

Aldis

Aldis, Inc.

Company Overview: Aldis is a sustainable energy company. Aldis develops and commercializes an advanced vision processing software platform, GridSmart, which provides cost-efficient advanced infrastructure and congestion managements and security solutions.

Problem: Efficiency is the 5th fuel. Traffic volume is increasing 20 times faster than the rate new roads are being built. Because GridSmart™ technology provides data, outcomes and quantifiable results, the company is well positioned to become recognized as the premier cleantech solution in traffic safety and management.

Solution: Aldis' current proprietary products are the most cost effective, easy-to-install and energy efficient solutions in the industry. Aldis' GridSmart product line uses a low-cost, machine-vision, CMOS camera that tracks trucks, cars, bicycles and even people. By using an ultra-wide angle lens coupled with proprietary software, Aldis provides a single camera solution where competing machine-vision companies use multiple higher-cost cameras requiring complicated installation.

Business Model: Aldis' quasi-commodity hardware is marketed and installed through an established distribution network, reducing support costs. With a value proposition of a software-based solution, GridSmart can be updated in the field, thereby providing recurring revenue opportunities for maintenance, upgrades, and new functionality. This "appliance-type" model actually increases the average selling price over time, while empowering customers to easily implement technically advanced solutions.

Marketing Opportunity: The 2009 market focus was the 350,000 traffic intersections in the United States, representing a total available market of \$6.1 billion. Since then, Aldis has moved into China, Australia, Canada and Brazil, opening an abundance of opportunity.

Competitive Advantage: Aldis products are built on a proprietary vision processing platform (GridSmart) leveraging a development partnership with Oak Ridge National Laboratory to create broad functionality that includes traffic management, security, congestion mitigation, data gathering and smart parking applications.

Management Team: Aldis was founded by Vig Sherrill and Bill Malkes, who are in their 4th technology-based venture together. Previous company successes resulted in the mergers with Flextronics (NASDAQ:FLEX) and Sirit (TSX:SI).

Funding Request: Aldis seeks to augment the current investor group in a \$6.2 million expansion round. Current investors are committed to their prorate share of the round, which is 50 percent, allowing a \$3.1 million investment opportunity. The company will use the proceeds to further leverage its platform technology in complementary applications and markets while establishing the Aldis brand of a world leader in energy efficiency in traffic management.



VIG SHERRILL

Year Founded: 2006

Employees: 12

Investors:

Battelle Ventures

Meritus Ventures

IVP Fund

Aldis

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In Attendance:

Vig Sherrill, CEO

Bill Malkes, President

Revenue Forecast:

2010: \$ 4.3M

2011: \$ 16.4M

2012: \$ 28.5M

2013: \$ 46.9M

2014 \$ 65.5M