

Corporate Fact Sheet

BLUERIDGE Analytics, Inc. provides SITEOPS®—patented optimization software for the land development industry. SITEOPS addresses inaccurate, time consuming and expensive land development processes. This breakthrough software solution gives land planners and civil engineers the ability to qualify several options, under a user-defined set of parameters, within hours instead of weeks. SITEOPS delivers multiple site designs, providing optimal layout, grading and storm water drainage options with accurate cost estimates. SITEOPS is available through a Software-as-a-Service (SaaS) internet-based delivery model. BLUERIDGE Analytics is a small privately held company. Clients include Lowe's Companies, Target, Stantec, SSFM International, Jafza, Hendrick Automotive Group, Langan Engineering & Environmental Services, and Woolpert, Inc. SITEOPS is available for purchase at www.siteops.com.

Company History: Founded in 2003; NC C-Corp; headquartered in Charlotte.

Industry/Sector: Architecture, Engineering and Construction (AEC); Software and SaaS/Cloud Computing.

Target Market: Civil Engineers, Real Estate/Land Developers, Design/Builders, Large Chain Retailers, Architects.

Services/Products: SITEOPS Single Pad and Multi Pad land optimization SaaS; SITEOPS Certification Program.

Competitive Edge: First to market—disruptive, patented technology.

Enormous, Fast-Growing World Markets

The U.S. AEC field is a \$460B market comprised of nearly 470,000 firms that deal in land development. The U.S. retail market contains approximately 250,000 firms and nearly 200,000 land developers. Design revenue of the Top 500 U.S. civil engineering and architectural firms was \$90.5 B in 2008. The Top 250 international retailers have sales of over \$3 trillion and design firms' revenues exceed \$26B annually.

Value Proposition

BLUERIDGE Analytics provides revolutionary software based on evolutionary computing algorithms.

- ✓ **Fast, accurate decision making.** CAD with a Brain® delivers 3-5 cost optimized designs and budgets within hours rather than weeks
- ✓ **Ease of use.** Highly scalable SaaS business model with a 30-day money back guarantee
- ✓ **Cost savings.** Average savings of \$15K per acre; grading optimization saved nearly \$1 million on a single retail site for a Fortune 10 company
- ✓ **Increased profits.** Retailers avoid lost revenue for late store openings
- ✓ **Strong management team.** Deep and broad experience in key strategic areas

Product Release Schedule

- ✓ Single Pad Commercial: Available for sale
- ✓ Multi Pad Commercial: Available for sale
- ✓ SITEOPS Design: Available for sale

Other planned products:

- ✓ DOT
- ✓ Residential
- ✓ Construction Estimating

Current Momentum and Growth Drivers

- ✓ June '07 SITEOPS® Single Pad released
- ✓ Sept. '08 SITEOPS® Multi Pad 1.0 released
- ✓ Sept. '08 SITEOPS® Certification program
- ✓ Mar. '09 SITEOPS® Design SP released
- ✓ Nov. '09 SITEOPS® Multi Pad 4.1 released
- ✓ Nov. '09 Metric capability added
- ✓ Feb '10 12th CAD reseller signed up

Management Team

Mike Detwiler, President & CEO. 25+ years experience in major firms and start-ups; Consulting, Bell Labs, Boeing, Thompson Financial, Research Direct; led BA capital raise efforts; MS in computer science from Northwestern University

Al Wojcik, VP of Sales. 20+ years hiring and developing domestic/international direct sales teams, channels, and distributors; key expertise in global software reseller channels and optimization software

Thomas B., Ph.D., Technology Advisor & Board Member. World-renowned expert on special prediction and optimization algorithms. Has authored more than 150 publications on natural computing.

Drew P., VP and General Counsel. 20 years of experience in corporate and transactional legal work. Head of legal practice areas for major law firms. Extensive business management experience.

Jennifer G., Director of Marketing. 15 years in communications, graphic design, and education design and development; BA in English

Paul S., CFO. 25+ years experience as CFO and controller for closely-held and micro-cap companies