

# **Communication Strategy for Attracting Investments in IT**

February 10, 2012  
Andrey Khusid



# Andrey Khusid

Perm, Russia

Since 2005 – CEO at "Vitamin",  
digital technologies in design and  
advertising

Since 2008 – CEO at "Multivitamin",  
visual collaboration and social  
networking

Since 2010 – a Director at "Navigator  
Vozmozhnostey", Higher School of  
Economics University, Perm branch

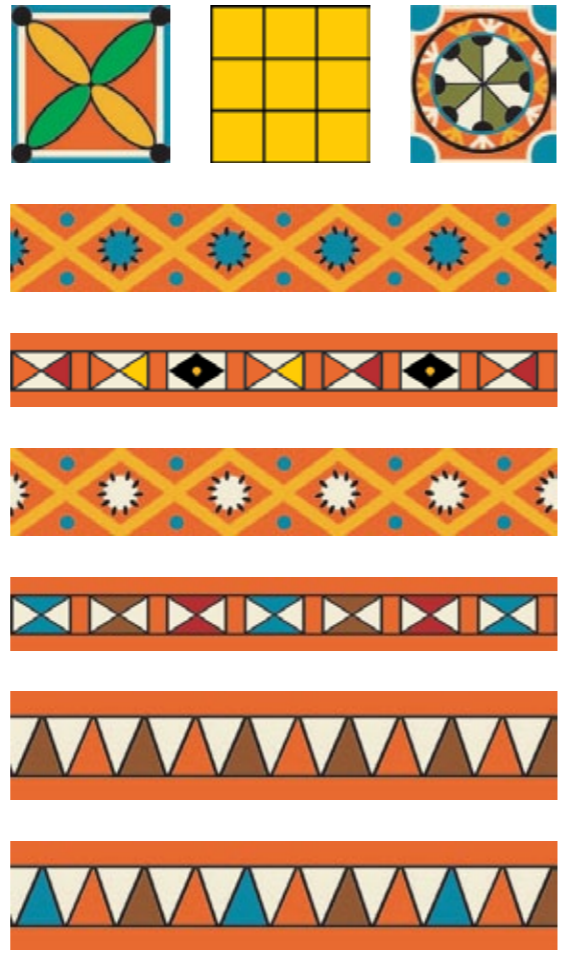


Vitamin, Perm, 2005

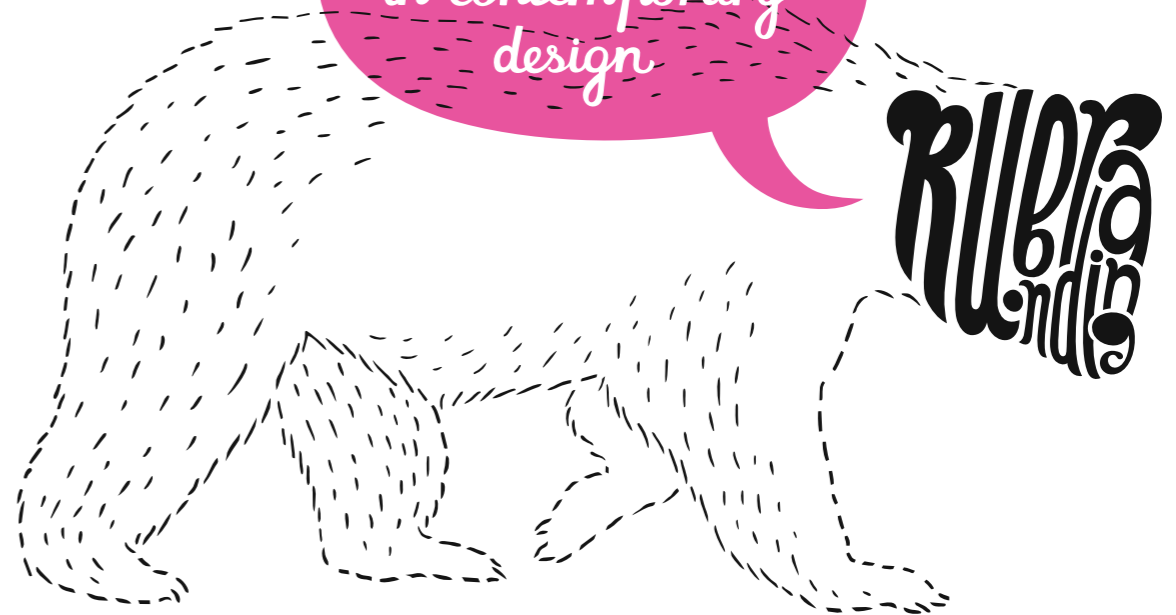


BRITISH COUNCIL

International  
Young  
Design  
Entrepreneur Award  
2011



Russian paintings  
in contemporary  
design

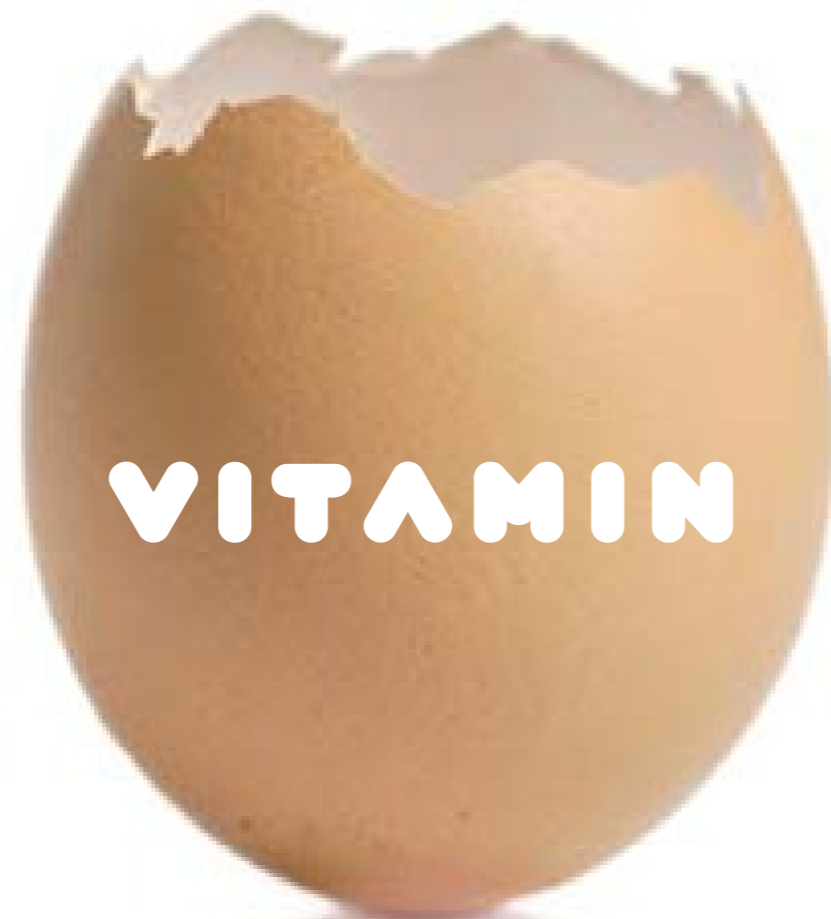






Strong communication channel to the highly competitive market

# ART MULTITOUCH

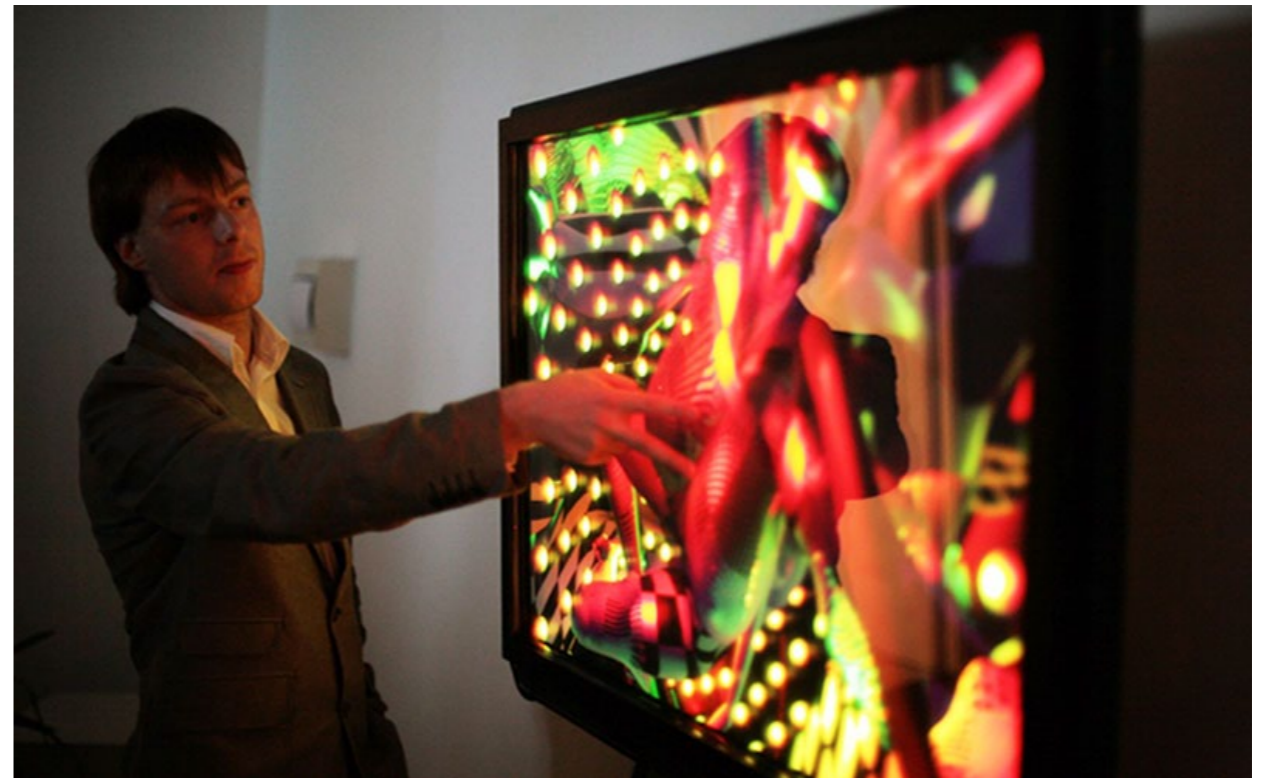


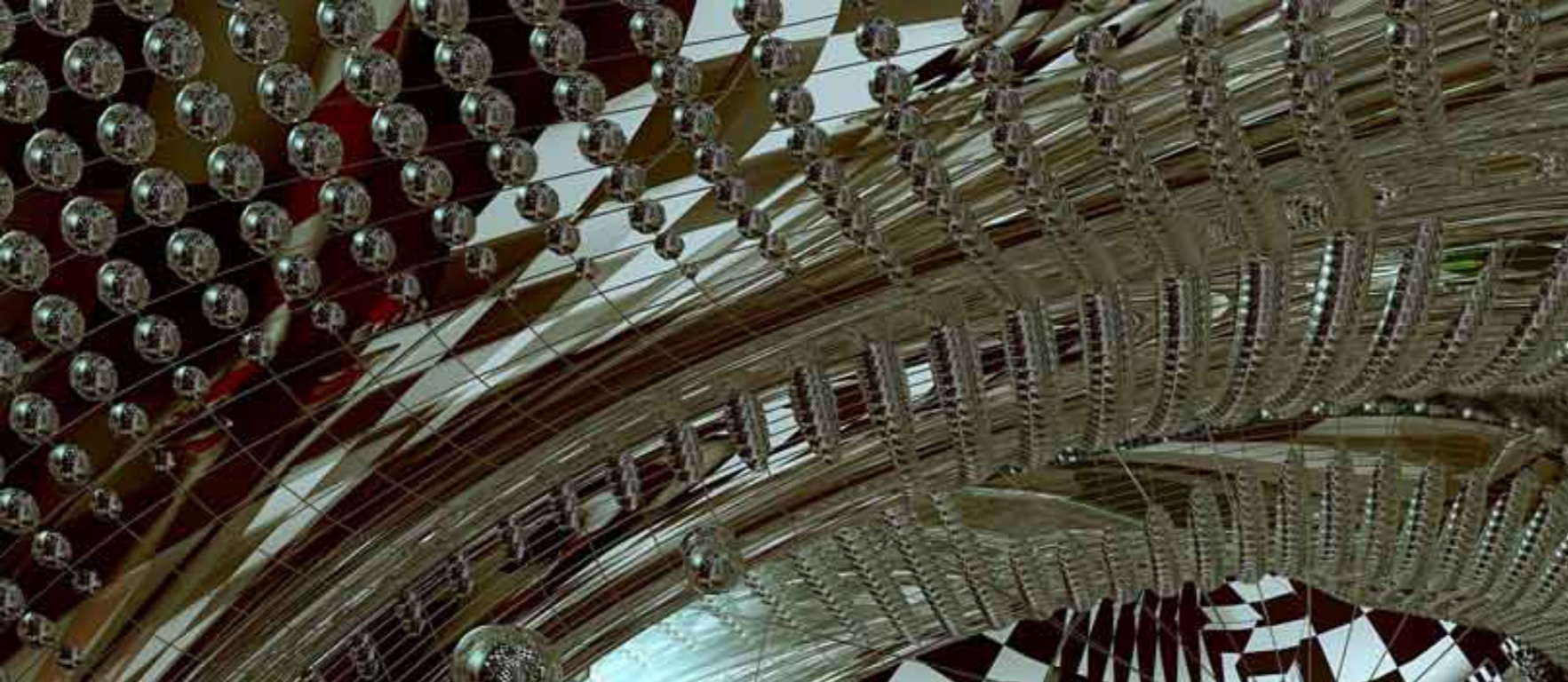


2008  
Art Multitouch  
unique combination  
Art and IT

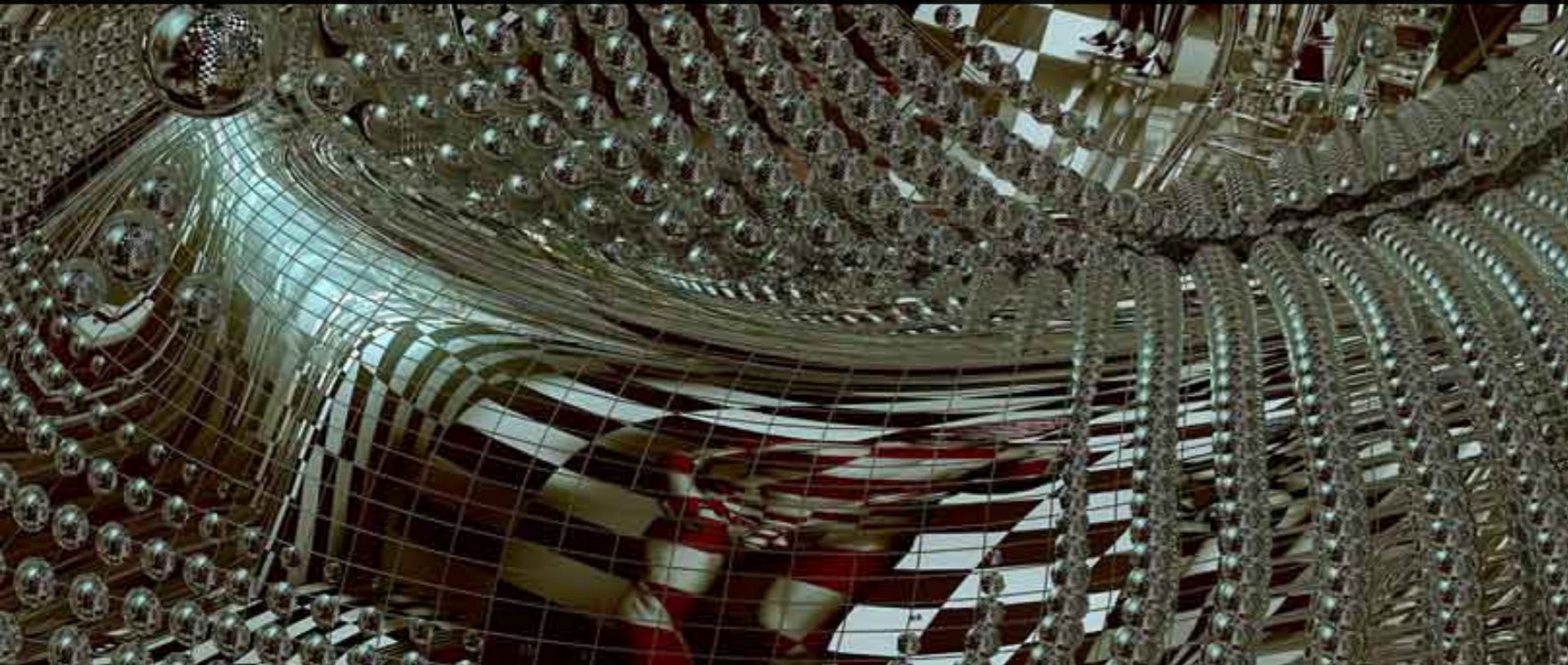








ART MULTITOUCH



multivitamin

# Interactive tribune for making presentations

Design



Software



Why not to sell the software  
to a mass market?



# Joint venture with AlternativaPlatform



multivitamin



alternativaplatform

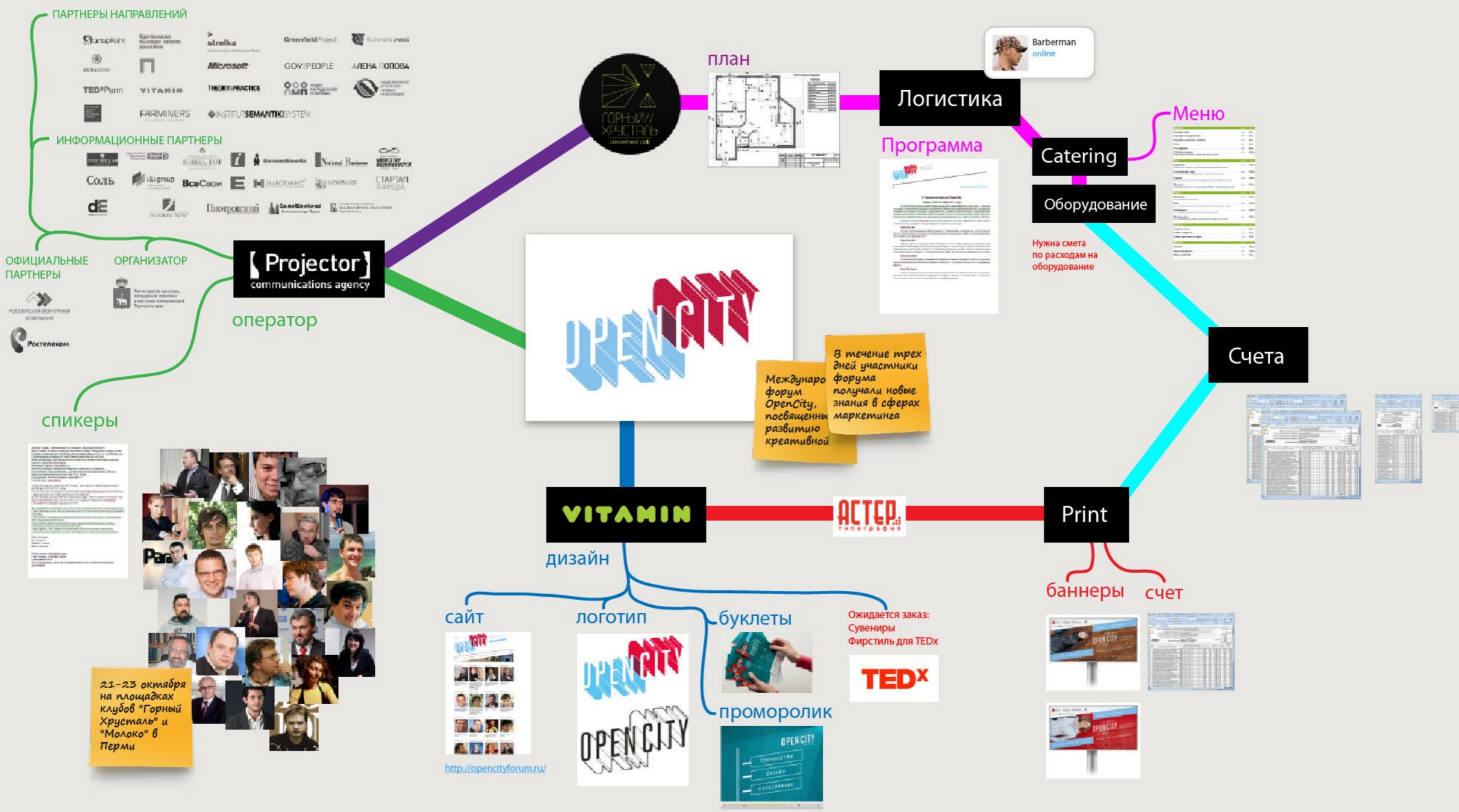
software

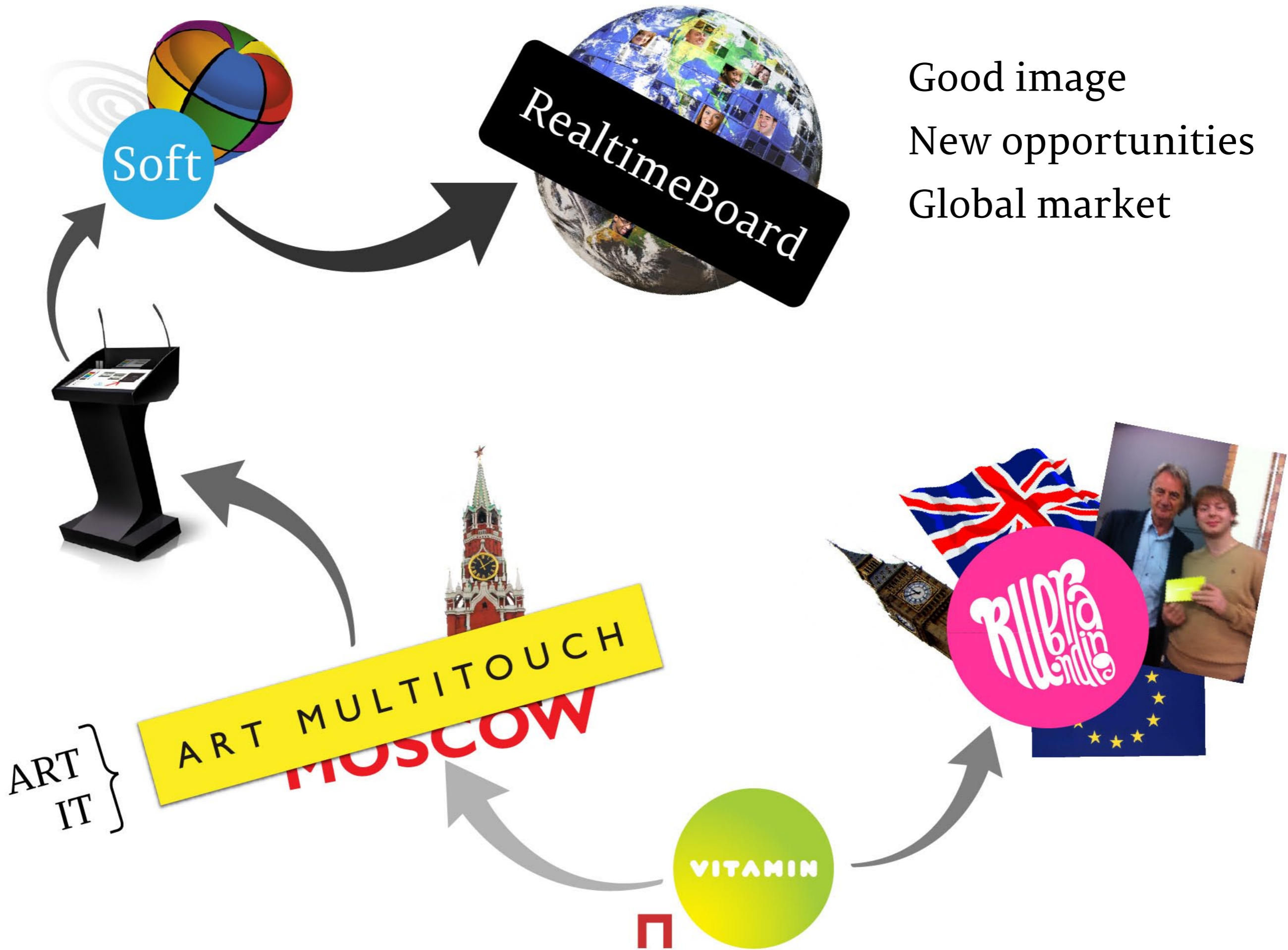
+

collaboration technology

+

investments





# Corporate new media strategy







*Business Incubator*

**NAVIGATOR  
VOZMOZHNOSTEY**

*HSE, Perm*

IT

investment  
search

communi-  
cation  
network

knowledge promotion



**MegaTable**



>500k €



**TV Menu**

# Thank you!

[realtimeboard.com](http://realtimeboard.com)

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