



Results of the Ugra Entrepreneurship Support Fund «My Business»

2021



— Helping to develop small business of Ugra

◆ Informational and consulting support

◆ Educational Support

◆ Export support

ACTIVITIES OF THE UGRA
SUPPORT CENTER
FOUNDATION

Financial ◆
support

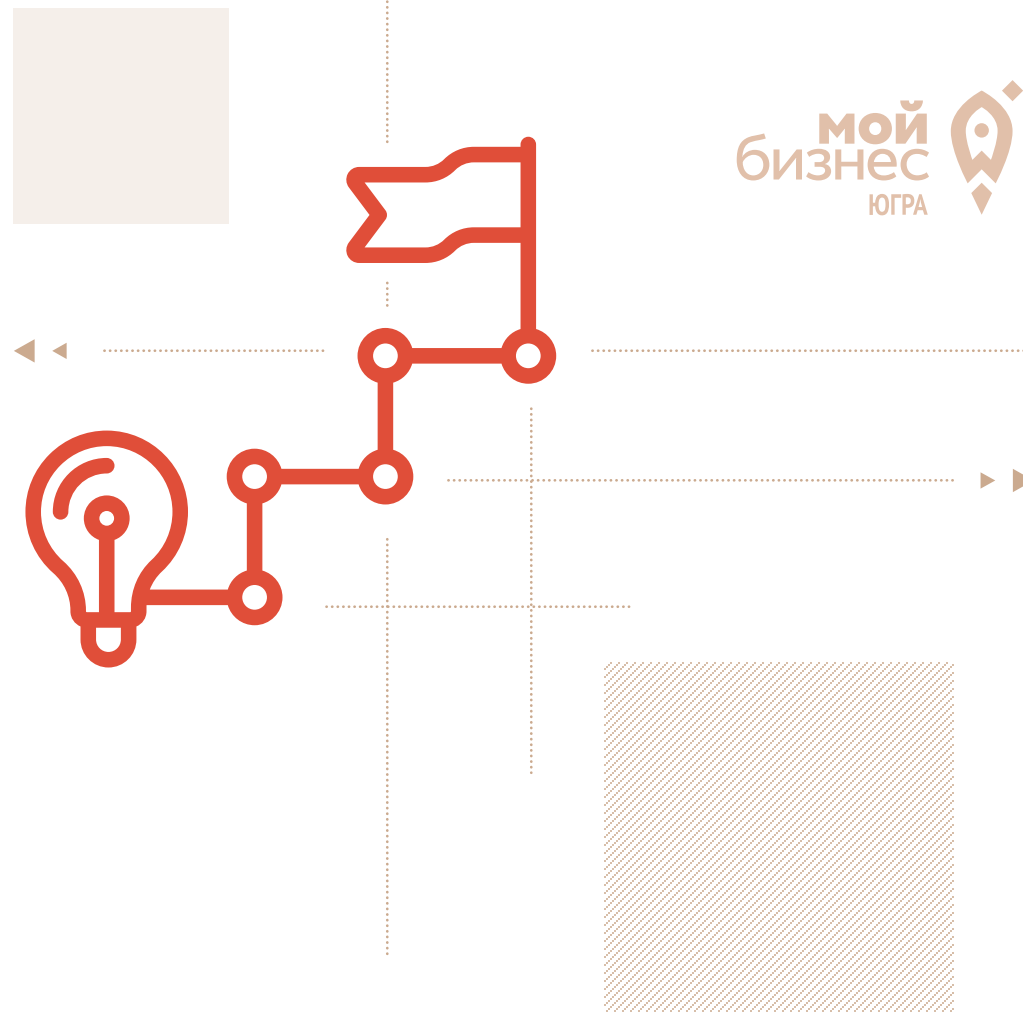
Support for creative ◆
industries

Social entrepreneurship ◆
development

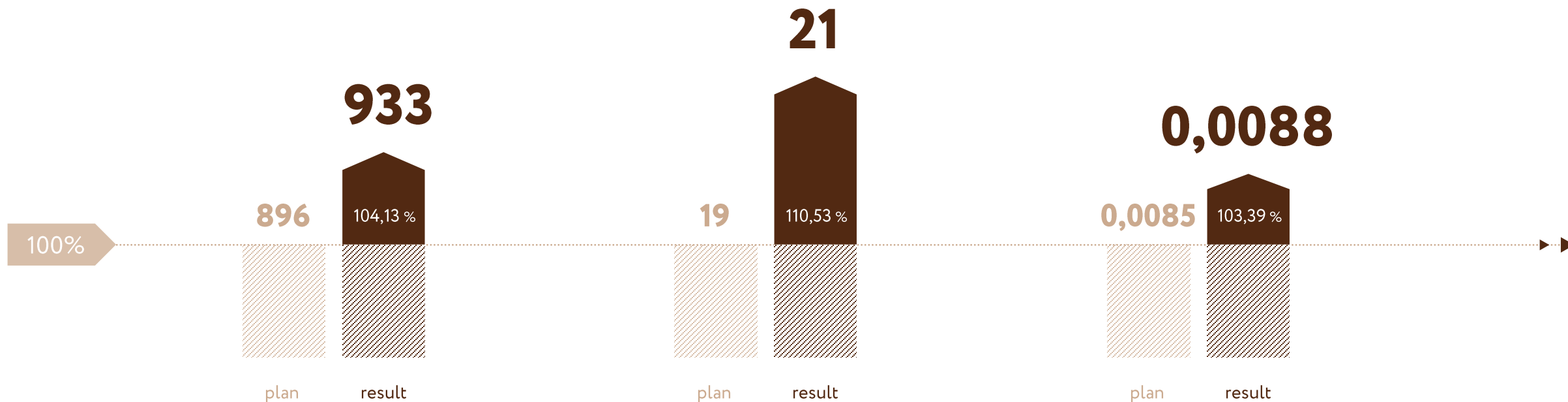
01

Performance indicators

of «My Business»
in 2021



► Performance indicators
of «My Business» in 2021



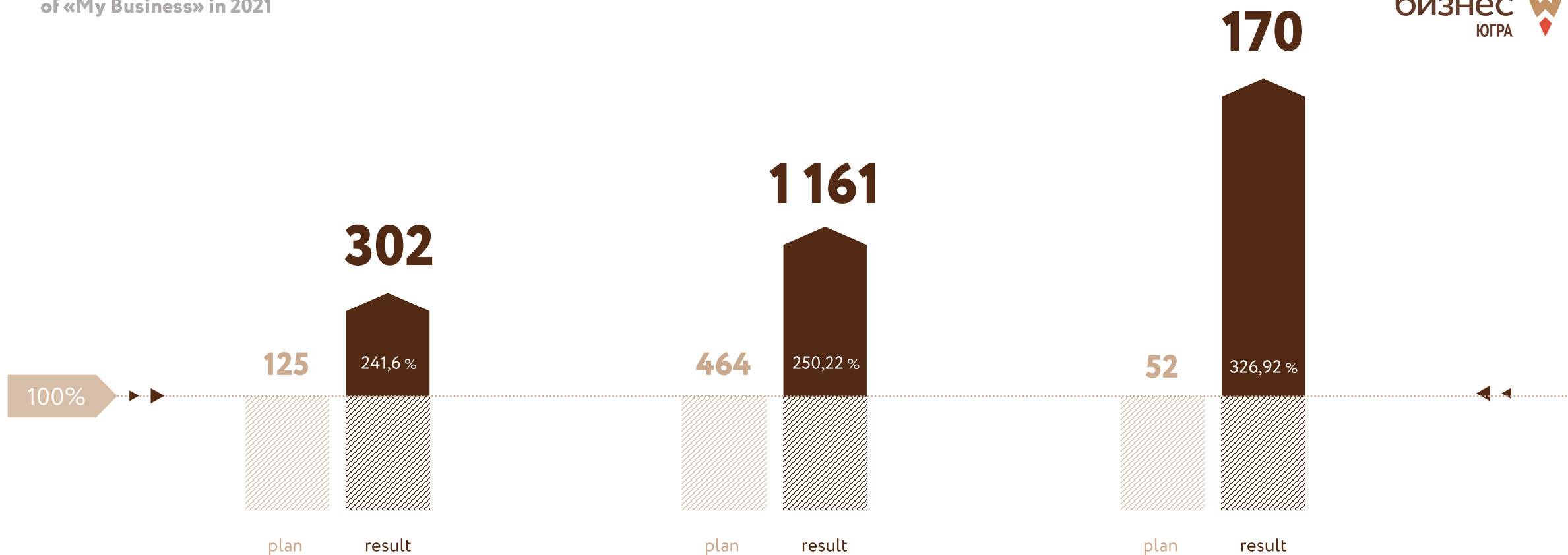
The number of small and medium-sized businesses that received comprehensive services

The number of exporters who concluded export contracts based on the results services of the Export Support Center

Annual volume of exports of small and medium-sized businesses, that received support from the export center in billion US dollars



► Performance indicators
of «My Business» in 2021



The number of unique social enterprises included in the register, including those who received comprehensive services

The number of unique citizens who want to do business, start-ups and current entrepreneurs who received services

The number of self-employed citizens who received services, including those who completed training programs

Results of the Center of information and consulting support



► Results of the Center of information and consulting support

4 885

services rendered



3 621

Small and medium-sized businesses



944

Individuals interested in doing business



320

Self-employed

- ▶ Results of the Center of information and consulting support

Business registration for free



- ◆ Without state duty (saving 800 ₪ for IE and 4 000 ₪ for LLC)
- ◆ Promptly (3-5 business days)
- ◆ Assistance in choosing SIC and tax regime
- ◆ Remotely

► Results of the Center of information and consulting support

Assistance in popularization and promotion of goods and services

Small and medium-sized businesses

SELF-EMPLOYED



Supported

- ◆ Website creation and development
- ◆ Promotion of groups in social networks
- ◆ Targeted advertising
- ◆ Placing information about entrepreneurs in services: Yandex Maps, Google Maps and other popular directories

Placed goods on electronic trading platforms

OZON

Udemy

Avito

WILDBERRIES

Creation and promotion of profile in social networks

Received assistance in the development of franchises and franchising proposal

- ▶ Results of the Center of information and consulting support

Marina Ruzankina

Surgut city

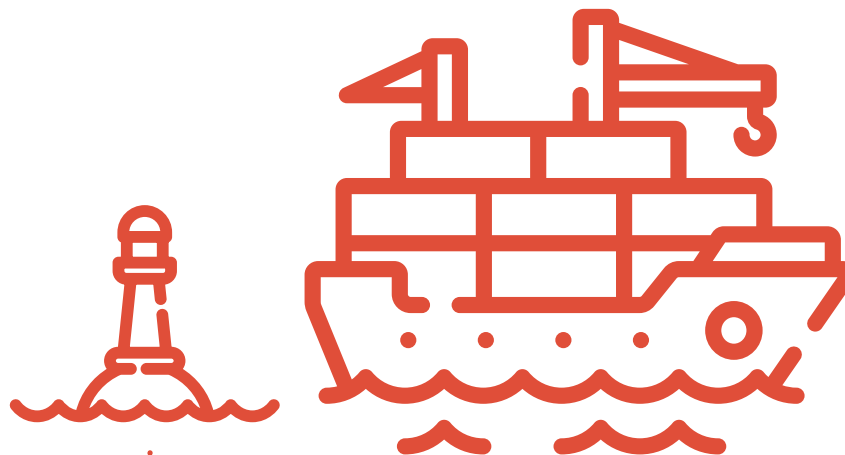
Self-Employed
Handmade Chocolate

Received comprehensive support:
consultations, placement on the
Wildberries site

Sales increased **10 times**



Results of the Export Support Center



51

contracts

was concluded with
the help of the Center



for the amount of

8 847 132 \$



21 a unique exporting
company

made transactions

► Results of the
Export Support Center

12

participated

33

International events

Participating
companies

17

participated

139

Export
Seminars

Unique participating
companies

► Results of the
Export Support Center



◀ ◀ **30**

**small and medium-
sized businesses**

posted on electronic trading floors ▶ ▶





The Udemy site hosts educational master classes in English in the areas of
creative industries

Goods from Ugra are exported to **24** countries



ООО «Bereginya»

Nizhnevartovsky district

Production of natural cosmetics

Participation in the exhibition 2021
Organic and Natural Expo, Dubai



Service «Providing access to the
requests of foreign buyers»



At the end of 2021, 2 export
contracts



► Results of the
Export Support Center

ООО «NFCP Santa Maria»

Nizhnevartovsk city

Production of canned fish

Participation in exhibitions:

- ◆ Organic and Natural Expo, Dubai
- ◆ Peterfood 2021, Russia
- ◆ FoodExpo Qazaqstan 2021, Kazakhstan
- ◆ WorldFoodMoscow 2021, Russia



Export contract for the supply of products to the
United Arab Emirates
Shipment of products to Kazakhstan and Serbia

Results of the Financial support center



► Results of the
Financial support center

88 companies
received financial support

Consultations held

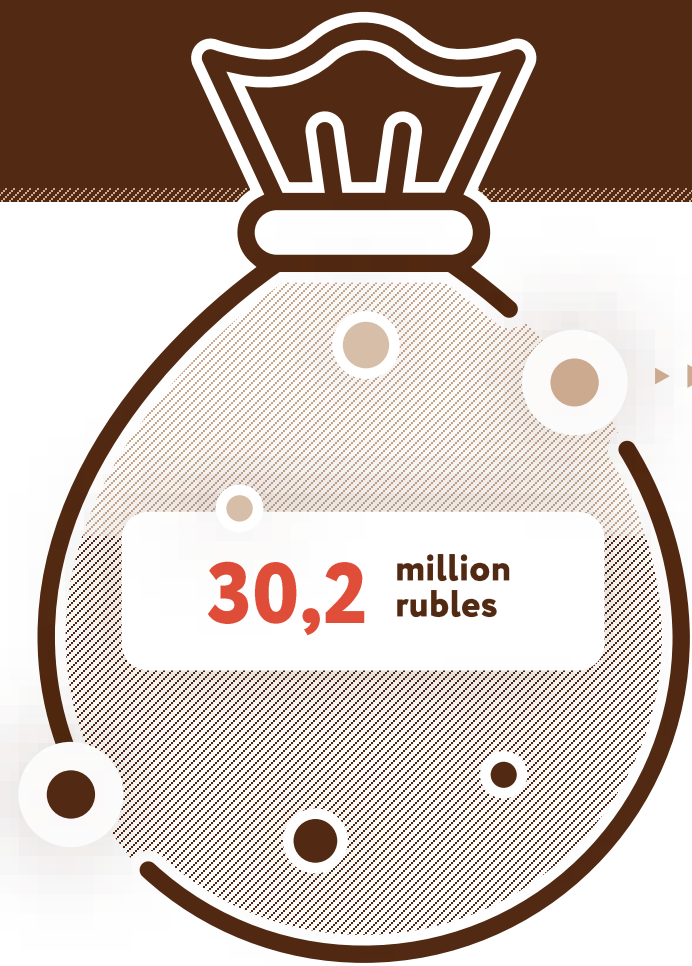
201

on the provision of financial
support



1 315

for business planning
questions



30,2 million
rubles

12,1 million
rubles

bank interest
compensation

18,1 million
rubles

compensation of leasing payments
and expenses on the down payment
under financial lease (leasing)
agreements

► Results of the
Financial support center

62

companies

got an emergency for the amount of



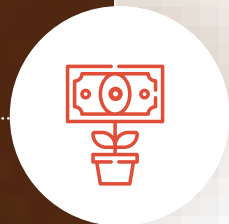
2,06 million
rubles



to keep busy

537

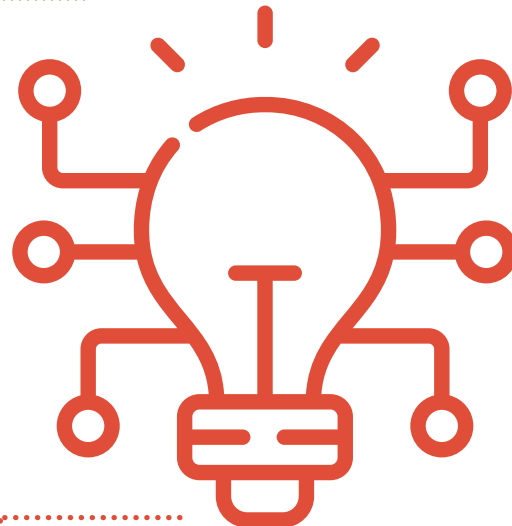
employees



included in the activities under the
«GROWING» program by the decision of
the regional qualification commission



Results of the Center of Social Innovations



302

small and medium-sized
businesses received the
status of «social
enterprise»



2 684

services
rendered



1 562

information and
consulting services

**Social Innovation
Center**

**benefited from
Grant support in the
amount of**

**41,8 million
rubles**



88

20

**small and medium-sized businesses
with status «social enterprise»**



►► **got websites and
social videos**

to promote business, owing to
comprehensive services

► Results of the
Center of Social Innovations



928

participants involved in training events of the Social Innovation Center



74

social projects were presented by graduates of the School of Social Entrepreneurship

After the acceleration program
«Formula Growth» 2020–2021

58% increased revenue of social entrepreneurs

157 jobs created

63% the quantity of service recipients has increased

► Results of the
Center of Social Innovations



Meeting of social entrepreneurs of the Ural Federal District
«SocioDrive 2021»

958
listeners

► Results of the
Center of Social Innovations



ООО «Vesta»

Ugorsk city

Laureate of the special nomination of
the Russian State Social University of
the federal stage of the competition
«Best Social Project» 2020



**26 participants of the regional stage of the Russian competition
«The Best Social Project of the Year – 2021»**

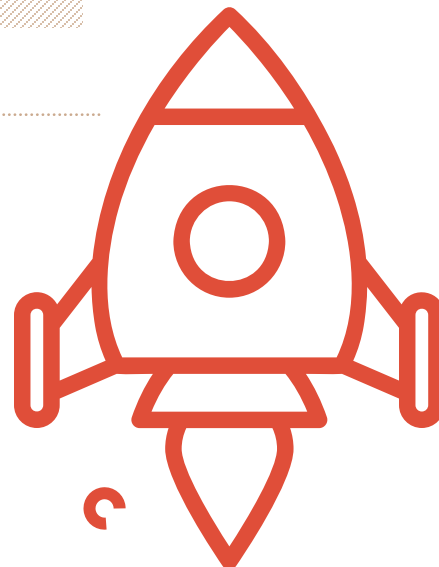


4

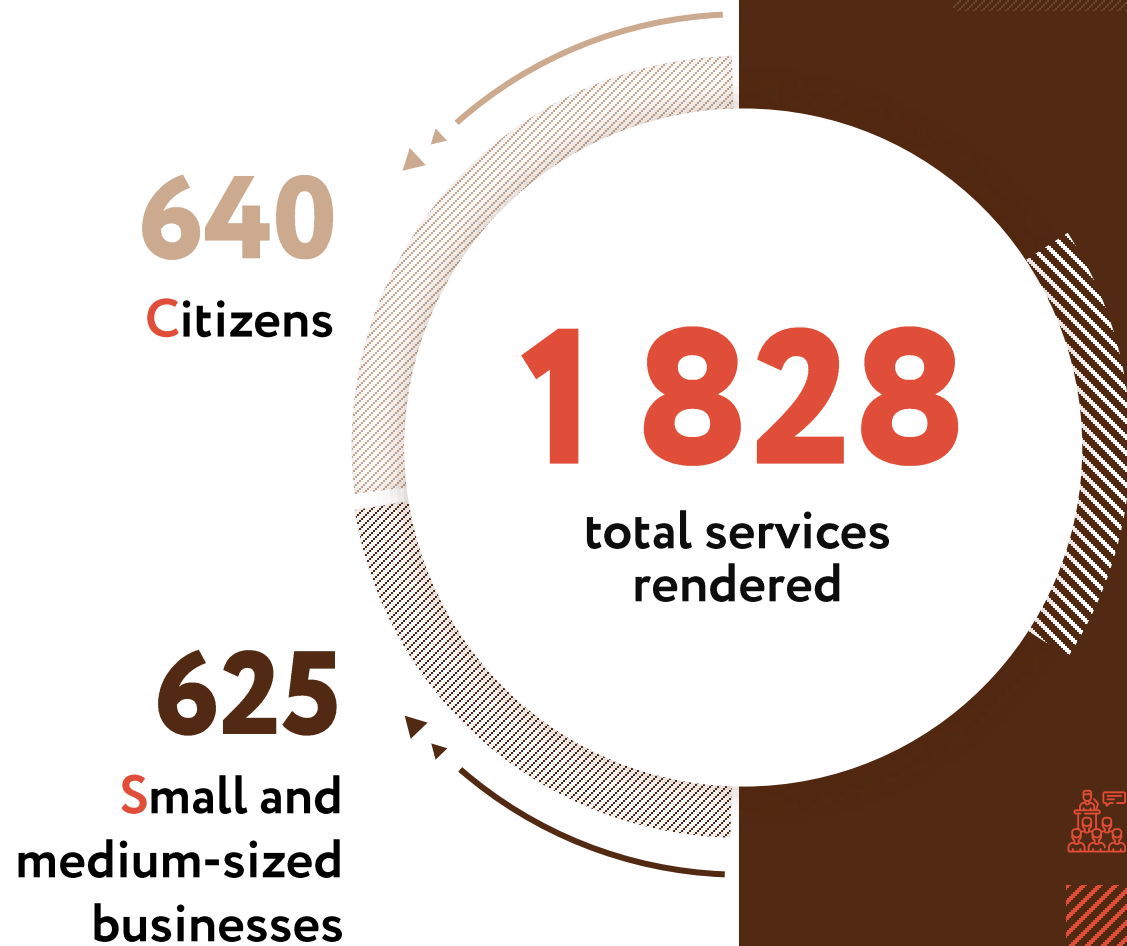
projects entered the
federal stage

Results of

the Center of Innovative, Technological
and Creative Entrepreneurship



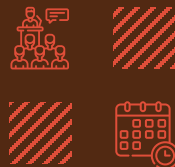
► Results of the Center of Innovative, Technological and Creative Entrepreneurship



The most demanded type of support is educational

► ►

643 services



Participation of Ugorsk companies ensured
in 36 events

The first meeting ►► of creative entrepreneurs of Ugra

1 425
participants
and spectators

> 60
speakers

online
and offline

4
sites:



◆ Nizhnevartovsk

◆ Nyagan

◆ Surgut

◆ Khanty-Mansiysk



Results of

the Center of Educational Programs
and youth entrepreneurship



► Results of the Center of Educational Programs and youth entrepreneurship



1 288

Information and consulting



3 823

Educational



5 111

total services rendered



2 064

small and medium-sized businesses



2 659

people interested in starting a business



388

self-employed



60

events organized and held

- Results of the Center of Educational Programs and youth entrepreneurship

Women's Entrepreneurship

Federal educational project «Lady 007»

240
applications

162
participants

10
finalists



- ▶ Results of the Center of Educational Programs and youth entrepreneurship

Women's Entrepreneurship

Federal educational project «Mom is an entrepreneur»

35 participants

100 000 ₪ got a winner for a business project



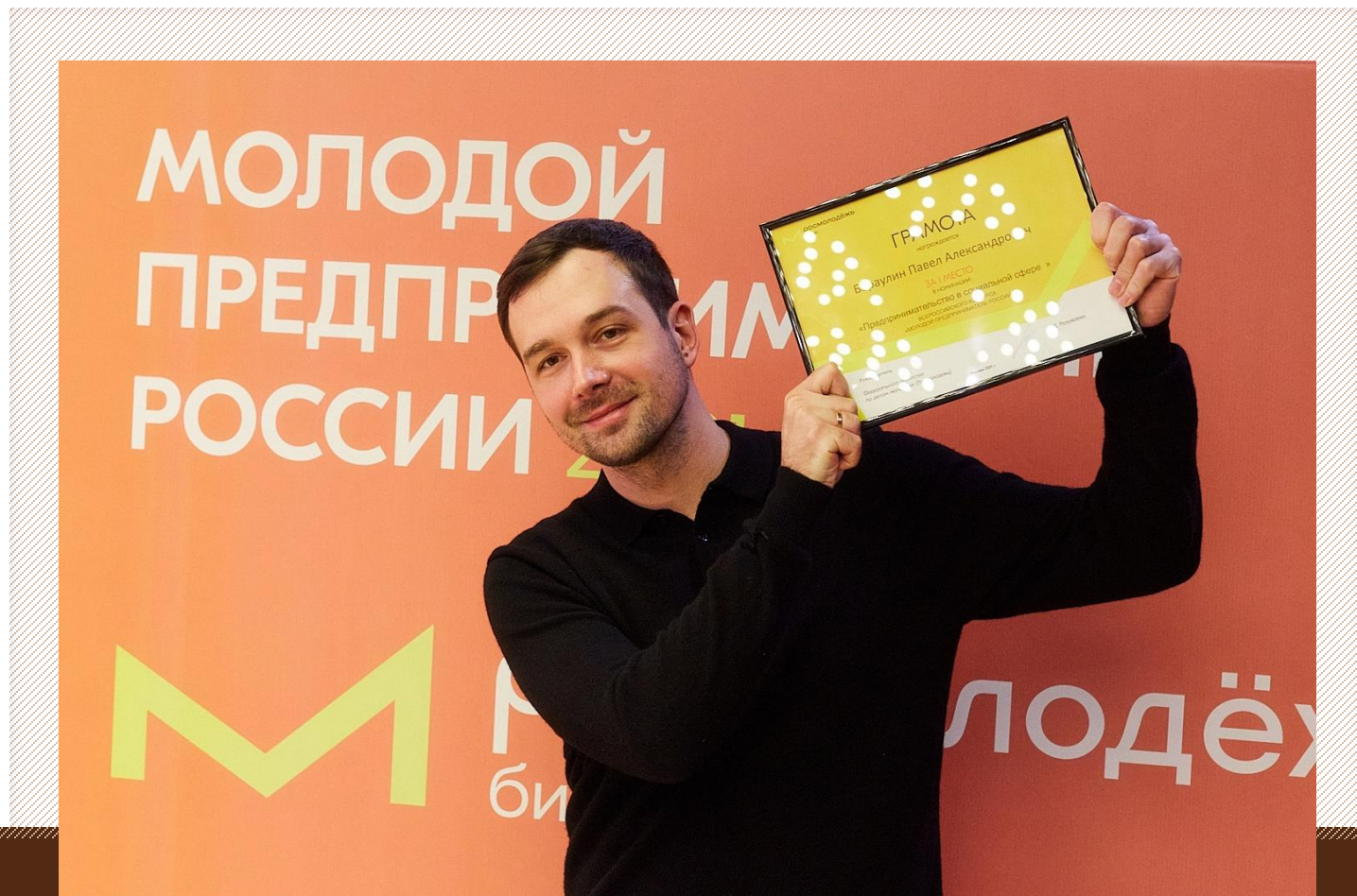
- ▶ Results of the Center of Educational Programs and youth entrepreneurship

Pavel Baraulin

Nizhnevartovsk city

Project «Sports school «**JUNIOR**»
for children from 3 to 16 years old

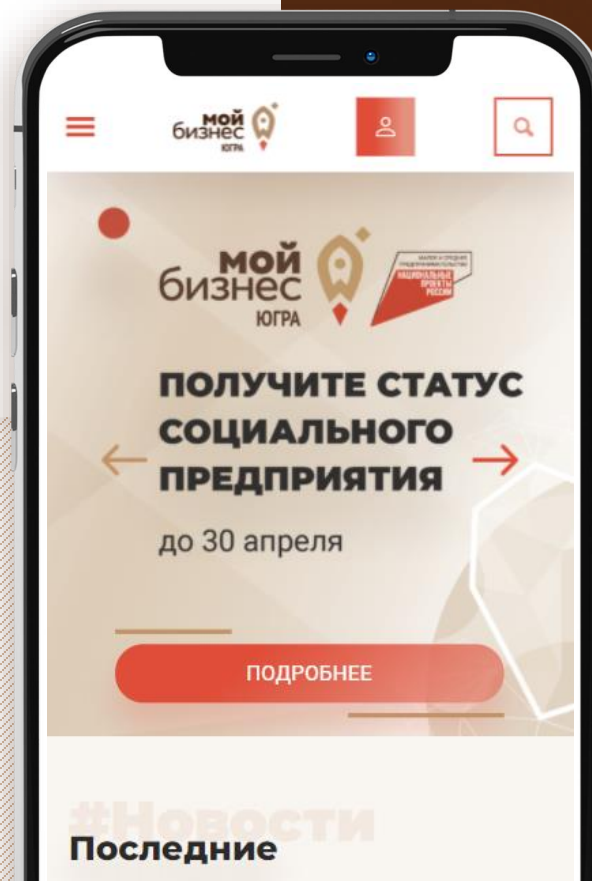
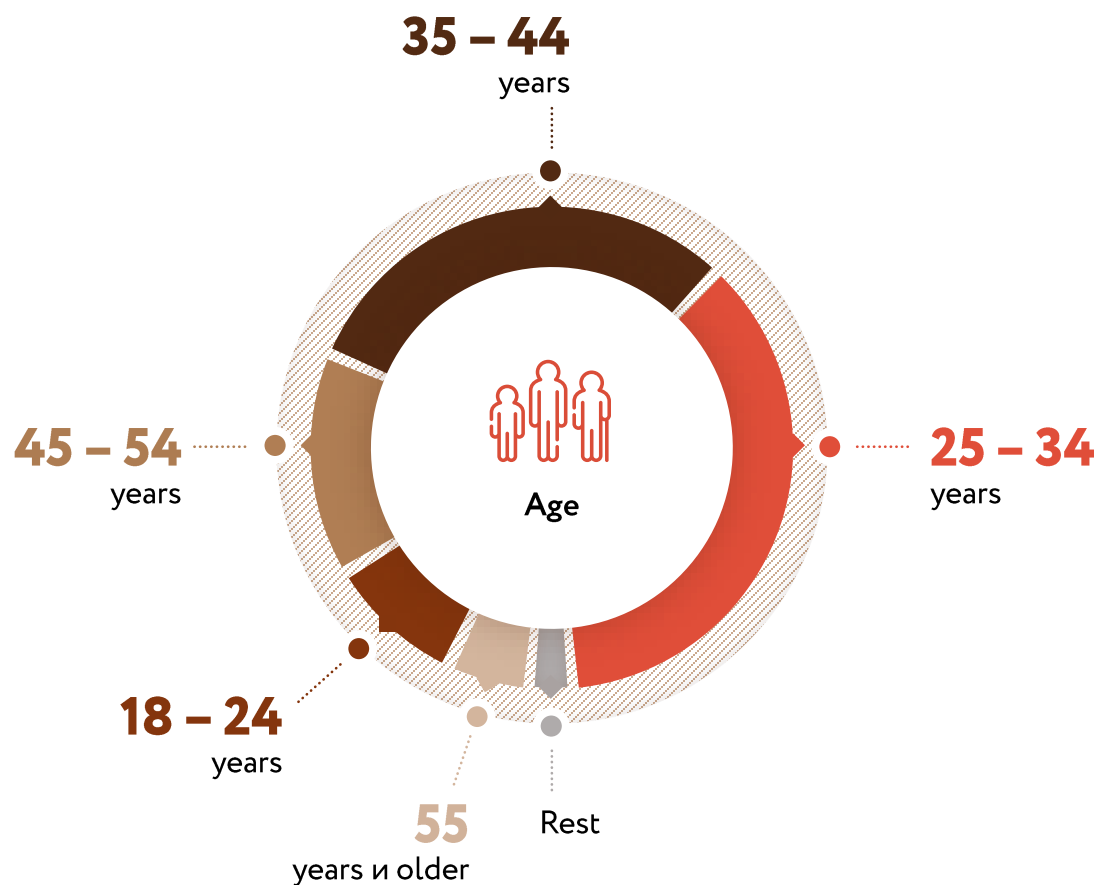
Winner of the competitions
«Young Entrepreneur of Ugra» and
«**Young Entrepreneur of Russia**»



My Business Ugra in the digital space

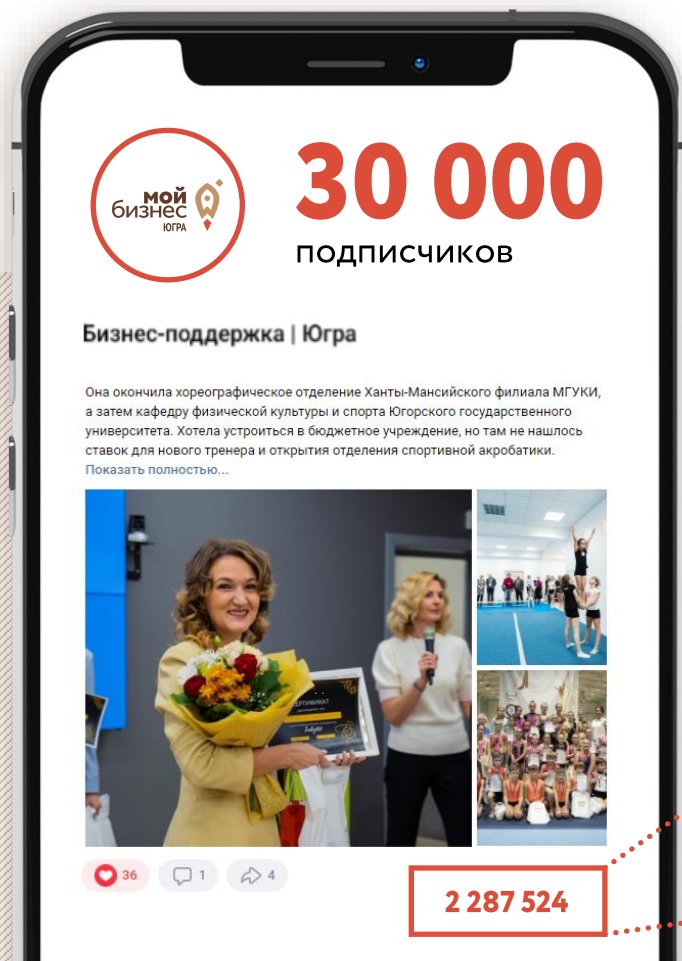


БИЗНЕСЮГРЫ.РФ – 180 thousands visits portal of small and medium enterprises of Ugra



- ◆ News
- ◆ Useful Services
- ◆ Description of support measures and the ability to leave an application
- ◆ Instructions
- ◆ Events calendar

► Results of the Center of Information and Consulting Support



Publication coverage

2 287 524

**Thanks for
attention!**

