



NATIONAL AGENCY
OF INVESTMENT
AND PRIVATIZATION
REPUBLIC OF BELARUS

Investment offer

Creation of Internet portal
OrangePort (orangeport.by)



Investment offer

General information

Company's characteristics	Market characteristics of the planned production
<p><i>Company's name:</i> "OrangePort" LLC</p> <p><i>Type of ownership:</i> private</p>	<p><i>Product:</i> rendering information services to users</p> <p><i>Market capacity:</i> \$15 mln.</p> <p><i>Main consumers:</i> individuals and legal entities of the Republic of Belarus</p> <p><i>Return on sales:</i> 66% (in 2017)</p> <p><i>Government regulation:</i> no</p> <p><i>Main competitors:</i> Tut.by; Abw.by; Av.by; Onliner.by; Kufar.by; Praca.by etc.</p>

The project

- **Description:** the project aim is to create an Internet platform, on which users can place and retrieve information. It has also been planned to arrange a system of active interaction between visitors of the portal (via comments, forum, ratings etc.), an internet-shop and getting profits from providing users with information, placing ads on the portal, marketing research, arranging payments system (through external services and noncash transactions).
- **Project branch:** IT
- **Total investment:** \$0.1 mln.
- **Financing requirement for investor:** \$0.1 mln.
- **Type of investor participation:** greenfield



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Preliminary indicators of the project efficiency

- Sales revenue, without VAT (after reaching the estimated capacity): **\$0.5 mln.**
- Pay-back period: **2 years**
- Dynamic pay-back period (DPBP): **2 years**
- Internal rate of return (IRR): **112%**
- Net present value (NPV): **\$0.2 mln.**
- Business plan/feasibility study: business plan, specifications, design of portal and SEO are available

Competitive advantages of the project

- Possibility of further activity expansion and installation of additional capacities.
- Undersaturated market in Belarus for the production proposed.
- Entry into the Common Economic Space market.
- New interesting service with user-friendly interface.
- Almost instant payment of “OrangePort” services.
- Market entry with ready database of users, advertisements, tenders, clients.
- Unification of information, which allows users to find any information of interest to them. .
- Getting tariff points on the balance for comments, news, reviews, that can be spent for services payments on the portal.
- Video content on the portal (additional revenue for its allocation on YouTube channels)..



Contact details



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