

## In-House Copywriter at Quarter Partners



### The client:

Quarter Partners is an international investment firm based in Kyiv, Ukraine. I worked as an in-house copywriter and English teacher to the Chairman of the Board. While in this position I proofread, edited and wrote press releases and business presentations when required. The tone of voice was to be kept consistent across all channels.

### The challenges:

Editing text written by non-native speakers is challenging. You have to correct phrases that are technically correct but use inappropriate words (collocations). What sounds good in Russian doesn't necessarily sound good in English. But I quickly adjusted.

The texts were often dense and intricate, so a sharp eye for detail was required.

### The result:

My workload continually increased. After a couple of months, I was editing all business presentations and press releases. Due to COVID-19, I had to leave Ukraine, but Quarter Partners still offered to employ me to work remotely.

Example of press release written by me:



**Vasyl Khmelnytsky's UFUTURE and Andrey Ivanov's Quarter Partners have split management of joint assets**

*The private fund, Quarter Partners, will now manage all investments in UDP development company and Kyiv International Airport. UFUTURE remains the majority shareholder of these companies.*

**December 19, 2019.** — Ukrainian entrepreneurs, Vasyl Khmelnytsky and Andriy Ivanov, have reached an agreement on the division of management in joint-investment projects.

UFUTURE holding company controls interests in all joint businesses and social projects of Vasyl Khmelnytsky and Quarter Partners investment fund – in the projects of Andrey Ivanov. Quarter Partners is also under the control of UDP development company and Kyiv International Airport. Vasyl Khmelnytsky remains the majority shareholder of these companies with the power of veto, but will not have operational control over them.

*"We are in the final stage of re-structuring and managing our investments. Today, I focus on global innovation and impact projects that are changing the country. They are UNIT.City in Kyiv and Kharkiv, Biopharma, Bila Tserkva Industrial Park, Kyiv International Economic Forum, and the others," Vasyl Khmelnytsky, founder of UFUTURE, said.*

*"I have founded Quarter Partners as a new-model investment fund that combines both portfolio and venture capital projects. In addition to managing existing projects, our team is already looking for and developing promising new businesses, including startups. The focus is on IT-projects that can scale and complement each other, creating new value for our clients and society. The key investments will be in Ukraine – I'm sure that there are many strong teams working here to develop high-quality products for consumers around the world. I believe that an effective partnership can create new opportunities," Andrey Ivanov, founder of Quarter Partners investment fund, commented.*

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Other copyediting examples (business presentations):



QUARTER  
PARTNERS

## Investments in agriculture of Ukraine The Land Project

### Global Agricultural Trends



#### The growth of the population of the planet

- With the development of countries and regions, **the world's population** will reach 9 billion by 2050, **and is predicted to transition from a vegetable-based diet to a diet rich in animal protein.** ~~with the transition to a diet from vegetable to animal protein.~~
- **Urbanization** reduces the amount of land suitable for agriculture.



#### Hedging of inflation and asset conservation

- Stable demand for products minimizes price fluctuations for crops and ensures a constant cash flow that is minimally dependent on inflationary processes.
- The possibility of stable receipt of passive income from land leases without conducting operational activities (minimization of operational risks).



#### Financial appeal in comparison with other industries

- Historically low correlation with stock and bond markets.
- Profitability in the agricultural business is higher than the average profitability in industry and the profitability of the main exchange indices over the past 10 years (Dow: about 6%; S&P: about 9%; US agriculture: about 14%).



#### Intensification of agriculture, the introduction of new technologies

- Reducing the cost of production ~~through due to~~ the introduction of new and more effective **agricultural technologies** ~~of agriculture~~ and processing of products.
- Selection of new plant varieties resistant to diseases and negative weather conditions.

## Ukrainian Agriculture: Factors of Financial Appeal



The President of Ukraine Volodymyr Zelensky **has** initiated the **cancellation** ~~canceling~~ of the moratorium on the purchase/sale of land. Currently, the Parliament and the Cabinet of Ministers are actively working on the preparation of a package of laws and regulatory documents in this area



**Low labor costs with the high quality of** ~~intermediate~~ ~~intermediate~~ vocational training



Ukrainian and large multinational agro-food companies continue to increase investments in the agricultural sector of Ukraine and in the infrastructure that serves agriculture



The land assets in Ukraine are underestimated. The estimated cost of land after the adoption of corresponding laws may comprize \$1,800-\$2,500/ha, while in the EU, the price on 1 ha of land (depending on the country and quality) ranges from **\$7,000** to \$100,000



Ukrainian investors do not have their own resources and credit resources for the massive purchase of state and private agricultural lands