

Forbes

FINANCE AND INVESTMENT [INVESTMENTS](#) 09.02.2018

Handyman. Why does a financier send wealthy people to medical examinations?

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Kirill Nikolaev noted that rich people rarely tell family members how much money they actually have. Photo by Alexander Karniukhin for Forbes

The company NICA MFO Kirill Nikolaev serves more than a dozen families, mostly from Russia and Europe. The volume of assets under management is about \$ 450 million

In early 1994, graduate students at Stanford University, Jerry Yang and David Filo created a web portal, which retained links to all the sites that emerged in the vastness of the newly emerging Internet. Soon the catalog of sites turned into one of

the most popular online search engines Yahoo and in 1996 attracted \$ 33 million during the IPO. A student from St. Petersburg, Kirill Nikolayev, was watching the birth of Yahoo. In California, he stayed with his father, the former head of the Foreign Relations Committee of the Leningrad City Executive Committee, who was completing a business school in Stanford. Nikolayev, Jr. was fond of information technology, in America he spent days on the computer lab with access to the Internet and was in general a very advanced young man.



Acquaintance with the pioneers of the world Internet has not passed without a trace. Returning to Russia, Kirill Nikolayev in the same year 1994, commissioned by North-West Telecom, created one of the first sites in the .ru zone - an electronic version of the directory "All Petersburg". For the work he received \$ 600. Soon European and American companies began to apply to him for consultations. "These were online stores or online casinos," recalls Nikolaev. - Most likely, most of them ceased to exist after the dot-com crash. But then they opened a lot and they needed help with the most basic things: connect online payments, test for vulnerability, help with marketing. " In a month, Nikolaev could earn up to \$

10,000, money was spent easily and thoughtlessly. In 1998, he, still not having a driver's license, and after an accident, Nikolaev decided to change his life and take up serious business. Together with a partner, he invested \$ 200,000 in clothing production under the Sense brand, but the business did not go, and in 2002, after selling out the equipment, Nikolayev stayed with \$ 2,000. With this money he hired two employees and founded a consulting company Nikolaev e: Consulting. Soon he became acquainted with the leadership of the news agency Integrum, which owned one of the largest databases of Russian media texts. The company of Nikolaev became the official representative of Integrum in the North-West region. In 2006, the partnership collapsed, and Nikolaev began independently to offer corporate clients services for monitoring media and media support. Among his clients were VTB, MTS, Power Machines and the Hermitage museum. Nikolaev e: Consulting brought the Nobel

BioCare dental implant manufacturer to the Russian market, provided media support for the international competition for the selection of an architectural project for Gazprom City (later it was transformed into Lakhta Center). At the peak, Nikolaev e: Consulting revenue reached \$ 4-5 million.

In 2011, Nikolaev moved away from the operational management in the company and sold a controlling stake, the amount of the deal and buyers he does not disclose. Nikolaev still owns 30% of Nikolaev e: Consulting.

Photo by Alexander Karniukhin for Forbes

In the spring of 2013, Nikolaev changed the direction of business - he was approached by Mikhail Tevelev and Yevgeny Kadomsky, the founders of the Food Retail Group (which unites a number of restaurant chains, including Two Wands). The partners were looking for money for a new ambitious project - the Urbo restaurant in New York. The restaurant for 687 seats was supposed to occupy almost 2500 sq. M. m on two floors in a building in Times Square. The budget of the project was \$ 55 million. Nikolaev helped to find investors, but the restaurant did not become popular, and in the spring of 2016 the project was closed without bringing the founders a profit. And Nikolayev created the company NCapital and began to engage in M & A-consulting. He does not tell the details of the transactions, but says that for two years of work with his participation, deals for \$ 625 million were closed, including in the media and oil and gas sector.

In 2014, at a conference in Geneva, Nikolaev met with the former manager of Rothschild Bank, Charles loas. They decided to create a multi-family office, which was called the NICA MFO (Multi Family Office). The first clients were attracted by Mr. loas, the founders of the company contributed with their management capabilities and their savings. Today, NICA MFO serves more than a dozen families, mostly from Russia and Europe. The volume of assets under management is about \$ 450 million. The company employs eight people, the head office is located in Geneva, there are divisions in Miami, Singapore and Moscow.

The threshold of the entrance to the NICA MFO is \$ 10 million. Partners work only with family clients, explaining this by the fact that businessmen who do not have a family do not usually need their capital preservation services. For clients, they carry out family counseling. "In many families there is a certain tension," Nikolaev explains. - The Patriarch, as we call the head of the family, often wants to run the family budget himself, many do not want their wife to know how much money they actually have because they are afraid of developments in the event of a divorce. This can lead to the fact that the patriarch dies and the wife finds out that a significant part of the property is framed in an unknown offshore, and she has problems with which she comes to us. "But we cannot do anything. "

Partners try to eliminate such situations. In addition, they send potential clients to a medical examination. In Russia, for example, recommend a network of diagnostic centers "Ramsey Diagnostics", where customers of NICA MFO are given discounts. "If there are serious problems with health and there is a risk of complications in the near future, but the client does not want to do anything to

improve their health, we treat this with respect, but do not see the point of cooperation," says Nikolaev.

Sometimes you have to refuse for other reasons. Nikolaev said that he did not work with the family of former Ukrainian President Viktor Yanukovich: "We do not disclose customers, but if they ever found out about it, it could become a black mark - the business would simply be lost."

For the management of NICA, the MFO takes a commission of 1% of the assets. Clients who dream of high returns to NICA MFO are more likely to be disappointed: the partners are oriented to a profitability that is 3-4% higher than inflation in developed markets, investing only in the most liquid securities.

In addition to NICA, Nikolaev has other projects. Recently, he met with Evgeny Borisov, ex-marketing director of Toshiba, which since 2015 has been carrying out the VIMANA project to produce unmanned flying taxis. Nikolaev joined the company's board of directors and represents it in the Middle East, establishing contacts with governments and potential investors. Mass production of flying taxis is planned to begin in 2020, and the first marketing effort counts on Dubai. "There is political will there," Nikolaev explains. "There is already an unmanned subway in Dubai, and several hundred Tesla cars are being purchased to make an unmanned taxi. They try to maintain the bar, it is important for them to conform to the expressions "the largest in the world" or "the first in the world".

In 2018, the company plans to raise \$ 100 million. Part of the money will come from an ICO (TGE). The money will go towards the creation of a navigation system which will help to avoid problems when traveling in the skies alongside drones and other aircraft. Now the project employs about 50 people. According to Nikolaev, when compared with numerous ICO's coming to market VIMANA is distinguished by the existence of a real business and a patented technology.

<http://www.forbes.ru/finansy-i-investicii/356063-master-na-vse-ruki-zachem-finansist-otpravlyaet-sostoyatelnyh-lyudey-na>