



## ADICA, LLC

**Company Overview:** ADICA is a software technology company providing innovative business solutions for sustainable energy development. With customers in North America, Africa, Asia, Europe and the Middle East, ADICA has realized profitable earnings through software licensing, customer support and expert analysis services.

**Problem:** Current legacy software systems for evaluating energy markets were developed when only traditional energy supplies were available and do not incorporate changing environmental regulations, market rules, smart grid technology or consumer behavior. The inability to include such issues in utility or government analyses has resulted in inefficient operation of the existing power system and a lack of investment in new energy infrastructure.

**Solution:** ADICA's Smart Market™ software addresses contemporary market conditions and allows software users to make informed operational, investment, and policy decisions. Smart Market is the first commercial product to model the independent behavior and decision making of energy consumers, suppliers and regulators. With more accurate analytics, energy companies are better able to reduce risk, balance supply with demand, conserve resources, reduce capital expenditures and increase profits.

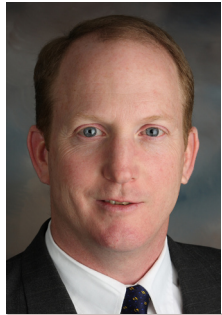
**Business Model:** ADICA is at an exciting milestone in its growth strategy, leveraging its international success into a strong U.S. revenue base. ADICA will market to electric utilities, transmission companies and regulatory agencies by conducting direct sales to industry contacts, establishing distribution partnerships, participating in industry events and partnering with business management consulting firms.

**Marketing Opportunity:** The nation's more than 3100 electric utilities have strong buying power with an estimated worth of \$800 billion. The U.S. government's economic stimulus bill provides over \$40 billion for energy investment. The market for ADICA's Smart Market software and customer support is \$110 million in the U.S. and \$425 million worldwide. In addition, the market for Smart Market expert analysis services is an estimated \$1 billion in the U.S. and \$3.83 billion worldwide.

**Competitive Advantage:** ADICA partners with Argonne National Laboratory to develop cutting-edge solutions that accommodate national energy priorities while enjoying unique R&D savings. Argonne is one of the U.S. Department of Energy's largest research centers. With an annual budget of about \$500 million, Argonne seeks solutions to pressing national problems in science and technology.

**Management Team:** Bruce Hamilton (founder & CEO), head energy modeling, databanks and capacity building unit at International Atomic Energy Agency; Sandy Reeser (director of business operations), organization development manager Accenture America; Chris Thomas (VP consulting services), director of policy, Illinois Citizens Utility Board.

**Funding Request:** \$1.5 million



BRUCE HAMILTON

*Investors: Founder*

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*In Attendance:*  
Bruce Hamilton, CEO

**Revenue Forecast:**

2009:	\$ 2M
2010:	\$ 6M
2011:	\$ 12M
2012:	\$ 20M
2013:	\$ 35M