

**Interscholar business-incubator
«The Moscow north»**

Team:

Public school №213, Public school №1125

Public gymnasia 1583

Public center of education №1679



Pronin Sergey 11 grade public school №213
Gorovoy Aleksey 11 grade public school №1583
Shvedko Olga, 10 grade P №1679
Popova Kristina, 10 grade PCE №1679

Our business-consultants



Anatoliy Grigorievich Gavrilenko
President of Stock market Union of Russia
Kuznetcova Anna Vasilyevna
Vice-president of
«FSM MMVB» close company
Suharev Oleg Vasilievich
CEO of Youth center of business operation
research



Vitaliy Nikolaevich Martyniuk
Head of National Union of business incubators of
Russia

STUDENTS-CONSULTANTS



Student of the facultee of
international entrepreneurs of
“MGIMO” Kirill Savelev

Student of “Moscow Academy of
finance and industry” Evgenia
Bokova





2007-2008 school year – creation of the first part of the project «Logistics and material flow» - computer program «Logistic approach to maximization of the cargo turnover of the package warehouse.»

2008-2009 school year - creation of the second part of the project «Logistics and material flow» - computer program «Logistic approach to optimization of the cargo handling of the package warehouse of the companies of Moscow».

The algorithm of one of the programs allows counting the quantity of cargo units storage thirteen in the tray using different ways of storage with the selection of the way of storage. The other program allows us to indicate the best way of using the inside space of the warehouse.

2009-2010 school year– starting our work on the business-plan of creation «Logisticians of the 21 century» limited, providing consulting services of estimating the efficiency of using different technologies of cargo handling in the warehouse.

Quarter /rub	I	II	III	IV	total
Sales volume	30 000	35 000	50 000	55 000	160 000
P	14,8	14,8	14,8	14,8	
TR	444 000	518 000	740 000	814 000	2 368 000
Cost price (TC)	414 398,6	444 468,6	412 108,6	413 288,6	1 684 264
TFC	395 526,6	395 526,6	395 526,6	395 526,6	1 582 106
TVC	18 872	38 942	16582	17762	102 158
Total profit	29 601,4	73 531,4	327 891,4	400 711,4	831 735
The profit tax	7 104,3	17 647,5	78 693,9	96 170,7	199 616
Net profit	22 497,06	55 883,9	249 197,5	304 540,7	632 119

It was the creation of the project «Logistics and material flow» in 2007, and its realization at the German company MEFFERT PRODAKSHN AG FARBWERKE of DUFa concern and Russian company «Aero» limited, that allowed us to obtain the grant of the Moscow government and earn first money. This allowed us to continue our work on our logistic project, to start our own business, **finish different innovative and social projects and BECAME A SAGE TEAM.**

Innovation project

Humanity can turn down a lot of things, but never the heat and the light. Energy today is one of the most expensive and demanded resources, because the world economy needs more and more kilowatt hours to develop.

Characters	Russia	World
Production, tWt	964	15665
Consuming, tWt	985	17800

By the International energetic agency estimate the demand on the energy will twofold by the end of 2025. That's why the only chance to develop without losses – is to switch for energy-saving technologies.

The most costly spending pattern of our business was expenses for electro-energy. We had to make a research for having opportunity of cutting them. As the object of investigation we have chosen the school where we study.

We have analyzed all energy-saving activities and we have chosen the most effective of them: substitution of regular lamps for luminescent lamps, using the automatic regulation of heating-flow in the heating system, installation of thermostatic regulators on the heating facilities, cleaning of heating facilities from mud, substitution of regular window blocs for energy-saving window blocs.

The example of calculating the economy from substitution of the lamps:

Energy saving per year, kWt/hour	
$E_n = (R_{In} - P_{II}) \times n \times N_h$	$E_n = (0,4 - 0,18) 694 \times 8760 \times 0,4 = \underline{534991 \text{ kWt/hour per year}}$
Economy of energy per year, rub	
$E_d = E_n \times \text{Cost of 1 kWt per hour}$	$E_d = 534991 \times 1,66 = \underline{888085 \text{ rub/year}}$
Expenses of installing new lighting equipment	
$S = (\text{Installment} + \text{cost if the light equipment}) \times n$	$S = 694 \times 170 + 1100 \times 694 \times 0,25 = \underline{308830 \text{ rub.}}$
Period of pay-back	
$E = S / E_d$	$P = 308830 / 888085 = \underline{0,3 \text{ year}}$

The economy, that came out from this activities accounted for 1200000 rubles (near 40.000 dollars) and all the investments will be paid back in 3 month. After being approved this model was installed in our firm, and the transportation and installment of the equipment was made by our partners – Swedish concern «Fagerhult».

Innovation project

The realization of our projects was complicated by the world financial crisis. Taking high inflation rate, the problem of saving our profit has turned out.

By estimating different financial risks, we decided to invest our resources in different financial instruments, creating our own investment portfolio, trying ourselves in the sphere of financial entrepreneurs.

The main rule of the financial market – the higher is the profitability of the financial instrument – the higher is the risk. That was the reason of our portfolio being diversified according to the principle 50% – 50%.



We effected our trading in the stock market on-line through the trade terminal «Alor-Trade» and the broker charge accounted for 0,005% of the transaction.



So, by the end of 2008 our investment portfolio increased for 350.000 rubles and the sum in our disposal reached 550.000 rubles.

Ecology project

In summer 2009 our team was granted with tickets to take part in the Russian business-festival in Anapa city, where we shared our business experience This trip also gave us a great experience, that changed our view on the problem of protecting our environment. This problem should concern every human being on the earth. By not paying enough attention to this problem, we throw away our future.

Our camp was situated in the colorific place of the coast of the Black Sea – in the valley of Sukko river. But all the beauty of the place was spoiled by the enormous amount of litter and factory waste along the coasts of the river. We felt sorry for the ecology of this land and we decided to take



active measures. There is a very popular idea during big arrangements – donation collection. And we used it.

In this business camp we organized eco-discotheque, where everybody could not only have some fun, but also learn a lot of new information (showed on the big screen), about the scale of environment contamination .



For organization of this activity we used both our equipment and leased equipment. Expenses for organization of these 18 eco-discotheques made out 20.000 rubles, and collected donations reached 30.000 rubles.

All collected funds were transferred to the account of the «Saint family» and «Ecology» company for cleaning Sukko river in the Anapa district.