



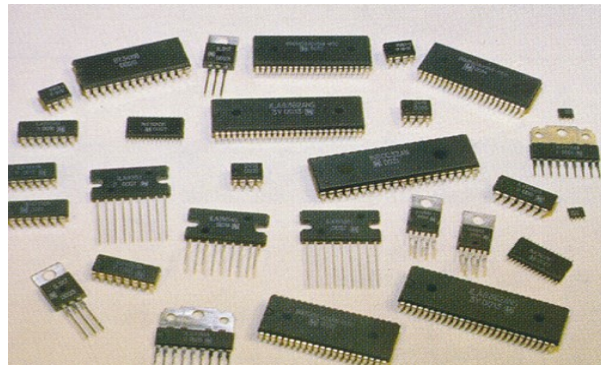
**High-speed Universal Programmers**  
ready to meet  
the rocketing demand of the emerging IoT economy

**Isaak Grinberg**  
President and CEO, Phyton, Inc. USA

# Business concept



EXTREMELY HIGH-SPEED  
PROGRAMMING



## What we do:

- Design, development and manufacturing of the universal IC programmers
- Support of more than 64000 devices

## What we have:

- Very fast speed, **the highest speed in the industry** programmers
- Programmers suitable for **both mass production and engineering**
- The programmer ready to **meet the growing IoT demand**

# Company Backrgounder



- **The R&D team was created in 2009 in Moscow, Russia by Phyton Inc., USA in order to create the new line of IC programmers**
- **The core engineering force consisted of specialists with over 20 years of experience in microelectronics**
- **The main stage of R&D was completed in 2010, resulting in unique extremely high-speed programming method and know-how for engineering and mass production programmers**
- **By the end of 2010 the “Phyton” programmers were first offered in the global market**
- **Company structure as of today:**
  - **New York, USA – strategy, global marketing and sales: 2 sales reps**
  - **Moscow, Russia – think tank and design center: 12 highly professional R&D specialists, manufacturing facility, support and sales (Russia and exUSSR)**

# Team leaders



## Isaak Grinberg President and CEO.

The commercial director and the founder of the company:

- Launched international sales of Phyton programmers
- Developed relations with the major global players of IC market



## George A. Volokh Managing Director and CTO.

Project manager of the major R&D efforts:

- 30 years experience in designing of electronic devices
- Extra-fast programming methods for ICs
- Industrial Programmers product line (ChipProg)



АЛРОСА



ALROSA

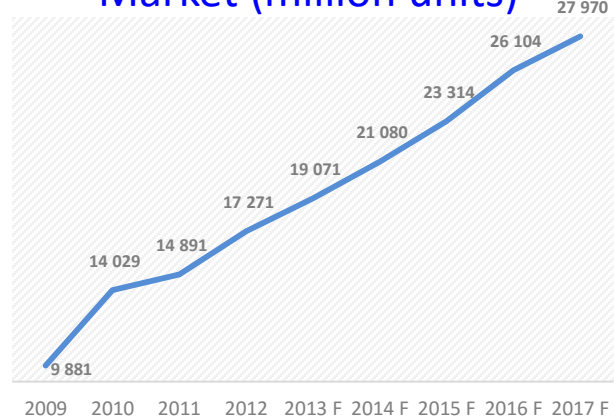


# Market Sector: growing

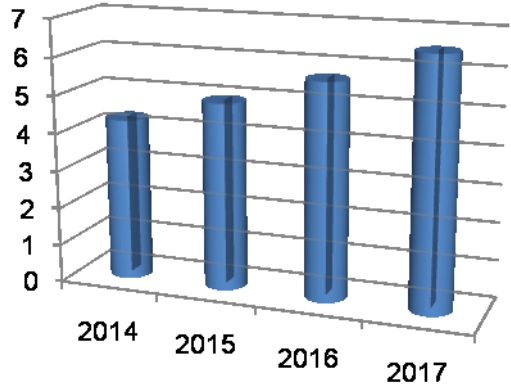


- Programmer market directly depends on the market of EEPROM/Flash memory devices and microcontrollers
- The EEPROM/Flash memory market - 20,1 billion devices in 2014 with 17% growth 2014...2017 (IC Insight estimation)
- The microcontroller market - 19 billion devices in 2014 with 10% growth and more (IC Insight estimation)
- The programmer market – 4,3 million units in 2015, growth 10..15% year-on-year









Global Microcontroller Market (million units)



Global Programmer Market (million units)



# Competitive advantages

Vendor	Speed	Reliability	Device types Supported	Unit price, \$	Origin
	Extremely High	High	58000	450..800	
	Medium	High	79600	1200..2500	
	Medium	Medium	72000	1500	
	High	High	40000	3500 and up	

# Strategic growth

**The Goal:** capitalize our high-speed advantages by quick expansion into new regional markets and new types of devices, in order to:

- Achieve revenue growth up to \$9 million (in the 5<sup>th</sup> year), with net profit margin – 30%
- Reinvest the profits into R&D and business development

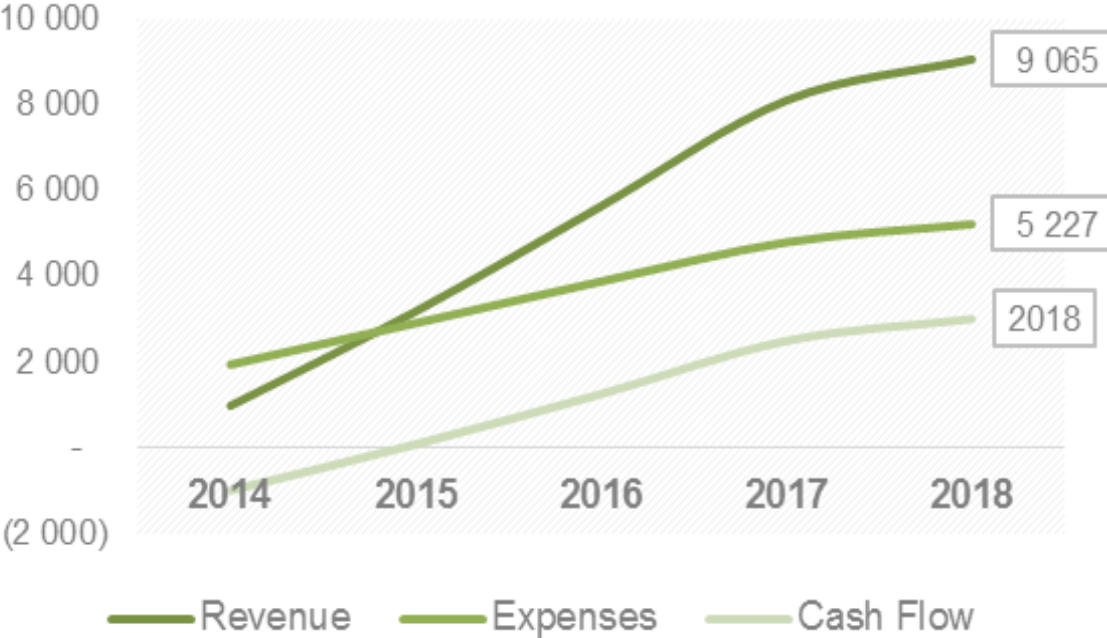
**To make it happen:** we look for the investment of up to \$1M and assume Phyton's valuation "before the money" to be \$2.7M

	2013	2014	2015	2016	2017	2018
Revenue	781	995	3196	5645	8109	9065
Expenses	514	1995	2922	3891	4806	5227
EBITDA	267	-960	274	1754	3303	3839
Net Profit	213	-960	219	1403	2643	3071

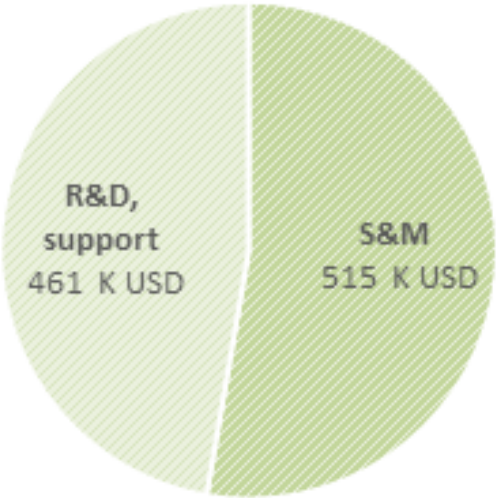
# Financial forecast



### Financial performance of the company (thousands USD)



### The split of the investment tranche (thousands USD)





# Action Plan Highlights

## In R&D field:

- **Versatility:** increase in the types of supported devices
- **Speed:** increase programming speed
- **Automation:** shift to more sophisticated and faster programmers with embedded intellectual features

## In Sales & Marketing field:

- **Marketing:** activate promotion, participate in major international trade shows and conferences
- **Vertical migration:** shift the focus into the sector of large manufacturers, mass production
- **Geography:** expand worldwide presence, focused on Asia
- **Vendors:** establish direct links with global electronics vendors

# Exit Strategy

The shareholders of Phyton anticipate the following exit options:

Either:

- sale of the shares to the next-stage institutional investor (large PE fund, or VC interested in more mature high-tech business)

Or:

- Sale of the stake in Phyton's business to the large global corporation in electronics and IC manufacturing field



# Thanks for your attention!

## Contacts:

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