



Midlincoln Research

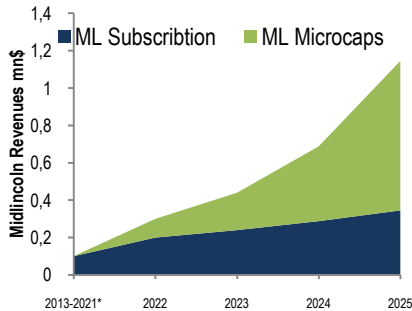
February - 2021

Midlincoln Research (Financials)

1. Macro/Politics
2. Country Strategy
3. Sector Strategy
4. Fixed Income
5. Quants Strategy
6. Index Strategy
7. Commodities
8. Funds Strategy

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Midlincoln Revenues Projection mn\$



ML Microcaps

1. [TamaraAvia](#)
Sector Engineering
2. [OgWrestlingSystem](#)
Sector Healthcare
3. [Village Telecoms](#) and Media (in progress)
Sector Telecoms
4. [Small Scale Energy](#) (in progress)
Sector Energy
5. [Small Scale Materials](#) (in progress)
Sector Materials
6. [Verical Agri and Food Production](#) (in progress)
Sector Consumer Staples
7. [Heating, Water, Electrics](#) (in progress)
Sector Utilities
8. [Home Electronics Repair](#) (in progress)
Sector Technology
9. [Mount Maple Souvenirs](#)
Sector Cons. Staples
10. [Midlincoln Research](#)
Sector Financials

Midlincoln Research – greener, rural workplace, brings the power of the city investment banking to rural environment, focuses on deurbanisation and defying defarming trends.

- Midlincoln is reaching out to find investment.
- Midlincoln is testing rural startup studio model as its core business. Half of the startup studio space is dedicated to investment analytics service and half of the space is industrial – creative environment with machines and tools which can be used in product development and small scale production.
- The connection between startups and investment strategy service is via focus on sector investment strategy. Midlincoln nourishes one green startup in each of the 10 GIGS sectors and provides a deeper researched sector investment advice based on the sector startup experience.
- Midlincoln operates an investment research portal Midlincoln.com and sells annual research subscriptions for its investment strategy reports. The customers of Midlincoln investment research business are institutional investors. The investment strategy reports are mostly focused on top down investment strategy and include global country strategy report, global sector strategy, funds strategy, index strategy, macro and politics coverage, commodities coverage, fixed income product and quants investment strategy report.
- Midlincoln workforce is mostly local, company focuses on employing folks from the neighborhood as analysts and business leaders, it provides education and skills where needed, and it relies heavily on information technologies in producing any of its products – analytical or industrial. Basically it is like creative heaven with pastoral surrounding and is a blend of investment banking and craftsmanship. It is partly utopian, however it is quite pragmatic and goal and revenues oriented.
- Midlincoln rural accelerator portfolio currently contains the core Midlincoln Research investment analytics business, an automaker TamaraAvia, souvenir maker Mount Maple, multipurpose wrestling company called OG Wrestling System, hydroponic agricultural company, alternative energy and household heating repair and installation company, a local taxi/delivery and communication - web platform, food maker, local electronics repair shop and a company which has solution in energy generation and distribution. Some of the mentioned companies had already been launched while some are only at the idea stage and nurtured by Midlincoln.
- Investing into Midlincoln is a comprehensive investment into all of the portfolio companies and ideas which are possible future spinoffs. It is also an investment into a real estate – Midlincoln Research co-working lab.
- Midlincoln was launched in 2013 by analyst Ovanes Oganisian
- Since 2013 the Revenues that Midlincoln generated averaged around 0.05-0.08 mn \$ pa., and mostly consisted of research subscription revenues and consulting revenues.



Many of our own people here in this country do not ask about computers, telephones and television sets. They ask - when will we get a road to our village. (Thabo Mbeki)

- The market for Midlincoln Investment research products are investment professionals and institutional investors. There are around 17000 potential institutional clients globally for Midlincoln Research investment strategy products. Would Midlincoln reach a 1000 customers threshold its revenues would rise up to 10mn\$ pa.
- Each business in the rural accelerator has its own revenue model, while Midlincoln plans to charge some real estate rent fees from accelerator businesses at the point when these businesses could afford to pay rent, initially their rent will be subsidised by Midlincoln.
- Most of the revenues Midlincoln plans to collect from accelerator business lines are upon spinning them off and exiting. But until the exits Midlincoln plans to consolidate revenues of accelerators into its own income statement.
- Midlincoln current assets consist of some tools and machinery which are used in the rural co-working. Ovanes Oganisian the founder of Midlincoln has also built a model co-working/living site (which was built in Russia near Moscow) that can be used as a model for future co-working construction.
- Midlincoln Research is seeking investment to develop its business further and invest into co-working construction and is planning to build at least 5 such co-workings in key emerging markets countries rural areas.
- Midlincoln is planning its revenues consisting of research subscription and consulting from Midlincoln strategy coverage, revenues from the underlying microcap businesses and revenues from spinoffs upon their coming of age.
- Midlincoln Research team is a loose collection of people and family the key business leader of Midlincoln Research is Ovanes Oganisian.
- For further info on Midlincoln research please try www.midlincoln.com or view the presentation at <https://www.midlincoln.com/mlpresentation.pdf> or view this document in pdf at <https://www.midlincoln.com/pdfs/ml1midlincoln.pdf>



Ovanes Oganisian
Midlincoln Research

research@midlincoln.com

midlincoln@gmail.com

+79651095688

Skype: ovanes.oganisian1