# Dossier: ALITHEON INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,832,584.70

**Award Date:** 2024-07-22

**Branch:** ARMY

## AI-Generated Intelligence Summary

**Company Overview:**

Alitheon Inc. is a Seattle-based company specializing in feature print technology that provides a secure and immutable identifier for physical objects. Its core mission is to deliver digital transformation solutions by enabling the authentication and tracking of items using their unique surface characteristics. Alitheon addresses critical supply chain security problems such as counterfeiting, diversion, and quality control issues by transforming any object's surface into a unique, unclonable, and immutable identifier, eliminating the need for barcodes, RFID tags, or other traditional marking methods. Their unique value proposition lies in providing inherent and unbreakable identification without requiring any modification or application of an identifier to the physical object itself, offering a non-invasive and cost-effective solution for traceability and authentication.

**Technology Focus:**

* FeaturePrint®:\*\* Their core patented technology uses advanced computer vision and machine learning to analyze the microscopic surface features of any object, creating a unique digital fingerprint that can be stored and used for authentication throughout the supply chain.
* Optical AI Engine:\*\* This engine enables high-speed, on-device analysis of feature prints without requiring cloud connectivity, allowing for rapid and secure authentication in various operational environments, including those with limited network access.

**Recent Developments & Traction:**

* Partnership with DLA:\*\* In December 2020, Alitheon announced a partnership with the Defense Logistics Agency (DLA) to integrate FeaturePrint technology into the military supply chain to combat counterfeit parts.
* Series B Funding:\*\* In January 2022, Alitheon secured an undisclosed Series B funding round led by strategic investors, including current investors. This round was aimed at scaling up production and further developing their FeaturePrint technology.
* Expansion into New Markets:\*\* Alitheon has been actively expanding its application across multiple industries beyond defense, including pharmaceuticals, luxury goods, and automotive, showcasing the versatility of their technology.

**Leadership & Team:**

* Roei Ganzarski (Chairman):\*\* Experienced technology executive and investor with a track record of building and scaling successful companies. Previously served as the CEO of magniX.
* Scot E. Land (CEO):\*\* Veteran technology executive with experience in computer vision and industrial automation.
* Other notable team members include experts in computer vision, machine learning, and supply chain security, many holding advanced degrees and prior experience in relevant fields.

**Competitive Landscape:**

* OpSec Security:\*\* OpSec provides anti-counterfeiting and brand protection solutions, but primarily relies on overt and covert security features that are added to products. Alitheon's key differentiator is its ability to authenticate items without adding any external markings or modifications, offering a non-invasive and more secure solution.
* Applied DNA Sciences:\*\* Applied DNA offers DNA-based security solutions. Alitheon's advantage lies in not requiring any additive markers, simplifying integration and reducing costs associated with marker application and maintenance.

**Sources:**

1. [https://www.alitheon.com/](https://www.alitheon.com/)

2. [https://www.defenseadvancement.com/news/alitheon-awarded-dla-contract-to-apply-featureprint-technology-to-warfighter-support](https://www.defenseadvancement.com/news/alitheon-awarded-dla-contract-to-apply-featureprint-technology-to-warfighter-support)

3. [https://www.geekwire.com/2022/alitheon-raises-cash-to-scale-up-tech-that-uses-optical-fingerprints-to-identify-products/](https://www.geekwire.com/2022/alitheon-raises-cash-to-scale-up-tech-that-uses-optical-fingerprints-to-identify-products/)

4. [https://www.prnewswire.com/news-releases/alitheon-inc-names-scot-e-land-as-new-chief-executive-officer-301476925.html](https://www.prnewswire.com/news-releases/alitheon-inc-names-scot-e-land-as-new-chief-executive-officer-301476925.html)