



## Dot Ai and Würth Industry to Showcase Cutting-Edge Supply Chain Solutions at Manifest 2025

January 30, 2025

*Exclusive Partnership between Logistics Technology Start-up and Global Distribution Giant is Revolutionizing Supply Chain Visibility*

LAS VEGAS--([BUSINESS WIRE](#))--SEE ID, Inc., doing business as [Dot Ai](#) ("Dot Ai"), a leading innovator in AI-powered asset intelligence technology, and Würth Industry North America (WINA), a global leader in industrial manufacturing solutions, are thrilled to announce their joint presence at [Manifest 2025](#): The Global Destination for Supply Chain and Logistics Innovation, taking place at the Venetian in Las Vegas from Feb. 10 to Feb. 12, 2025. Dot Ai is a proud sponsor of this industry-defining event and is attending as an exhibitor and roundtable host.

Attendees are encouraged to visit the Dot Ai and WINA booth (Booth #1020), where both will showcase their groundbreaking solutions that are actively transforming asset intelligence and end-to-end supply chain operations. Dot Ai and Würth Industry's dynamic collaboration leverages Dot Ai's patent-pending Internet of Things (IoT) tracking hardware and AI-powered cloud software alongside Würth's unparalleled expertise in industrial supply chain solutions to deliver real-time visibility, predictive analytics, and increased operational efficiency.

### Thought Leadership Roundtable: Driving Industry Innovation

Highlighting their involvement at Manifest 2025, Bob Reny, Dot Ai's CRO, and Jeff Schmitt, COO of Würth Industry USA, a division of WINA, will be in attendance and will co-moderate a thought-provoking roundtable discussion titled **"End-to-End Visibility with AI Optimization."**

This session will delve into the critical role of advanced technologies in enhancing transparency, mitigating risks, and optimizing operations across global supply chains. Attendees are encouraged to not miss this opportunity to gain insights from two of the supply chain technology industry's foremost leaders. The roundtable will take place on Feb. 11 at 12:30 p.m. PST. A video recording of the session will be available following the show's conclusion.

### Visit Dot Ai and Würth Industry at Booth #1020

Attendees of Manifest 2025 are invited to stop by Booth #1020 to experience firsthand how Dot Ai and Würth Industry are driving supply chain excellence. Dot Ai's experts will be present to demonstrate the company's cutting-edge solutions and to discuss how it can support organizations in achieving greater efficiency, visibility, and resilience.

### A Strategic Partnership Redefining Supply Chain Visibility

This strategic partnership combines Dot Ai's technology-driven innovations with Würth Industry's extensive global logistics network, offering businesses unparalleled insights and control over their supply chains. Together, the companies are advancing solutions that ensure reliability, scalability, and sustainability—key factors in today's competitive market.

"We're excited to collaborate with Würth Industry and bring our transformative technologies to life," Mr. Reny said, Chief Revenue Officer of Dot Ai. "By joining forces, we're empowering businesses with the tools they need to thrive in an increasingly complex supply chain environment."

Dot Ai and WINA [previously announced](#) an exclusive, five-year partner distribution agreement in November 2024 to bring Dot Ai's advanced, AI-driven tracking solutions to WINA's customers, offering unprecedented visibility into internal and customer premise operations.

"We are proud to partner with Dot Ai to deliver groundbreaking solutions that enhance supply chain visibility and operational efficiency. By integrating their advanced AI technology with our extensive expertise in industrial logistics, we are empowering our customers to gain unprecedented insights into their supply chains," said Jeff Schmitt, Chief Operating Officer, Würth Industry USA. "This collaboration reflects our commitment to continuous innovation and providing our customers with the tools they need to succeed in an increasingly complex and fast-paced global marketplace."

### Industry-Leading Innovations for Modern Manufacturing

Dot Ai's and WINA's exclusive partnership emphasizes a commitment to advancing Industry 4.0 practices by harnessing the power of the Industrial Internet of Things (IIoT). By adding intelligent tracking technologies, Dot Ai and WINA will help customers to improve their forecasting accuracy, mitigate risks, and reduce or eliminate supply chain disruptions. With features such as

real-time data insights and automated decision-making, the solution offers a significant leap forward toward Industry 5.0, where technology supports a more holistic approach to industrial processes.

## **Background Information on Dot Ai's Business Combination Agreement with ShoulderUp**

On March 18, 2024, Dot Ai and ShoulderUp Technology Acquisition Corp. (NYSE:SUAC) entered into a business combination agreement that is expected to be completed in the first half of 2025, subject to regulatory approvals and other customary closing conditions. In connection with the closing, the resulting company is expected to be listed on Nasdaq under the ticker symbol "DAIC".

Additional information about the proposed transaction, including a copy of the business combination agreement, will be available in a Current Report on Form 8-K to be filed by ShoulderUp with the U.S. Securities and Exchange Commission (the "SEC") and at [www.sec.gov](http://www.sec.gov).

### **About Dot Ai**

At the heart of the technological revolution in asset management and security lies Dot Ai, a trailblazing SaaS service that is redefining the paradigms of asset intelligence, assurance, and safety. By harnessing the power of IoT tracking technology, Dot Ai stands at the forefront of innovation, offering patented solutions that are not just advanced but transformative. Through relentless research and development, Dot Ai has pioneered a suite of technologies that empower organizations to not only streamline their logistics and supply chain processes but also bolster operational security to unprecedented levels. Leveraging state-of-the-art AI engines, cutting-edge 5G RF and BLE technology, and seamless cloud integrations, Dot Ai transcends traditional boundaries, offering real-time asset visibility and predictive analytics that integrate effortlessly with existing infrastructure. This is not just technology; it's a vision for a more secure, efficient, and connected world. Discover more about how Dot Ai is leading the charge in asset intelligence by visiting <https://daic.ai>.

### **About Würth Industry North America**

Würth Industry North America (WINA) is a \$1+ billion division of the Würth Group, the world's largest industrial distributor and a privately held, family-owned business since 1945. WINA's highly customized logistics solutions lower customers' purchasing and operating costs, reduce storage footprint, and free up their teams to concentrate on their core business. To ensure that customers get the most out of their programs and products, WINA employs a team of over 2,500 individuals, many experts with decades of experience who provide reliable and knowledgeable customer support. WINA offers a comprehensive line of industrial and construction products and services. These include additive manufacturing, digital inventory, engineering assistance, quality control, inventory management, vending, safety supplies, kitting and assembly, structural fasteners, and MRO/industrial supplies. Customers throughout North America are serviced through WINA's network of distribution centers across the U.S., Canada, Mexico, and Brazil. The company is the creator of the global series [Würth Knowing](#), the industry's first fastener education YouTube series.

For more information on Würth Industry North America, visit [wurthindustry.com](http://wurthindustry.com).

### **About Manifest 2025**

Manifest is the premier global event for supply chain and logistics innovation, uniting Fortune 500 executives, logistics service providers, innovators, and investors at the forefront of technological advancements. With a focus on showcasing leading-edge innovation and fostering meaningful connections, Manifest provides an unparalleled platform for industry executives, entrepreneurs, and investors to explore the forces shaping the future of the supply chain industry.

### **Important Information About the Business Combination and Where to Find It**

This press release does not constitute an offer to sell or exchange, or the solicitation of an offer to buy or exchange, any securities, nor shall there be any sale of securities in any jurisdiction in which such offer, sale or exchange would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction. In connection with the transaction described herein, ShoulderUp and Dot Ai intend to file relevant materials with the SEC, including the S-4 Registration Statement, which will include a proxy statement/prospectus. The proxy statement/prospectus will be sent to all ShoulderUp shareholders. ShoulderUp and Dot Ai also will file other documents regarding the proposed transaction with the SEC. Before making any voting or investment decision, investors and security holders of ShoulderUp are urged to read the S-4 Registration Statement, the proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC in connection with the proposed transaction as they become available because they will contain important information about the proposed transaction.

Investors and security holders will be able to obtain free copies of the proxy statement/prospectus and all other relevant documents filed or that will be filed with the SEC by ShoulderUp through the website maintained by the SEC at [www.sec.gov](http://www.sec.gov) or by directing a request to ShoulderUp to 125 Townpark Drive, Suite 300, Kennesaw, Georgia 30144 or via email at [rashaun@shoulderup.com](mailto:rashaun@shoulderup.com)

### **Participants in the Solicitation**

Dot Ai, ShoulderUp and their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from ShoulderUp's shareholders in connection with the proposed transaction. A list of the names of such directors and

executive officers, information regarding their interests in the business combination and their ownership of ShoulderUp's securities are, or will be, contained in ShoulderUp's filings with the SEC, and such information and names of Dot Ai's directors and executive officers will also be in the S-4 Registration Statement to be filed with the SEC by Dot Ai, ShoulderUp or a successor entity thereof, which will include the proxy statement of ShoulderUp. You may obtain free copies of these documents as described in the preceding paragraph.

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts, including the statements regarding the anticipated timing and benefits of the proposed transactions. All forward-looking statements are based on ShoulderUp's current expectations and beliefs concerning future developments and their potential effects on ShoulderUp, Dot Ai or any successor entity thereof. Forward-looking statements are based on various assumptions, whether or not identified in this press release, and are subject to risks and uncertainties. These forward-looking statements are not intended to serve as a guarantee of future performance. Many factors could cause actual future events to differ materially from the forward-looking statements in this press release, including but not limited to: (i) the failure to satisfy the conditions to the consummation of the transaction, including the adoption of the Business Combination Agreement by ShoulderUp's shareholders, the satisfaction of the minimum trust account amount following any Redemptions by ShoulderUp's public shareholders, (ii) the occurrence of any event, change or other circumstance that could give rise to the termination of the Business Combination Agreement, (iii) the effect of the announcement or pendency of the transaction on Dot Ai's business relationships, operating results and business generally, (iv) risks that the transaction disrupts current plans and operations of Dot Ai, (v) the outcome of any legal proceedings that may be instituted against Dot Ai or ShoulderUp related to the Business Combination Agreement or the proposed transaction, (vi) costs related to the transaction and the failure to realize anticipated benefits of the transaction or to realize estimated pro forma results and underlying assumptions, including with respect to estimated shareholder Redemptions, (vii) the risk that Dot Ai and its current and future collaborators are unable to successfully develop and commercialize Dot Ai's products or services, or experience significant delays in doing so, (viii) the risk that Dot Ai may need to raise additional capital to execute its business plan, which may not be available on acceptable terms or at all, and (ix) the risk that the post-combination company experiences difficulties in managing its growth and expanding operations. The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors and the other risks and uncertainties described in the "Risk Factors" section of the S-4 Registration Statement and proxy statement/prospectus discussed above and other documents filed or to be filed by ShoulderUp, Dot Ai and/or any successor entity thereof from time to time with the SEC. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and ShoulderUp assumes no obligation and do not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise, except as required by law.

### **Non-Solicitation**

This press release is not a proxy statement or solicitation of a proxy, consent or authorization with respect to any securities or in respect of the potential transaction and shall not constitute an offer to sell or a solicitation of an offer to buy the securities of ShoulderUp, Dot Ai, or any successor entity thereof, nor shall there be any offer, solicitation, or sale of any such securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of such state or jurisdiction. No offer of securities shall be made except by means of a prospectus meeting the requirements of the Securities Act.

### **No Offer or Solicitation**

This Current Report is for informational purposes only and does not constitute an offer or a solicitation of an offer to buy or sell securities, assets or the business described herein or a commitment to ShoulderUp, Dot Ai or the Company, nor is it a solicitation of any vote, consent or approval in any jurisdiction pursuant to or in connection with the proposed business combination or otherwise, nor shall there be any offer, sale, issuance or transfer of securities in any jurisdiction in contravention of applicable law.

### **Contacts**

For more information about Dot Ai and Würth Industries' presence at Manifest 2025, please contact:

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## **Dot Ai**

NYSE:SUAC

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### Release Summary

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Release Versions

[English](#)

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