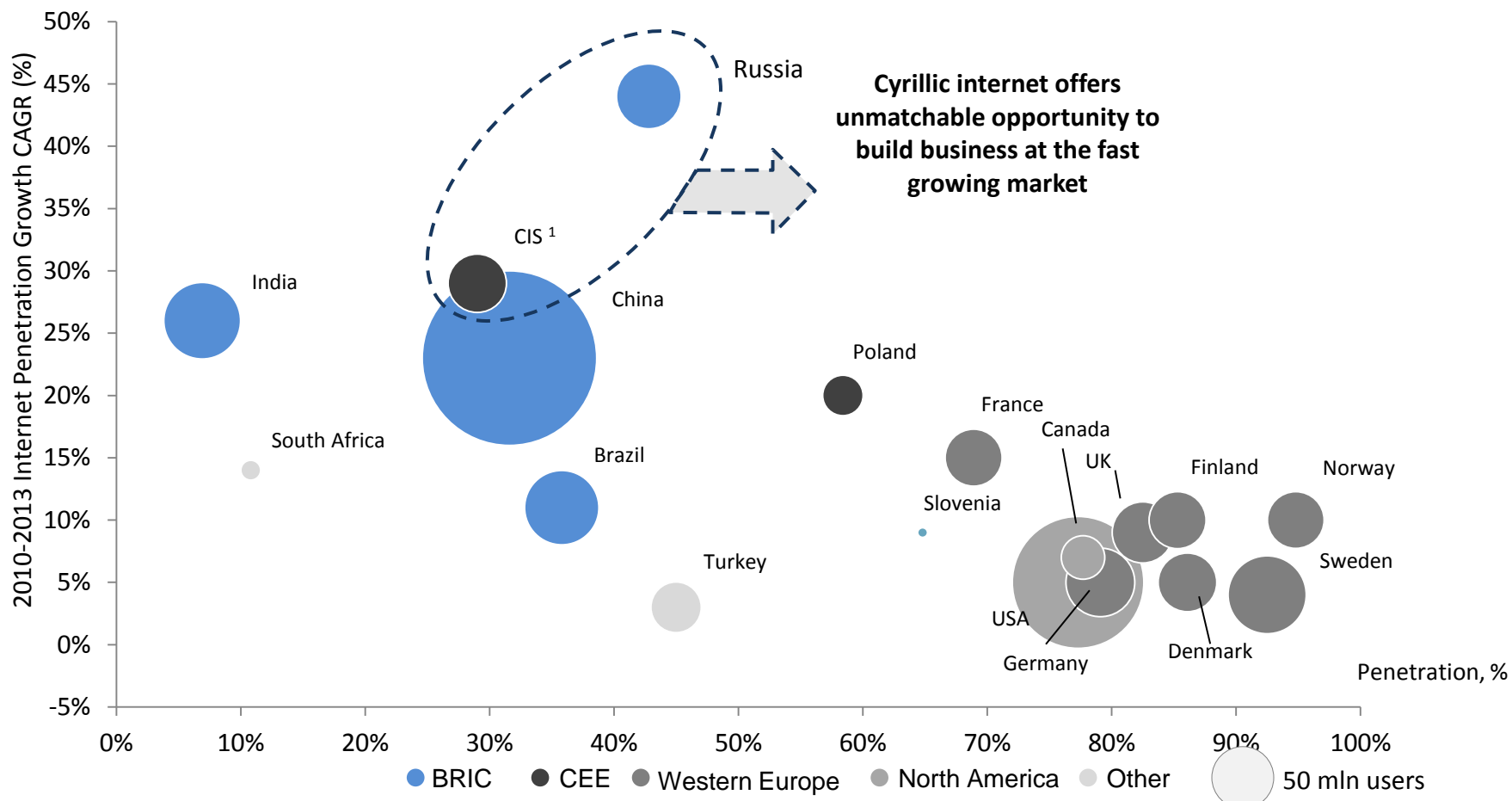
**DISCLAIMER**

This Presentation is prepared by Fast Lane Ventures for its partners and investors (the "Recipients").  
 This Presentation and any attachments are confidential, privileged and/or proprietary to Fast Lane Ventures and intended solely for the addressees. The Recipients shall not disclose or attempt to disclose the information containing in this Presentation and any attachments to any third party without prior written authorization/consent of Fast Lane Ventures.



- 1** **Russia is a large economy with a favorable outlook**
  - Strong oil-backed GDP growth projections of 4-4.5% p.a. in the next few several years
  - Disposable income and consumer spending growth
- 2** **Russian Internet is on the rise**
  - Russian Cyrillic Internet, together with CIS countries has potential of 200-250 mln users
  - Penetration is growing strongly, yet it is still at only a 43% level – twice as low compared to developed countries
  - Online spending is growing as well
- 3** **Many proven internet business models do not exist in Russia yet**
  - High potential business models take up to 2 years to be copied, while niche ideas take longer
  - There is opportunity for business model transfer, however it requires knowledge of the Russian market
- 4** **Infrastructure for Internet Business exists**
  - Payment infrastructure allows to do business online
  - All online marketing platforms exist
  - Fulfillment and delivery infrastructure provides for e-commerce and other e-businesses needs

# Today Russia and CIS are among the fastest growing nations on the global Internet landscape



<sup>1</sup> – CIS users without Russia

Source: Screen Digest 2010, IWS, Goldman Sachs, Fast Lane estimates (CIS CAGR )



# Investments

## Investments roadmap and problems

5-7 years



Business development stage



Who will finance

Friends/Families  
Business Angels  
Business accelerator

VC Funds-Early Stage, Super Business Angels

VC Funds-Early & Growth Stage

VC Funds-Growth Stage/Private Equity Fund

Strategic buyers or IPO

How many shares Investor gets

<25%

<20%

10-25%

25-51%

**!10-35% shares**  
remains with the founder prior to IPO or Strategic Sales

Problems: lack of IT business angels and early stage VC Funds, then the problem on the whole chain



## Investors

### *What Investors are looking at*

Type of Investors	Key points
Business Angels	Leader and Team, Idea-Proof of concept, Use of funds, Time to exit
VC early stage	Leader and Team, Working prototype, Market and Geography, Use of funds, Previous track records, Similar company in portfolio, Exit potential
VC growth stage	Leader and Team, Product-Technology, Growth potential – Big numbers, Size of investment, Unit economics, Market and Geography, Similar company in portfolio, Revenues, Exit potential
Private equity funds, pre-IPO	Leader and Team, Strong financials with clear path to growth, Market potential, Corporate governance – Transparency, Clear path to liquidity

Problem: bad quality of Leader and Team, technology problems

## New projects pipeline in 2H2011

*In 1H2011 we launched 9 companies, after considering 287 business models, and discussing 64 projects in detail on weekly IC*

### We issued 'GO' on 9 companies...

<b>Heverest</b>	<b>DomGeo</b>	<b>TravelRent</b>
<b>VitaPortal</b>	<b>OdinOtvvet</b>	<b>RentHome</b>
<b>StellaDot</b>	<b>GeoEstate</b>	<b>Kaufda</b>

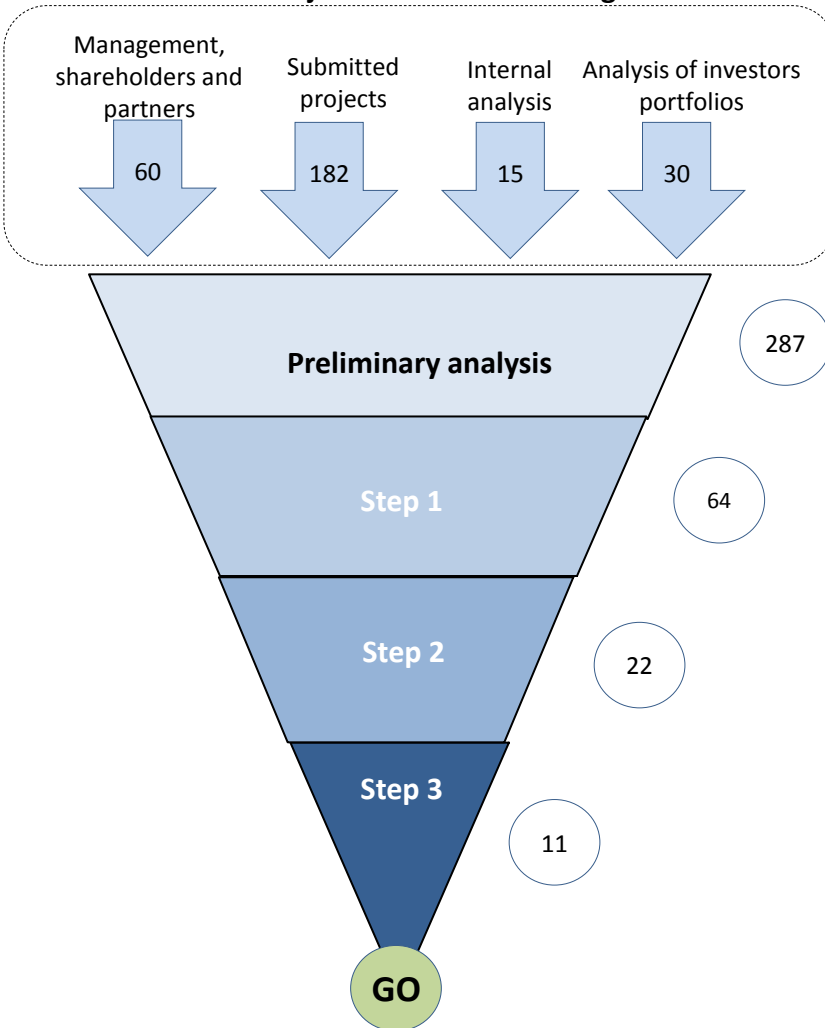
### ... and 3 satellite projects

Mahalo • Social recruiting • Shoes-a-porte

### Our Investment Criteria:

- 'Go' idea has to be based on proven business model
- Project has clear and fast road to market
- Fast Lane Ventures can effectively contribute in day-to-day operations
- Project meets seed (EUR 0,3M-0,7M) and cumulative funding (up to EUR 3M-20M) requirements
- Currently market niche has low level of competition and project is positioned to capture leadership
- Business model is 'marketing driven' and allows scalability
- There clear exit opportunities

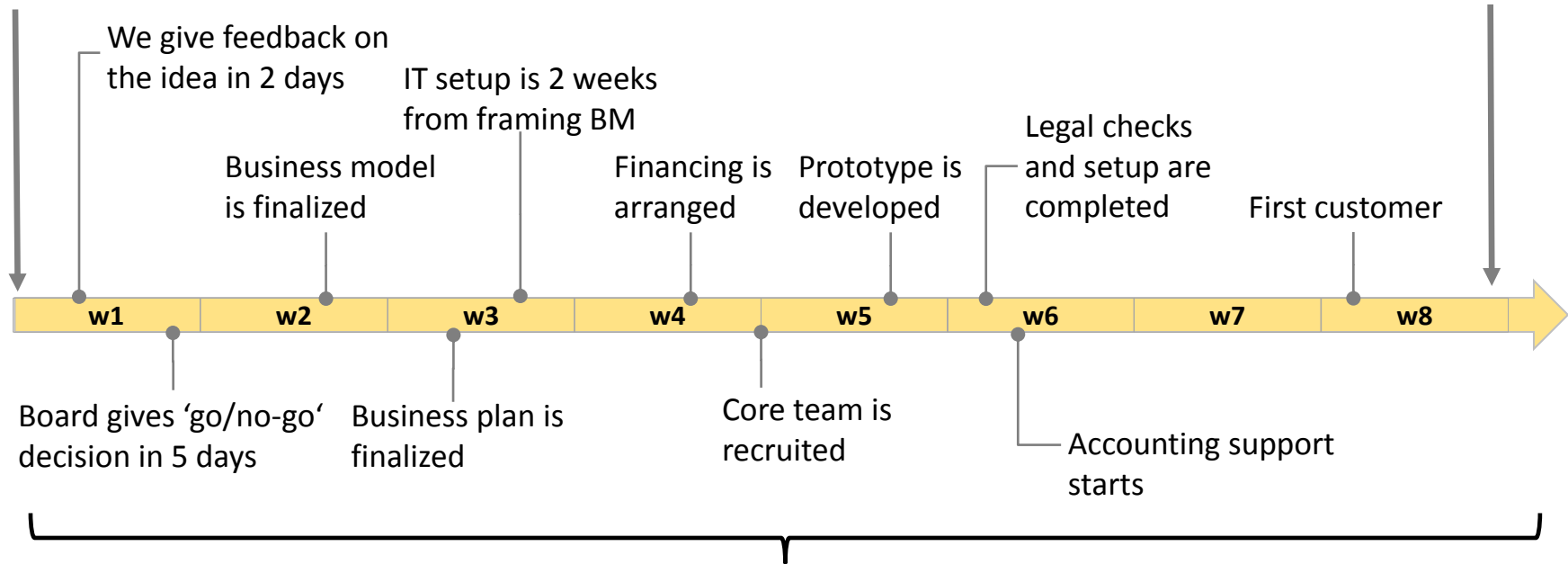
### There four major sources of incoming ideas:



We employ "Fast 50" methodology to jump-start companies from conception to serving the first customer in just 50 days

### Snapshot of our "Fast 50" Launch Methodology

#### Conception



Our goal is fast time to market with strong company fundamentals

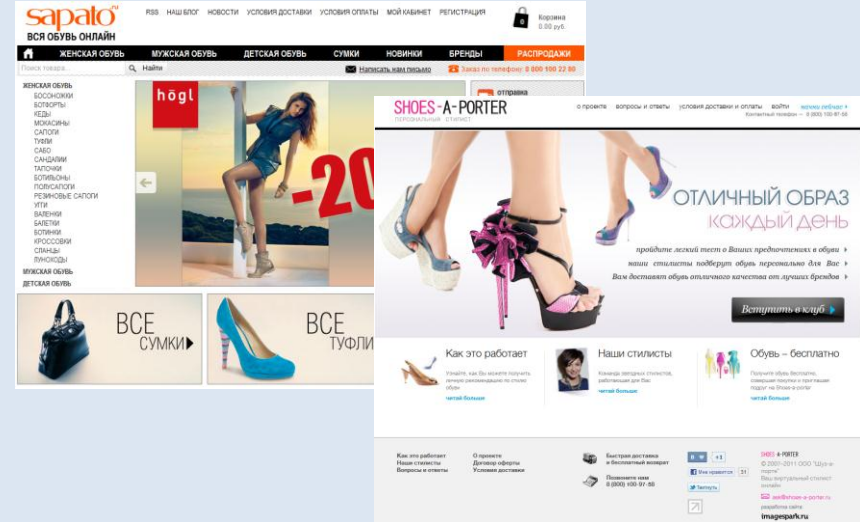
Fast Lane portfolio companies



[www.sapato.ru](http://www.sapato.ru)

**ВСЯ ОБУВЬ ОНЛАЙН**  
**eCommerce multi-brand shoes specialist**

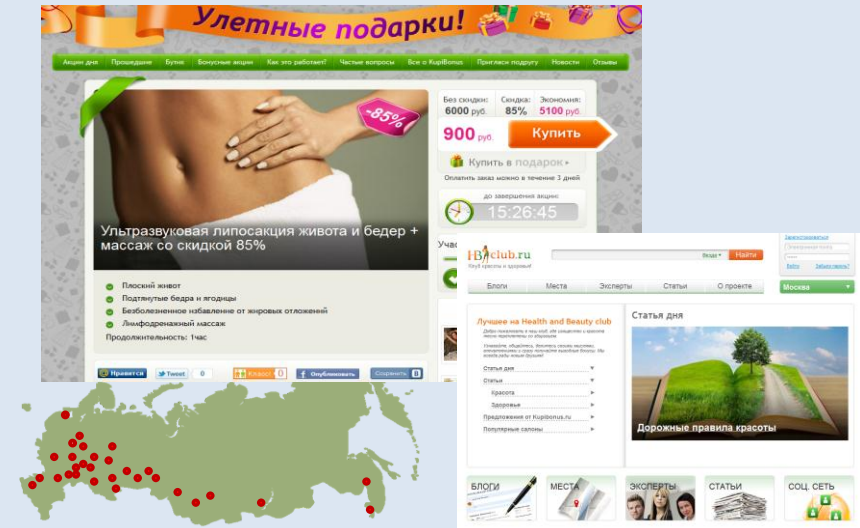
- Sapato.ru is the leading Russian online shoe retailer offering a broad range of well-known shoe brands for women, men and children. The founding team succeeded in raising venture capital from famous international funds
- Proven model of: **Zappos.com**, launched in June 2010
- Pioneer and category killer with 150 brands an 8000 SKU's
- KPI by the end of 2011: number of visitors per month – 1,9 mln., items per buyers - 1,60, number of orders per year- 130 000
- In May, 2010 Sapato.ru successfully launched satellite recommendation project, exploiting shoedazzle.com business model



[www.kupibonus.ru](http://www.kupibonus.ru)

**Collective buying service**

- KupiBonus.ru is the leading women live-shopping online club in Health & Beauty services
- Disproportionally high average order value vs competitors, by targeting quality female segment that we know best and reaching 1mnl user
- Proven model of **LivingSocial.com**, lauched in june 2010
- KPI's by the end of 2011: cover 20 cities, 340 000 paid orders per year.
- In April, 2010 Kupibonus.ru launched satellite project health & beauty club aimed to promote kupibonus.ru deals through content, community ratings & reviews. Project is based on wahanda.com business model



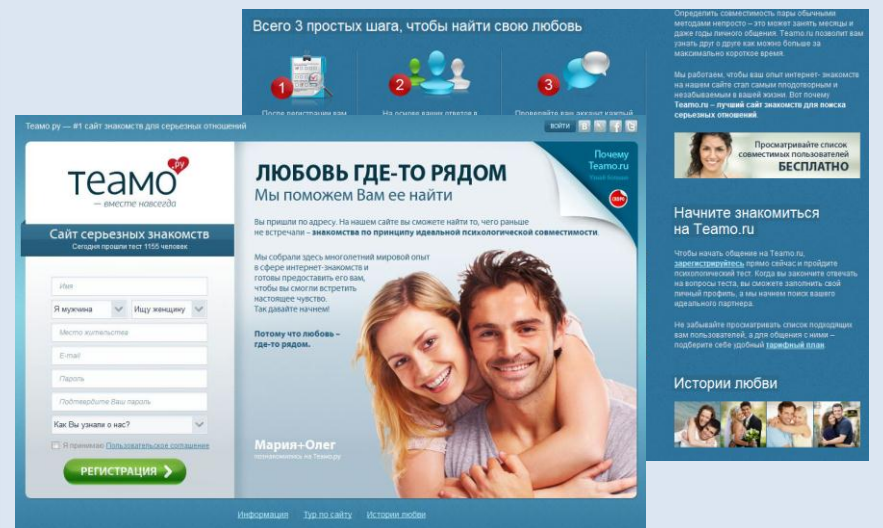
Fast Lane portfolio companies



[www.teamo.ru](http://www.teamo.ru)

Couple matching service for serious relationships

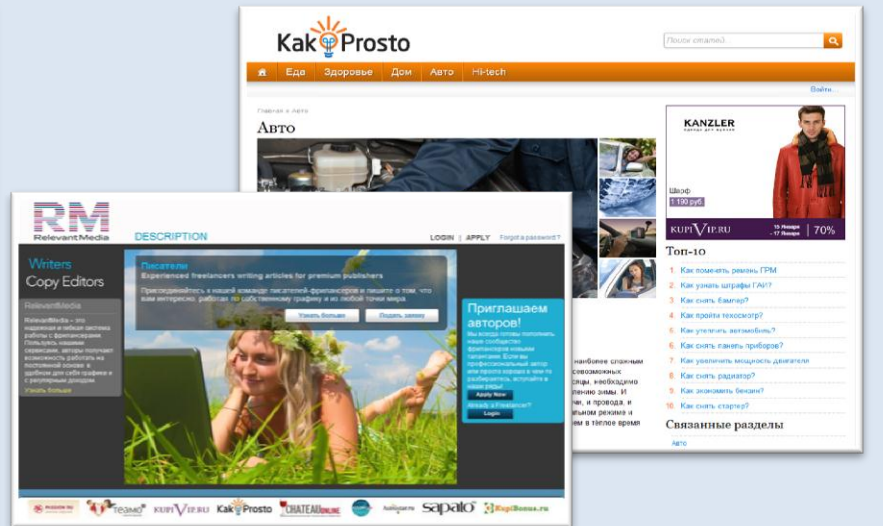
- Teamo.ru is a online dating portal with a new approach focusing on serious relationships and using scientific methods for partner search
- Teamo improves chances of meeting a 'soul mate' by employing sophisticated match-making algorithm with 200 questions
- Proven model of: **eHarmony.com**, launched in October 2010
- KPI's by the end of 2011: number of unique visitors – near 14 mln., number of new leads – near 1 mln., total buyers – near 38 000, gross sales: - near € 568 000.



[www.relevantmedia.ru](http://www.relevantmedia.ru)

Online media company

- RelevantMedia is online company that fulfills the most wanted informational needs of the internet users . It creates high-quality commercial valuable content at scale with record level of efficiency
- It uses a set of proprietary algorithms and employing a huge network of professional freelancers
- Proven model of: **DemandMedia.com**, launched in November 2010
- KPI by the end of 2011: produced articles -189 000, visits for the year – near 44 mln., visits daily - 300 000, page views for the year – near 88 mln.



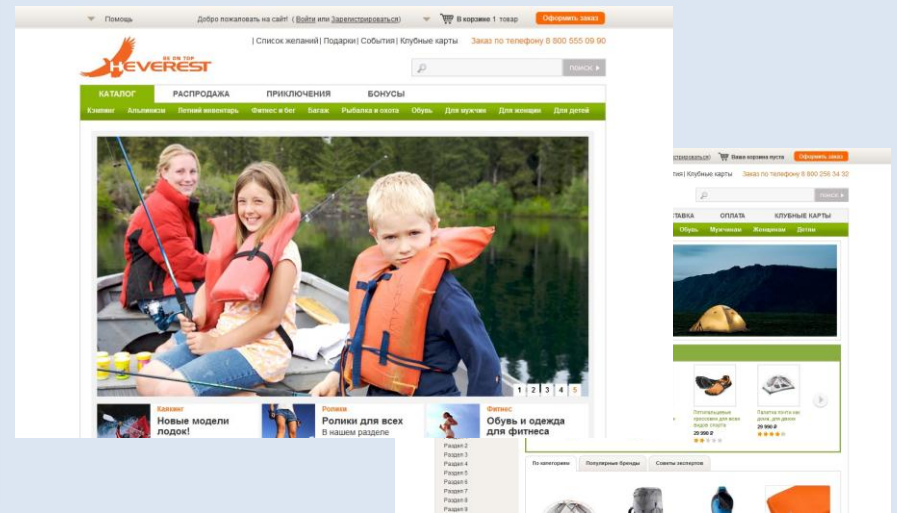
## Fast Lane portfolio companies



[www.heverest.ru](http://www.heverest.ru)

### E-commerce for sport and outdoor goods

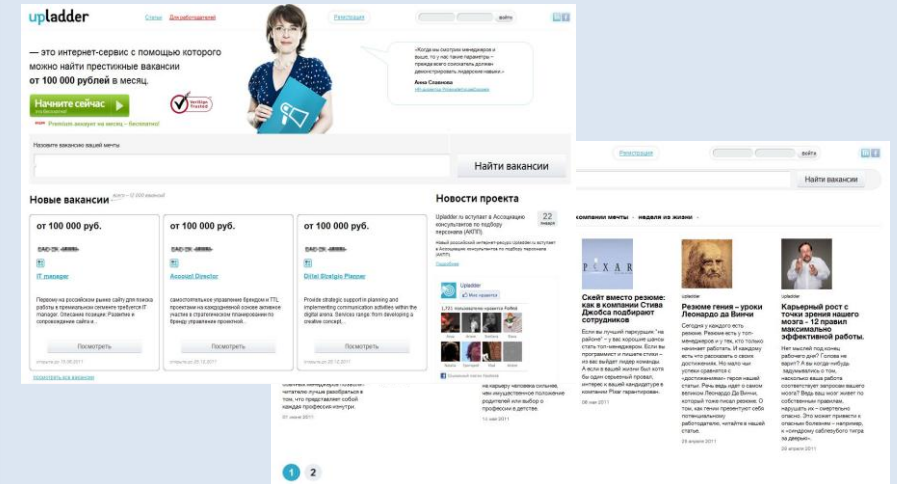
- E-commerce with the best choice of goods, accessories and inventory for the active rest and sport for the whole family
- Winning strategy is based on exceptional service, comparable pricing and the widest assortment for those who live active lifestyle
- Proven model of: **REI.com**, launch date: June 2011
- KPI's by the end of 2011 : sales of € 0,5M, 900 000 unique visitors per month



[www.upladder.ru](http://www.upladder.ru)

### Job search platform for upper level positions

- The first national online resource for increasing personal capitalization and building personal brand for professional with income from 100 000 rubles for month
- Two-sided subscription model for candidates and HR
- Strong focus on delivering authentic high-quality positions and candidate profiles
- Proven model of: **TheLadders.com** , Launch date: May 1<sup>st</sup>, 2011
- KPI by the end of 2011: active users – 12800, paid users - 3780, active companies – 1300,



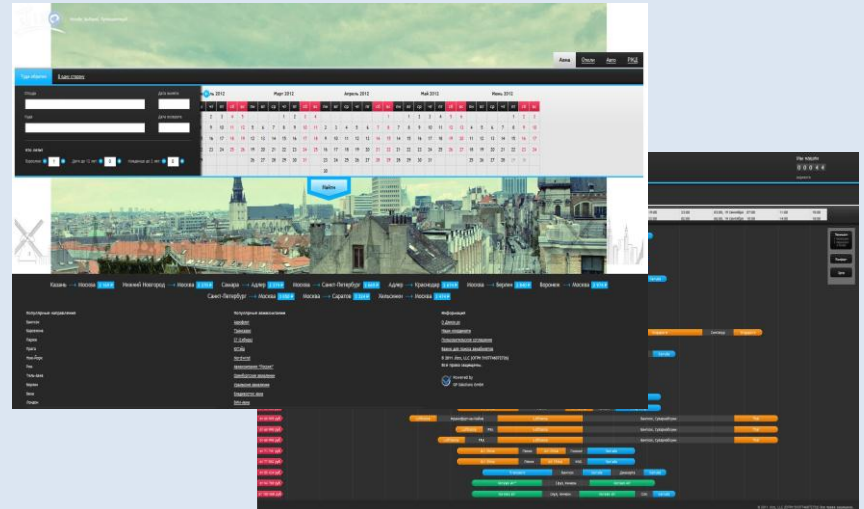
### Fast Lane portfolio companies



[www.jizo.ru](http://www.jizo.ru)

### Travel meta search engine

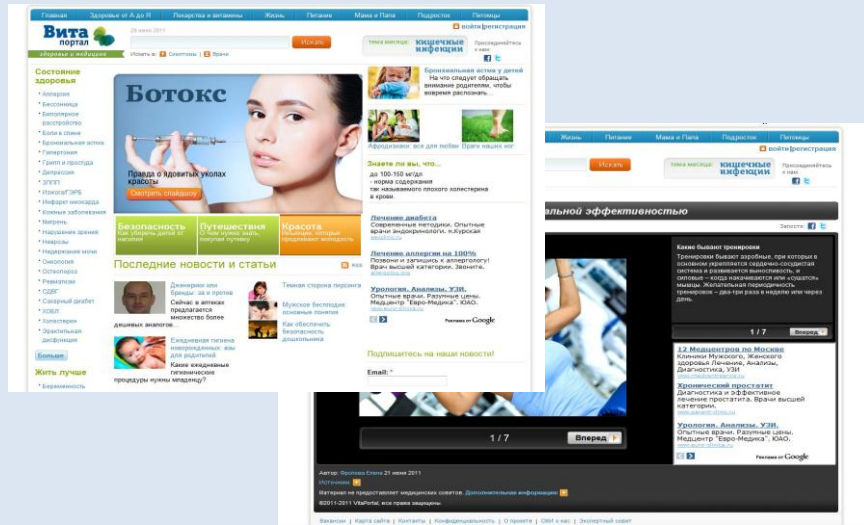
- The go-to destination that consolidates information from the major local and foreign travel sites with unique Gantt Chart-based search result display
- We search both OTAs and Airlines
- Proven model of: **Kayak.com**, launch date: May 1<sup>st</sup>, 2011
- KPI' by the end of 2011: 10 Online Travel Agencies, at least 5 airlines , one Low Cost Carrier and one Rail as partners



[www.vitaportal.ru](http://www.vitaportal.ru)

### Medical and health related topics portal

- Trusted high quality content produced by professionally trained/certified writers only trustworthy information
- Generates advertizing revenue by monetizing targeted visitors and IVAS for pharmaceutical companies
- Proven model of: **WebMD.com**, launch date: May 1<sup>st</sup> 2011
- KPI's by the end of 2011: unique visitors - 20 000 per day, produced/translated content ratio -80/20%



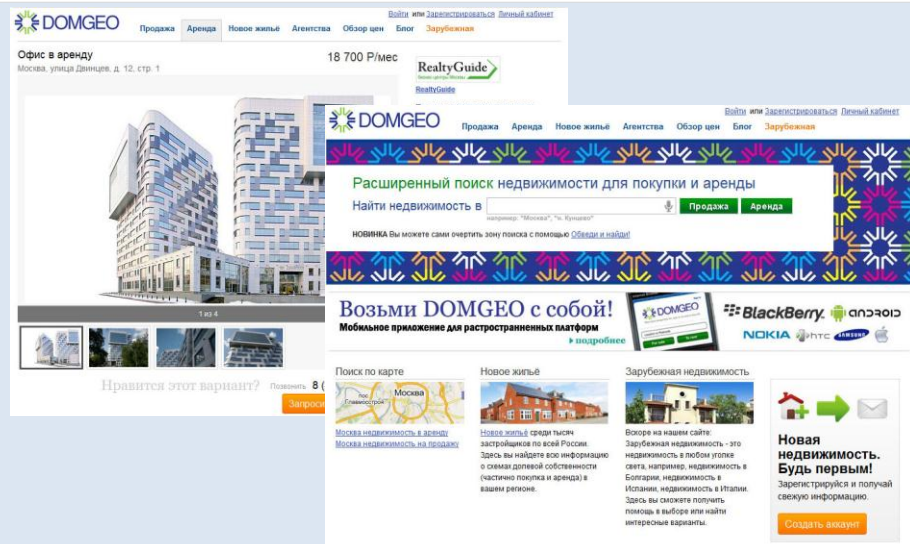
## Fast Lane portfolio companies



[www.domgeo.ru](http://www.domgeo.ru)

### Real estate search portal

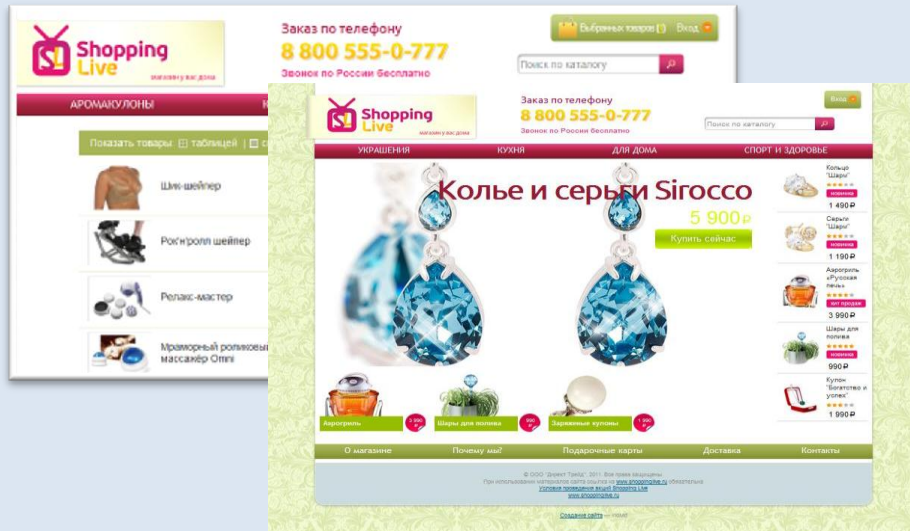
- First property portal with exact geo-searching
- The first who guarantees high quality of objects by pre-moderate
- Trusted high quality real estate data base that is monitored by internal group
- Friendly users interfaces with visual searching areas on the map
- Proven model of: **RightMove.co.uk**, launch date: June 1<sup>st</sup> 2011
- KPI by the end of 2011: partnership with 10 real estate agencies registered, 50 000 properties, 600 000 site visitors per month.



[www.shoppinglive.ru](http://www.shoppinglive.ru)

### TV shopping with entertainment elements

- Winning strategy that brings live show format, higher quality new products, engaging media content and specially trained customer service
- Distribution over several media platforms including online and TV
- Own channel will be opened by the end of 2011
- Proven model of: **QVC.com** active both in the US and Europe
- Launch date: February 2011



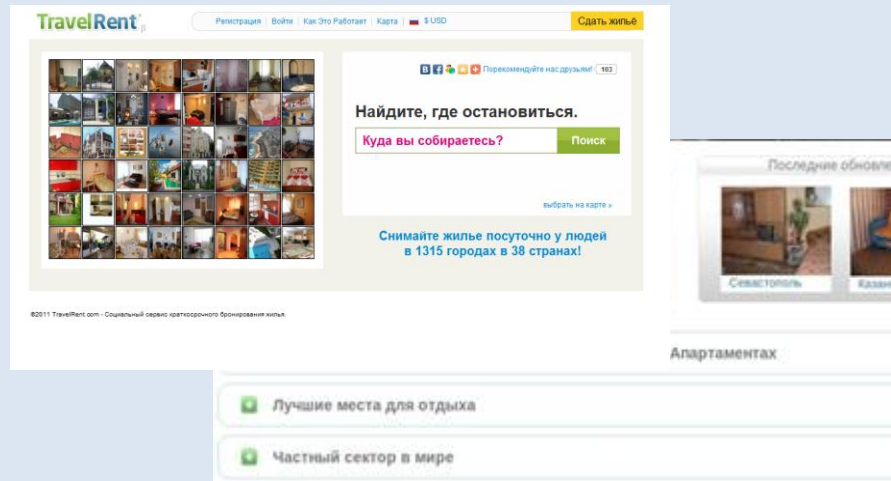
## Fast Lane portfolio companies

**TravelRent**

[www.travelrent.ru](http://www.travelrent.ru)

### Online service for C2C travellers' bookings

- Travel Rent allows travellers to book accommodation from private real estate owners via internet for short-term stay
- Project dramatically improves user experience of both lessor and lessee, comparing to traditional solutions like agencies and classifieds
- 1Q' 12 target: 20 000+ listed properties
- Proven model of: **airbnb.com** (USA)
- Launch date: July, 2011





## Executive Summary

*FastLane Ventures provides unmatched opportunity to capitalize on the unique current conditions of Russian Internet market*

### Who we are

- At Fast Lane Ventures (FLV) **we build internet companies** and act as investor and operational partner
- Fast Lane Ventures was founded by a team of seasoned entrepreneurs with a **track record of successful exits**
- In addition to early-stage funding, we also provide full operational support to young start-ups that puts them on a fast lane of bumpy Russian entrepreneurial off-road

### Our value drivers

- **Market entry** by leveraging our local knowledge and placing our focus on the fastest and most reliable proven ideas
- **Liquidity and attractive valuation** at exit through high corporate governance standards that we install from the start
- **Fastest road** between launch and exit through leveraging our experience and established managerial standards that minimizes pitfalls of doing internet business in Russia

### Investment focus

- Proven business models in consumer Internet with fast time to market
- Focus on ideas in consumer internet in Russia and the CIS
- Seed and early stage only
- EBITDA positive in 2nd year
- Valuation of USD 100 mln + in 3 years
- Clear exit prospects in 3-4 years



Contacts



**Fast Lane Ventures**



**info@fastlaneventures.ru**



**<http://fastlaneventures.ru/en/>**



**+7 (495) 221 33 51**



**12 Dvintsev Str. bld. 1, Moscow, Russia 127018**