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# SUMMIT

Parallels  
Summit 2012  
Profit from the Cloud™

**Runa Capital**

Dmitry Chikhachev, Managing Partner



# Runa Capital: Real Track Record

- **\$100mIn+ VENTURE CAPITAL FUND**  
seed/early and growth stage investments
- **TEAM OF EXPERIENCED ENTREPRENEURS**  
more than investment background: team of serial entrepreneurs and professional business managers
- **SIGNIFICANT NUMBER OF TRANSACTIONS**  
20+ with significant stake and another 10+ minority investments
- **OVERALL MATERIAL SUCCESS**  
Created total assets for over 10 billion \$ starting with only several millions of cash investment
- **EXPERIENCE SCALING**  
1 business over \$1bln, 7 ventures - over \$100mln revenue, 7 over \$10mln revenue, 7 over \$1mln – all profitable



# Strategy: Our Priorities

- **FOCUS ON KEY COMPETENCIES**

We select projects based on the key competencies of our partners – software, internet services including social and mobile applications

- **EXTENDED CLOUD ECOSYSTEM**

We aim to efficiently utilize the resources of Parallels, Acronis and our Advisor's/Limited Partners and more—as an intellectual resource and as a sales channel

- **BARRIERS AGAINST COMPETITION**

We look for projects with a high degree of 'hard-to-clone' or 'long-to-clone', potentially patentable IP – as a natural barrier against competition

- **EFFICIENT USE OF CAPITAL**

We aim to invest on cofounder terms and prioritize projects with sensible development and marketing timeframes and budgets, and breakeven points

- **HANDS-ON APPROACH**

Being able to actively guide and support the projects – business, engineering, operations, strategy, next step and liquidity



# The Team: Core Members' Bios



## **SERGUEI BELOUSSOV, SENIOR PARTNER**

- Successful serial entrepreneur with 19+ years track record, founder of Rolsen, Parallels, Acronis (each over \$150mln in revenue) and 10+ other profitable tech ventures. CEO of Parallels and Venture partner of Almaz Capital. MS, PhD MIPT (PhysTech)



## **DMITRY CHIKHACHEV, MANAGING PARTNER**

- Business executive with 15+ years broad cross-functional experience in business development and operations: Uvenco (\$25mln revenue), international business development - Ritzio Entertainment Group (\$1billion revenue) and human resources - Ericsson. MS MIPT (PhysTech), MBA AIBEc



## **ANDRE BLIZNYUK, PARTNER**

- Investment and corporate finance professional – over 10 years of experience: Goldman Sachs, UBS, Sistema. Over 20 IPOs and other fundraising projects – for a total amount of tens of \$\$bln – including Mail.ru, Comstar, Sistema IPOs on the LSE. MA - MSU



## **ILYA ZUBAREV, SENIOR PARTNER**

- Successful serial entrepreneur with 17+ years track record, co-founder of Rolsen, Parallels, Acronis (each over \$150mln in revenue) and 10+ other profitable tech ventures. Chairman of Acronis, Bs, Ms of MIPT (PhysTech)



## NGINX

- 2<sup>nd</sup> most popular web server on the Internet
- 17% of the top 1,000 busiest sites
- Up-to 10x faster than Apache

**Andrew Alexeev**  
BDM & Marketing  
andrew@nginx.com



## Jelastic

- PaaS for developers, start development in minutes
- Designed for hosters to compete with AWS
- Fully integrated with Parallels products

**Dmitry Sotnikov**  
VP Marketing  
dsotnikov@jelastic.com



## ecwid

- Create your online store in minutes
- Over 140,000 storefronts in 174 countries
- Social shopping and ecommerce for any site and any payment system

**Ruslan Fazlyev**  
CEO  
rff@ecwid.com



## StopTheHacker

- Anti web-malware and pro-active scanning
- Detect and easily recover from malware attacks
- Website stays clean from latest threats.

**Peter Jensen**  
CEO  
p.jensen@stopthehacker.com



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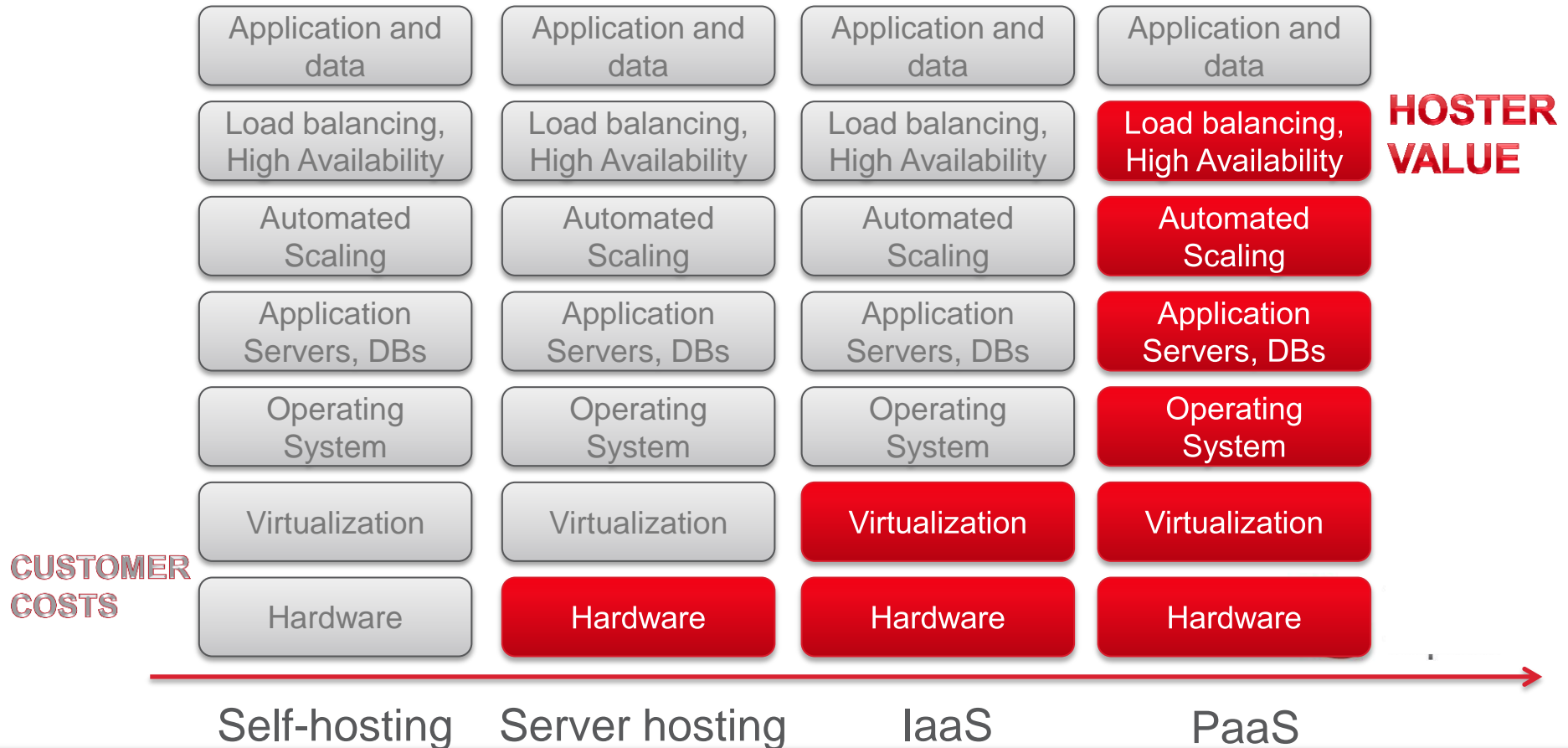
## Jelastic PaaS for developers

Dmitry Sotnikov, VP Marketing

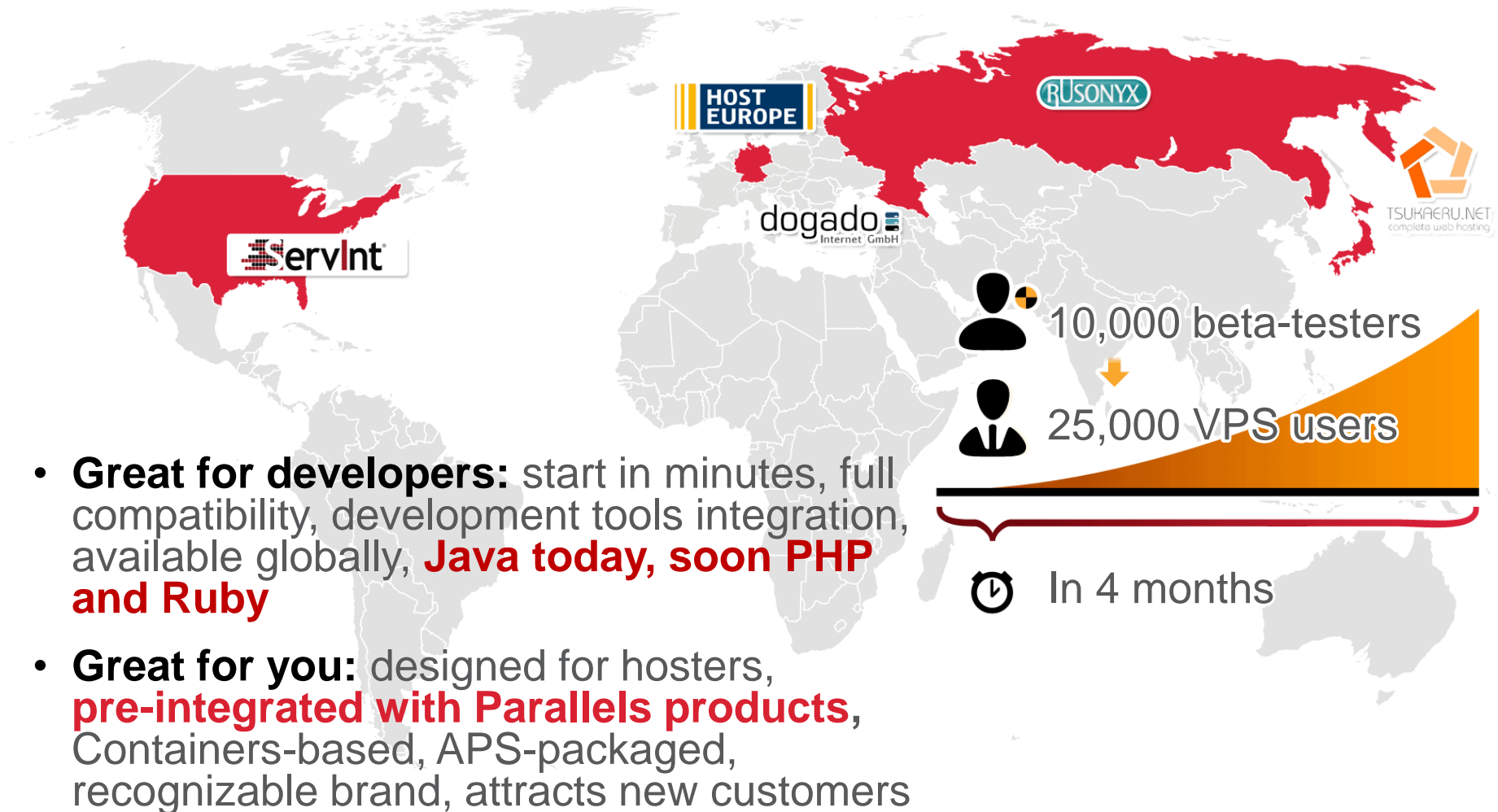


# Evolution of Hosting to Platform-as-a-Service

- Customers care about **applications** – not server administration
- PaaS is natural evolution toward higher-automation and higher-value hosting
- PaaS will grow to \$9.8 bln in next 5 years




# Introducing Jelastic - Supreme PaaS Solution for Hosting Providers Ready Right Now!



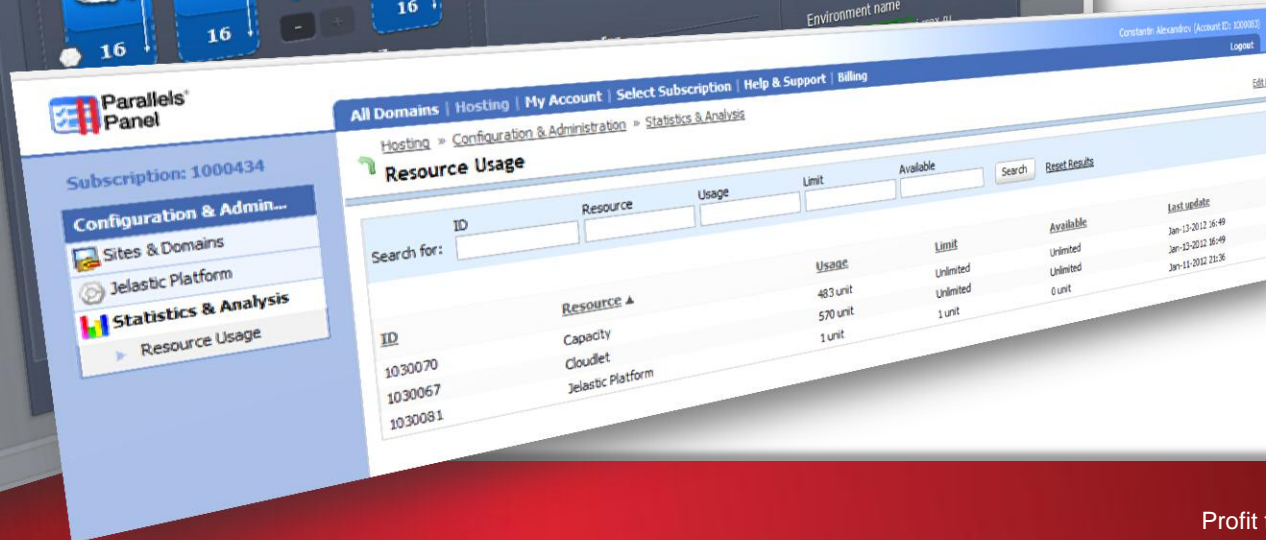


# Are you a Parallels Customer?

-  **Jelastic** can use PVC as underlying virtualization technology
- PA hosters get out-of-box billing integration via APS package
- We are ready for every hoster right now!



The screenshot displays the Jelastic management console. At the top, it shows 'RUSONYX Powered by Jelastic'. The main area is titled 'Environment topology' and shows a diagram of an environment with an Nginx load balancer and several application nodes. Configuration options like 'Application logic', 'High-availability', 'Software', 'JDK version', and 'Vertical Scaling' are visible. A 'Summary' panel on the right lists resources like SSL, Public IPv4, Statics+ Balancer, GlassFish, MariaDB, MongoDB, and Build node, along with their counts and a 'Total monthly cost'.



The screenshot shows the Parallels Panel interface. The top navigation bar includes 'All Domains | Hosting | My Account | Select Subscription | Help & Support | Billing'. The main content area is titled 'Resource Usage' and contains a table with columns for ID, Resource, Usage, Limit, and Available. The table lists resource usage for three different IDs.

ID	Resource	Usage	Limit	Available	Last update
1030070	Capacity	483 unit	Unlimited	Unlimited	Jan-13-2012 16:49
1030067	Cloudlet	570 unit	Unlimited	Unlimited	Jan-12-2012 16:49
1030081	Jelastic Platform	1 unit	1 unit	0 unit	Jan-11-2012 21:36

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## NGINX web server

Andrew Alexeev, BDM & Marketing

NGINX

# So how old is your ?



**NGINX**

# Improve with NGINX!

- Fast, efficient and secure edge web server
- 2nd most popular web server for active sites
- 60,000,000 web sites passed
- 10% of the top 1,000,000 sites
- 25% of the top 1,000 sites
- 3x annual growth
- Maximum performance, concurrency and scalability
- Low memory and CPU usage
- Trusted by Facebook, Dropbox, CloudFlare, WordPress.com, DreamHost etc.

The NGINX logo is displayed in a bold, green, sans-serif font. The letters are spaced out, with the 'I' and 'N' in 'NGINX' being slightly larger than the other letters.

# ISV partnerships

- Parallels Plesk Panel 11
  - NGINX as a local caching proxy for single host configuration
    - Offloading concurrency and latency from Apache
    - Auto-serving static content with caching
    - HTTPS with SSL/TLS
  - Additional integration in 2012-2013





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## Ecwid E-commerce Widgets

Ruslan Fazlyev, CEO

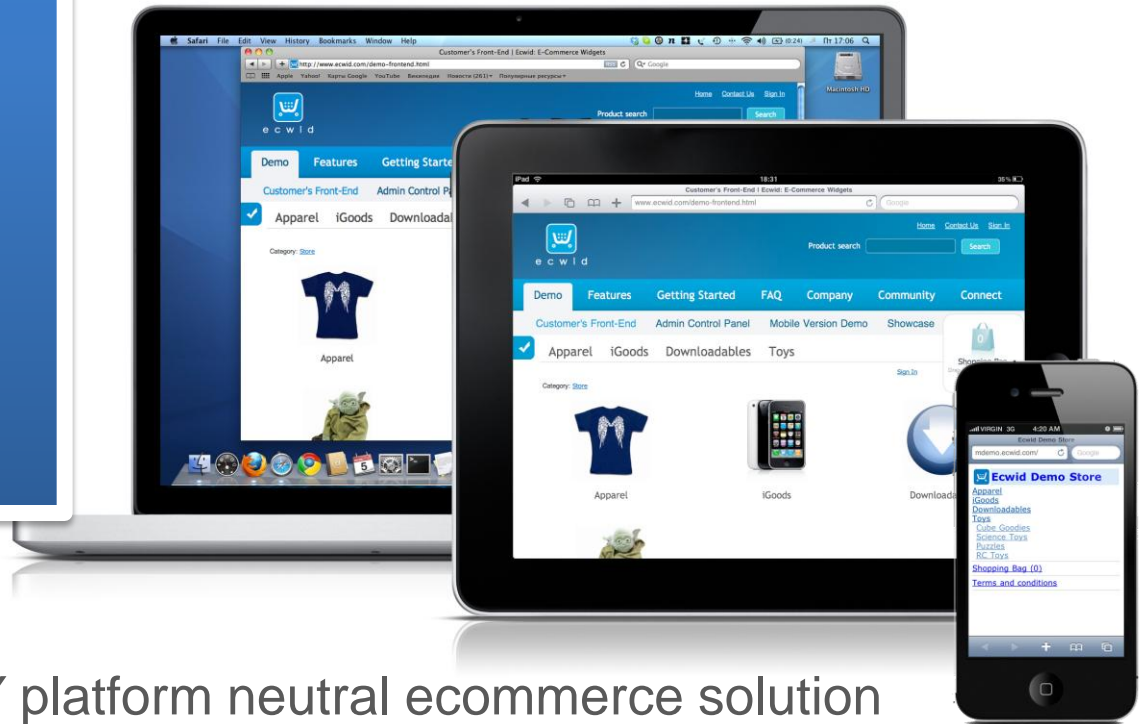


# What are we doing?



ecwid

140,000 accounts  
600% annual growth  
No. 2 on Facebook



Ecwid is the World's ONLY platform neutral ecommerce solution that can be integrated with ANY existing website.

Ecwid allows you to sell anywhere, across the web, social networks and mobile devices from a single control panel.

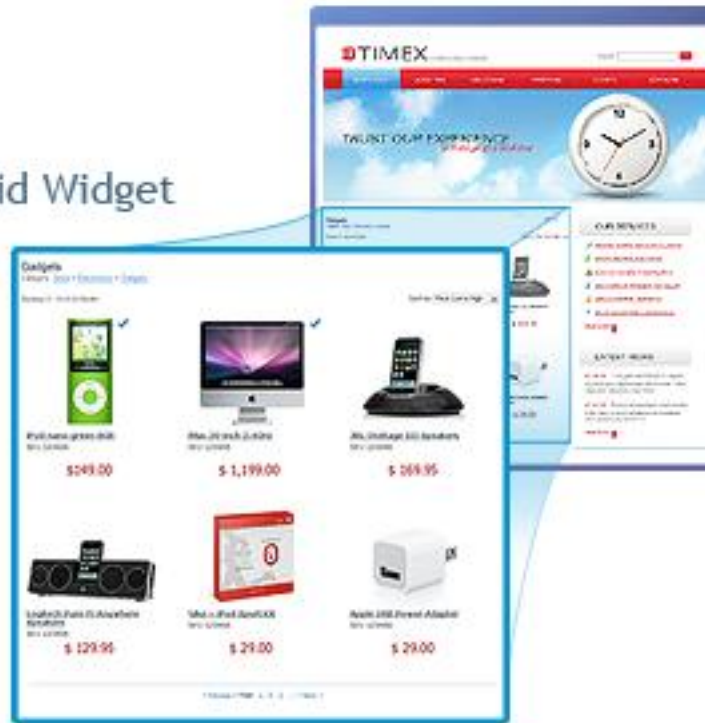


# What we can do for you

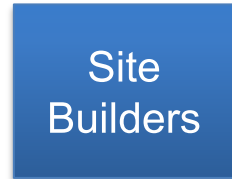


Ecwid Widget

Your Site



CMS Systems



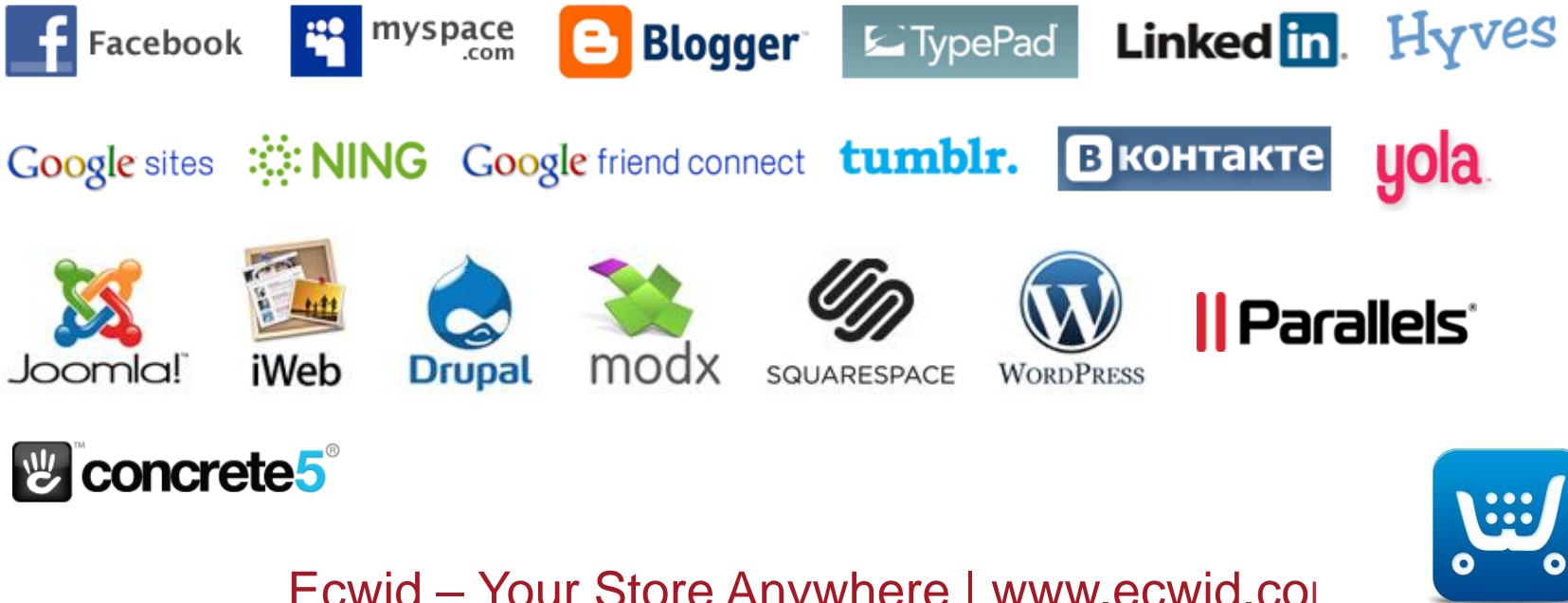
Social Networks



Reduce reliance on conversions to stand-alone ecommerce solutions by offering Ecwid as an add on across your entire portfolio. Our API allows deep integration with any hosting solutions, site builders and CMS systems.

# Parallels Relationship

- Parallels Web Presence Builder Integration
- Ecwid + WordPress bundle on Parallels Marketplace
- Ecwid APS Package – Faster time to market



Ecwid – Your Store Anywhere | [www.ecwid.com](http://www.ecwid.com)

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## StopTheHacker – Antivirus for Websites

Peter Jensen, CEO



StopTheHacker



# Antivirus for websites

## The problem:

- 6,000 blacklisted websites/day due to malicious code
- 2.5-5% of hosted web sites are infected & 75% of hosted web sites have vulnerabilities

## The Implication:

- For the Customer: Lost revenue and reputation.
- For the Web Host: High support cost and churn

## The projection:

- Need for website protection will become ubiquitous (“anti-virus” for your website)

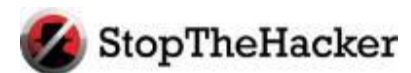
## The opportunity for web-hosters:

- Protect your customers and generate **additional revenue stream**
- **Lower cost for** support and data center, more secure Infrastructure
- Satisfied customers = **lower churn**

## Business Model: Optimize conversion

- We have a number of strategies to maximize conversion. Contact us for details.
- One web-hoster saw **39%** attach rate with white-labeled integration.

\* Cisco 4Q11 Global Threat Report



# Protect your customers. Add new revenue streams

## Superior, scalable web-security combined with attractive business model

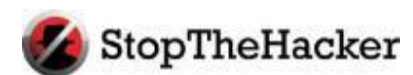
- Focused on Web Malware Detection
- Finding what others don't using Artificial Intelligence
- Cloud based, scalable SaaS Solution
- Easy to integrate for web-hosters through APIs and Parallels APS packages
- Attractive, flexible business models: **Affiliate, Reseller, White Labeled, Branded**
- Proven track record of successful partner implementations

## Four shipping editions:

Standard	Premium	Professional	Enterprise
BLM, Protection against known viruses ,Weekly scan	Standard + Protection against unknown viruses, Automatic Removal, Facebook Protection, Daily scan	Premium + Vulnerability check, Hourly scan	Premium + Phone Support, Security Audit, Continuous scan

## High margin & conversion

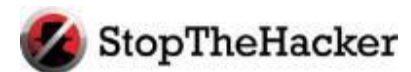
- 25% margin right from the start, **up to 50%** depending on sales volume and business model
- Attach rate up to **40%** easily to achieve
- Constant conversion optimization through us



# Parallels Integration

## Why Parallels APS package

- Allows **fast time to market** and Integration to hosters' customer panel in **2-4 days**
- Integration with Parallels **provides awareness in hosting market**
- Parallels **partner team** is extremely responsive **helping** partners **both technically and commercially**
- Helped win several hosting companies
- One hosting partner saw **39% attach rate** in first month for white labeled service



# ALL OUR STARTUPS ARE HIRING!

Contact for details:

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Dmitry Chikhachev [dc@runacap.com](mailto:dc@runacap.com)

Soeren von Varchmin [svv@runacap.com](mailto:svv@runacap.com)





# Runa Capital is the Right Partner for You!

## Example: Joint APS Initiative Announcement

**IT IS A GOLD RUSH:  
Huge Opportunity in SMB Clouds**

*100s of Billions of Dollars*

*100s of Millions of Users*

*10s of Millions of Customers*



APS



Runa  
Capital



**Runa** invests into APS-enabled ecosystem, actively guides and supports the projects, helps to scale

**Parallels** provides technical expertise, market knowledge and sales channel



# SEE YOU AT RUNA CAPITAL!

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Web-site: [www.runacap.com](http://www.runacap.com)