



[www.iq-project.ru](http://www.iq-project.ru)

Smart projects for  
reasonable prices

# If your business doesn't keep abreast of the times, it vanishes from sight...

**Our mission is to make your business successful and profitable!**

We are ready for cooperation at any stage of your business:

**YOUR BUSINESS ISN'T ON THE INTERNET YET BUT YOU HAVE GREAT PLANS**



We will create the effective and functional site for you. We will set a business system and bring you real clients

**SOMETHING IS ALREADY DONE BUT YOU ARE NOT SATISFIED WITH THE RESULT**



We will make audit of the site and we will investigate the market. We will complete already existing solutions and optimize them for promotion; we will establish a conversion

**YOU NEED SUPPORT AND HELP IN DEVELOPMENT OF A PROJECT**



We will introduce new technological solutions. We will increase your traffic. We will analyse, test and improve your indications

# The future of your company depends on you

## A fact

Since 2014, the Internet takes the 2nd place in the global advertisement market after TV, and the 1st place by quantity of attracted clients

## Today

The companies not presented on the Internet gain much less than their competitors

## Tomorrow

The companies not presented on the Internet will lose a lion's share of their clients

## Soon

We will face a real struggle for positions and percent of presence on the Internet. But this is another story, where we will come in handy for you too.





SERVICES

# Web projects development

## Corporate or promo site

Responsive  
Modern  
Promo  
Creative  
Informative  
Multilingual

**1 month from  
from \$3000**

## Online Store & eCommerce

Classic  
Large  
Automated  
Template  
Brand  
Personal

**2 month from  
from \$4000**

## CRM system / Back office

Functional  
Convenient  
Mobile  
Expandable  
Stable  
Cloudy

**3 month from  
from \$5000**

## Site of a start-up project

Innovative  
Unique  
Ideological  
Profitable  
Cloudy  
Service

**The main thing —  
the idea!**

**MAIN THING** We can create projects which work successfully!

# Advertising and promotion



## Contextual Advertising

Maximum percent of conversion



## Social Media Promotion

Best dance community in our portfolio!



## Search Engine Optimization

TOP 10 is only the beginning!



## Media Promotion

Thousands people will get to know it, millions will see it!

## WHAT IS LEADS?

- calls from the site
- online application
- subscription
- sign-ups
- length of visit
- add the site to your bookmarks
- view the desired number of pages
- view a specific page

## YOU PAY ONLY FOR THE RESULTS

By moving ahead with leads you attract potential clients to your site, though you pay only for their target actions!

# Help and support

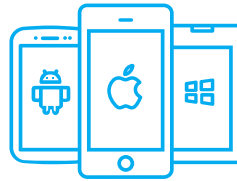
Any project needs daily attention of technical experts. A real team for project's support is pricey, therefore we offer you to rent a part of our team. Our team has all experienced experts who are required for support of a project.

| SERVICES  | MINIMUM      | BUSINESS      | DEVELOPMENT   |
|---|--------------|---------------|---------------|
| Hosting your site on the support period                                     | ✓            | ✓             | ✓             |
| Control of the end of the term of domain registration                       | ✓            | ✓             | ✓             |
| Web Developer<br>(php, ruby, design, html 5, js, etc.)                      | 1 hour       | 6 hours       | 20 hours      |
| Project Manager / Content Manager<br>(site content, writing articles, etc.) | 1 hour       | 10 hours      | 20 hours      |
| The system administrator<br>(periodic monitoring)                           | 15 hours     | 15 hours      | 15 hours      |
| <b>Price per month</b>  | <b>\$ 47</b> | <b>\$ 246</b> | <b>\$ 519</b> |



**Get 2 months for free if you buy the annual subscription!**

# Mobile App Development



## Development for iOS, Android & Windows Phone

- Development for any platform;
- Responsive layout and mobile sites;
- Application UI.



## Full cycle: from back-end to start

- Interactive wireframe development;
- Launch the App Store and Google Play;
- API application integration;
- Back-end development.



25 000 000

people in the Russia use mobile internet daily

73 %

was the growth of mobile internet users in 2014



# The process of the project contains

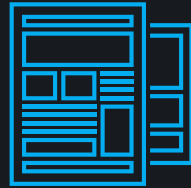
1



## Analysis & Audit

Market research  
and competitor  
analysis

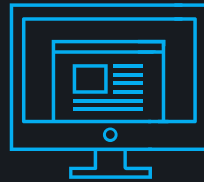
2



## UX Design

Wireframe  
design for all site  
pages

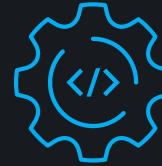
3



## UI Design

Creating  
exclusive  
user interface

4



## Development

Front-end,  
Back-end  
& optimization

5



## Launch

Testing, debugging,  
transfer to  
the server

# Payments are normally charged

30%

before the beginning of works on requirements collection and designing

40%

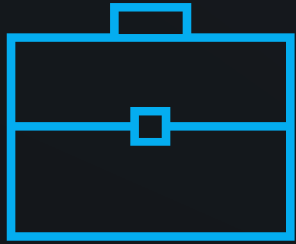
they are charged for beginning of development works (as a rule, after approval of design)

30%

charged after testing, transferring to a server and launch of a site

We can start working upon a guarantee letter, before signing of a contract





PROJECTS



# Pogostim

Create, launch, support and development  
The largest player in the market of daily rental housing in Russia and CIS

- Unique search in real time
- Top 3 Yandex and Google for apartments for rent
- Mobile application for iPhone
- CRM system & back office
- Internet acquiring

[www.pogostim.com](http://www.pogostim.com)

75K

UNIQUE  
VISITORS  
PER MONTH

+23K

LIVING  
APARTMENTS  
FOR RENT

# IQ Banquet

First in Russia customer delivery service in banquet halls and restaurants

- We carry the project to discuss ideas
- Intelligent instant search
- Unique system for comparing halls
- Mobile applications for all platforms
- Cross-browser layout, responsive webdesign

[www.iq-banquet.ru](http://www.iq-banquet.ru)

17K +2175

UNIQUE VISITORS PER MONTH

EVENTS AND BANQUET OF 2014

The screenshot displays the IQ Banquet website interface. At the top, there are navigation links for 'Войти' (Login) and 'Зарегистрироваться' (Register), along with a 'Добавить зал' (Add hall) button. The main header features the IQ Банкет logo, a search bar, and contact information: 'Помощь с выбором? 8 800 775 78 87'. Below the header, there are tabs for 'ВСЕ БАНКЕТНЫЕ ЗАЛЫ', 'ВСЕ О БАНКЕТЕ', 'ПОДБОРАТЬ ЗАЛ', and 'НОВОСТИ'. A search filter section allows users to select the number of people (e.g., 2-20, 20-50, 50-100) and the average check amount (e.g., 2 000 руб., 2 500 руб., 3 000 руб., 4 000 руб., 5 000 руб., Не важно). A 'Подобрать' (Select) button is prominently displayed.

A detailed view of the 'Bradesco Labradorian' banquet complex is shown. It includes the address 'СЗАО, Лубянка 10 мин.', a promotional banner for a 50% discount on banquet events, and a coupon for 1 299 руб. A form for general information (Общая информация) is also visible, containing fields for name, district, metro station, address, and contact details.

The 'Лучшие банкетные залы' (Best banquet halls) section features a grid of options, including 'Летняя веранда' (id 1589), 'Бордовый зал' (id 1355), 'Зал на 2-м этаже' (id 1237), 'Зал на 3-м этаже' (id 1237), 'Matadorian', 'Китайгородская стена', 'Prospektbar', 'Bradesco Labradoria', and 'Славутич Шато'. Each listing includes a photo and key details like price and capacity.

At the bottom, there are sections for 'IQ-новости' (IQ news) and 'Это интересно!' (This is interesting!), featuring articles and photos related to the restaurant industry.



# IQ Banquet

First in Russia mobile app for search banquet halls and restaurants

- From design to promotion
- iOS, Android & Windows Phone
- Full integration with online services
- Smart instant search
- Unique system for comparing halls
- 5 \* — average rating on AppStore

[Watch on AppStore](#)

2000 +20%

THE MOBILE  
APPLICATION  
INSTALLING

THE GROWTH  
OF ONLINE  
APPLICATIONS



WITH THE SUPPORT  
OF MOSCOW  
GOVERNMENT



# Open requests

Internet-portal on crowdsourcing solutions for a city

- Design and launch of 40 days
- Analyzing world decisions and precedents
- Multi-user functionality
- Multilingual, adaptability and cloud storage

40

WORKING DAYS  
ON THE PROJECT  
LAUNCH

1st

IN RUSSIA  
CROWDSOURCING  
CITY

# Savyon

Corporate portal and online store  
of innovative peptide cosmetics brand

- Presentation of products and services
- Online store for all lines of cosmetics
- Live animation and video effects
- Website optimization, cross-browser semantic layout
- Online support of cosmeticians and beauty academy

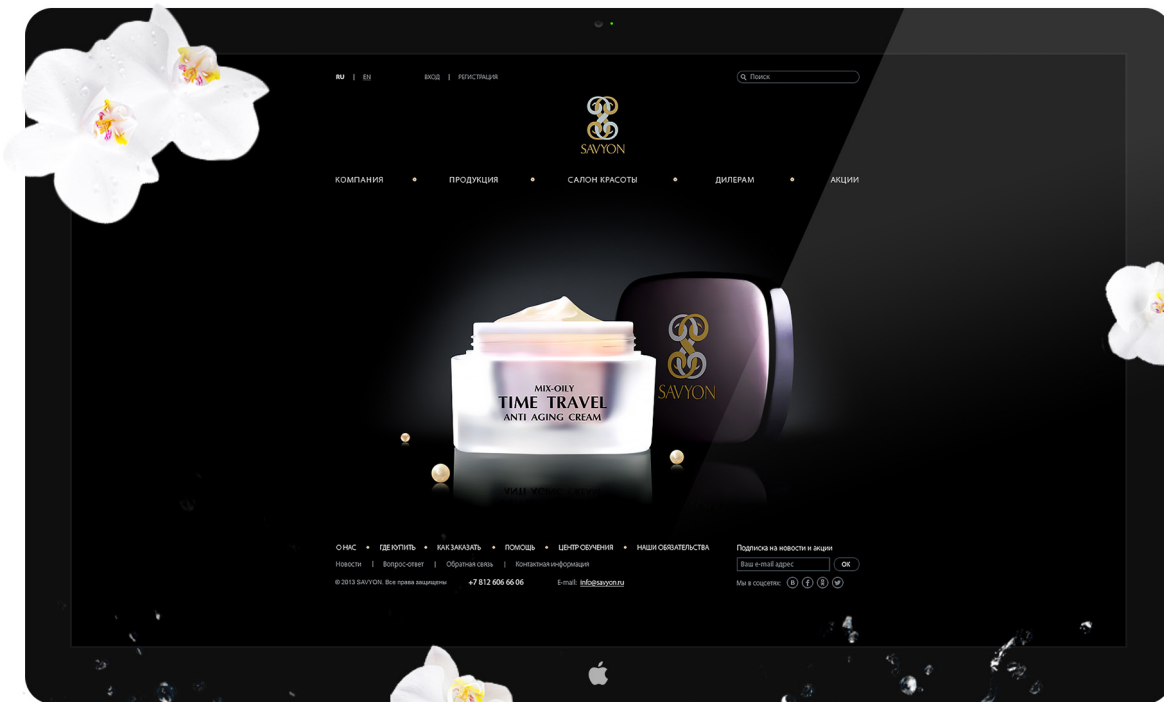
[www.savyon.ru](http://www.savyon.ru)

12K

UNIQUE  
VISITORS  
PER MONTH

+17%

CONVERSION  
OF VISITORS  
TO LEADS





# Trix Family

Corporate website of the modern dance school

- Competitor analysis and audit work for clients
- 12 variants of the main page for A/B testing
- The unique functionality of the timetable and dance styles
- TOP 1 in Yandex and Google search on request "school street dance"

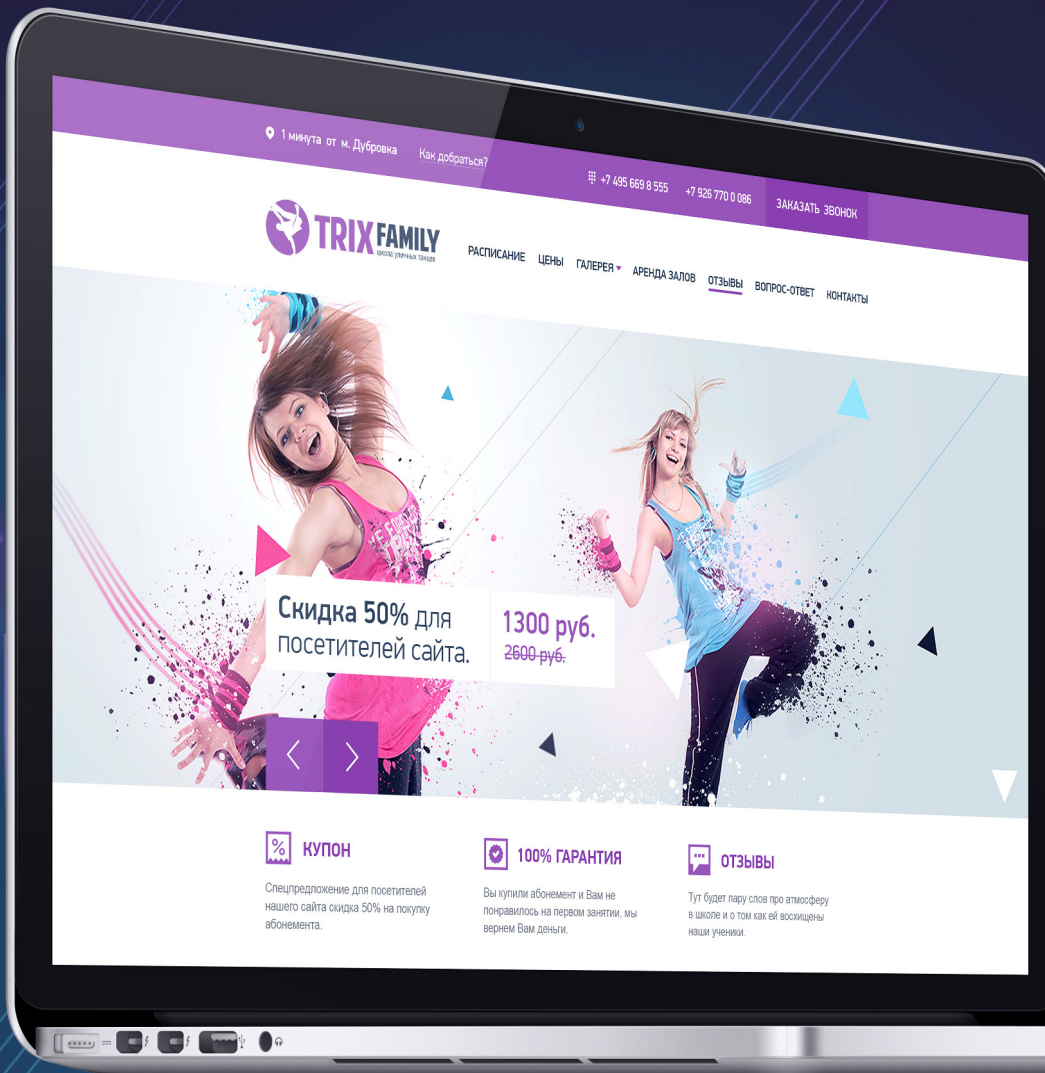
[www.trix-family.ru](http://www.trix-family.ru)

11K

UNIQUE VISITORS PER MONTH

+800%

APPLICATIONS AND CALLS FROM SITE





Вход и регистрация

БИОГРАФИЯ МУЗЫКА ФОТО ВИДЕО БЛОГ АФИША МАГАЗИН КОНТАКТЫ



Зал ожидания



35 КОНЦЕРТОВ проведено

7 АЛЬБОМОВ записано

15 КЛИПОВ СНЯТО



### Большой концерт Bahh Tee 28 мая!

Друзья, мы рады вам сообщить, что 28 мая 2012 года в Москве состоится концерт Bahh Tee с большой программой из всех альбомов и презентация нового альбома «Не твоим!» С нетерпением ждем выхода!

До события осталось:

14 8 25  
дней часов минут

Узнать подробнее?

### Топовые товары



Две футболки «Я — твоё, Ты — моё»

2 000 р. Купить



Футболка «Люби достойна только мама»

1 600 р. Купить



Футболка «Bahh Tee — Музыка от души»

1 600 р. Купить



Альбом «Осенний блюз»

4 000 р. Купить

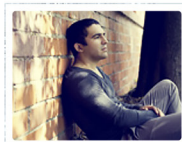
### Про Bahh Tee

[ВСЯ БИОГРАФИЯ](#)

### Что новенького?



Бахтияр — автор стихов ко всем песням. Пишет стихи с 9 лет, первые песни записал в 2006 году, в 2007 прекратил записывать песни, а в 2009 году начал записывать новые песни, которые вошли в альбом «Ангел». Группа ТЕЕ'шина — моя первая группа. Кроме меня в нее входил Desert (ныне Dis MC), я в первый раз пробовал читать рэп, хотя хотел петь.



18.03.2012

#### Новый ведущий MUSIC BOX Bahh-Tee

Bahh Tee будет знакомить зрителей телеканала RUSSIAN MUSICBOX с новыми участниками программы.

# Bahh Tee

The official site and online store of a popular singer Bahh Tee

- Animation and cross-browser layout
- Unique media player
- Online store fun products
- Interactive calendar of events "the waiting room"
- The ability to view online, to buy and download: albums, videos and audio files

[www.bahh-tee.ru](http://www.bahh-tee.ru)

2K

UNIQUE VISITORS A DAY

32 mn

ALBUM DOWNLOADS FROM SITE

# Gilan Trade

Corporate website with services for the solid sulphur implementation

- Unique design and engine
- Cross-browser website layout and multilingual support
- Resistance to high loads
- Full integration with the company CRM system
- TOP 1 in the world in the search request "sulfur realization"

[www.gilantrh.com](http://www.gilantrh.com)

**140 T**      **+50%**

SULPHUR SOLD FOR  
THE 1ST MONTH  
OF THE WORK SITE

REQUESTS  
AND CALLS  
FROM SITE



# SpecCity Stroy

The website of the company providing services for integrated security systems

- Unique design and protected from hacking engine
- Cross-browser website layout and multilingual support
- Full integration with the company CRM system
- Own CRM system development

[www.speccitystroy.ru](http://www.speccitystroy.ru)

700

UNIQUE  
VISITORS  
PER MONTH

7%

CONVERSION  
OF VISITORS  
TO LEADS

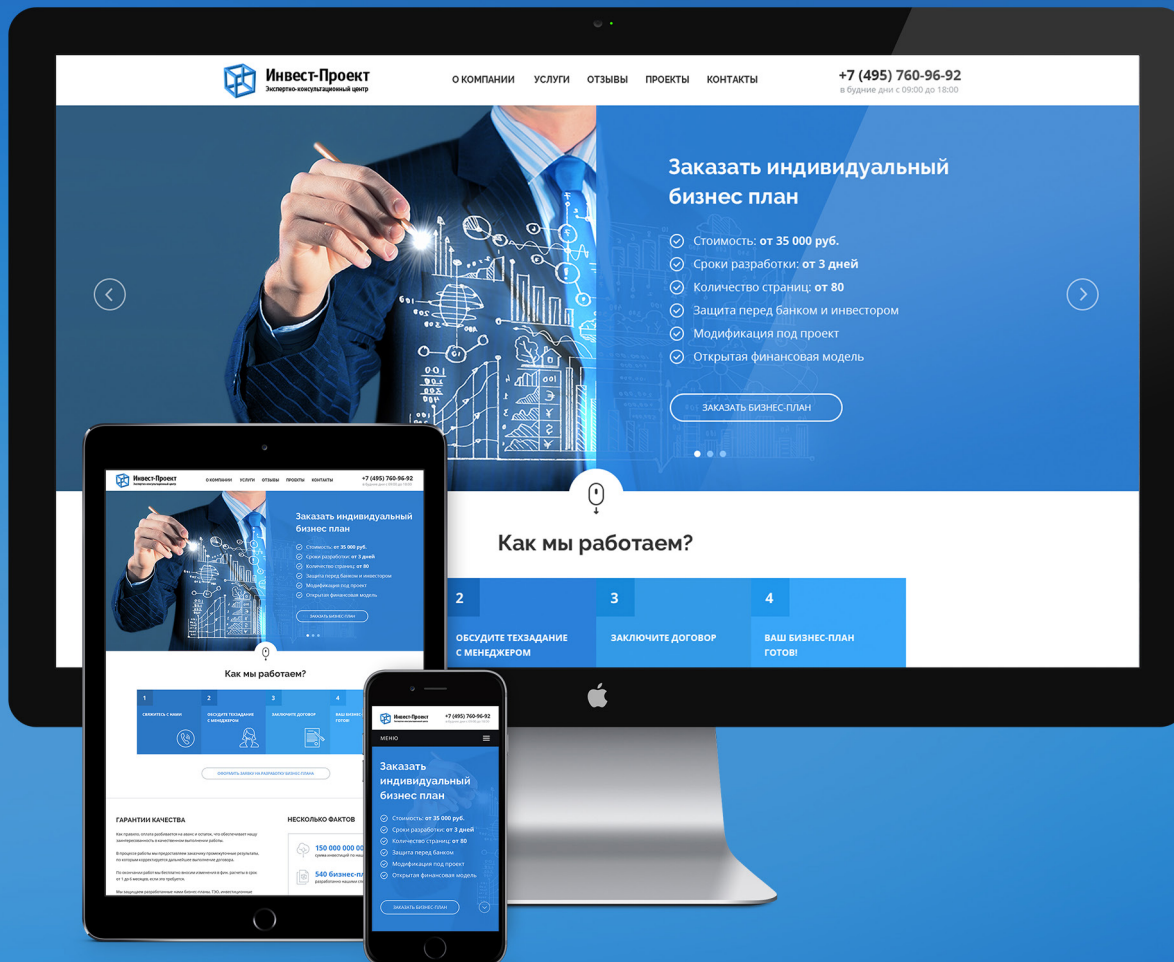


# Invest project

Corporate website consulting company

- The unique design and versatile software engine
- Cross-browser website layout and responsive webdesign
- Resistance to high loads
- Full integration with the company CRM system

[www.expertcc.ru](http://www.expertcc.ru)



17K

UNIQUE  
VISITORS  
PER MONTH

9%

CONVERSION  
OF VISITORS  
TO LEADS

# Testimonials

"We recommend IQ PROJECT studio as a partner who lives completely up with his name. We recommend this company for solving of unordinary problems, for creation of a really eye-catching site..."



**Elena Mikhailova**  
[www.pogostim.com](http://www.pogostim.com)

"During the selection, IQ Banket company was searching for a partner capable to implement unordinary solutions quickly and effectively. With this letter, our company would like to recommend IQ Project studio as a reliable partner..."



**Andrey Saprykin**  
[www.iq-banket.ru](http://www.iq-banket.ru)

"We would like to thank a team working on our project. The task was difficult, and many companies preferred not to deal with it. The project was previously coordinated at all levels during one year; therefore it was necessary to develop it within remaining 40 days..."



**Konstantin Fokin**  
[www.mosopenchallenge.ru](http://www.mosopenchallenge.ru)

## Our partners



MOSCOW CITY  
GOVERNMENT



## OFFICE ADDRESS

### **Moscow:**

107031, Moscow,  
Sharikopodshipnikovskaya  
street 22, entrance 2, floor 6

### **Kislovodsk:**

Stavropol,  
Kislovodsk  
Mineral St., 33A

### **Chelyabinsk:**

454136, Chelyabinsk  
St. 250th anniversary  
of Chelyabinsk, 71

# Become our client!

### **Call:**

+7 495 150 82 70

We welcome your calls from 11:00 to 20:00 (GMT +3)  
Saturday, Sunday days off

### **Write:**

e-mail: [hello@iq-project.ru](mailto:hello@iq-project.ru)

skype: [iq-boss](https://www.skype.com/people/iq-boss)

web: [www.iq-project.ru](http://www.iq-project.ru)

# WHAT'S NEXT?



1

We sign a nondisclosure agreement

2

We conclude a framework agreement

3

We take the challenge to work