

With a Foundational Position in the Now Exploding Mobile Apps Industry, MacroSolve, Inc. is Well Positioned for Future Growth

Services
Business Services
Advertising Services –
Apps Development
(MCVE-OTCPK, MCVE-OTCQB)

MacroSolve, Inc.

1717 South Boulder Avenue
Suite 700
Tulsa, OK 74119
Phone: 918-280-8693



Steven Signoff
Chief Executive Officer

BIO:

Steve Signoff joined MacroSolve in August, 2011, bringing an extensive range of national and international experience in entrepreneurial, Fortune 1000 and Fortune 250 companies. He is a Cum Laude graduate of Avila University, earning a B.A. with a major in Finance and minor in Economics and advanced education at Harvard Law, Columbia University and the University of Michigan. He most recently was the CEO of Mobile USA followed by the role Chief Sales and Marketing Officer at One Communications. Signoff was Chairman and CEO of IDPSi, a caller identity service based in New York, which was

successfully sold in 2009. A majority of his career was at Sprint where he served in executive roles leading marketing, strategy, business development, and international operations. He began his career at Owens/Corning Fiberglass. Board of Director assignments have included Intelig, a Brazilian telecom company and Barak, an Israel based telecom company and numerous non-profit organizations.

Company Profile:

MacroSolve, Inc. is a pioneer in delivering mobile apps, technologies, and solutions to businesses and government. Founded in 1997, the Company has an extensive network including the top name brands in wireless hardware and software as well as wireless carriers. Leveraging its intellectual property portfolio, MacroSolve is positioned to become a leader in the mobile app space, an industry which is projected to become a \$17.5 billion market by 2012 according to Chetan Sharma Consulting (<http://www.chetansharma.com/mobileappseconomy.htm>).

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com

CEOCFO: Mr. Signoff, you are fairly new to the CEO position; what attracted you to MacroSolve?

Mr. Signoff: I was attracted to MacroSolve because I saw three great things going on. The first is that it is a company that has a foundational position in the industry and has been working on mobile apps for a number of years. It comes at a time when the mobile app market is absolutely exploding. It is no longer a time when

people need to be educated on what mobile apps are. Instead, it is a time when companies are saying, "I have got to have one, how much will it cost, how long will it take, and what is my best solution." Then they are simply having that feeling of not wanting to be left behind. If you combine those two factors with the great management team and board, it looks like a winning combination.

CEOCFO: What does MacroSolve do?

Mr. Signoff: MacroSolve makes mobile apps on a variety of mobile app devices for businesses. These are businesses who want to be able to provide their message and improve their awareness and attraction. It is also for internal use, when they want to make their employees more productive.

CEOCFO: What is an example of a project that MacroSolve has done?

Mr. Signoff: One example would be a restaurant, where we have built mobile apps so that a restaurant can have its loyal patrons download the app and from their mobile device, phone or iPad, be able to locate a new location and order from the menu before they arrive. They will also be able to receive updates that are unique to them. What goes on is the restaurant decides how they want the appearance of their app to look. We have already developed a platform that is actually a patent protection platform that allows us to quickly produce a product for them and load it up to the app store, whether that be the Apple app store, Android app store or the BlackBerry app store. From there their customers can begin the downloading process. Another example is a very large office equipment

dealership that wants to be able to have employees that are more productive. Therefore, they use one of our products called SaleSentral, which allows their remote employees, while at a customer, to demonstrate their entire product catalog right on an iPad and be able with a few taps on the screen be able to take orders or send collateral.

CEOCFO: What is it that MacroSolve has figured out that others have not?

Mr. Signoff: The company was founded over a decade ago. At that time there were some technology geniuses that had visions of what mobile apps would be and could be long before apps were apps. They devised the technology that would allow information entered on a mobile device to transmit to a server; the server would respond with new information and go back to a variety of mobile devices. That patent was filed for in 2002, and the patent was awarded just about a year ago in October 2010. With that patented technology, we are in a position to assure our customers that they are working on the foundational patent for mobile apps. The second is that we are in pursuit of selling licenses to those people, those companies that are developing apps that are using our intellectual property.

CEOCFO: What is the competitive landscape for you?

Mr. Signoff: I think it could be described as small and fragmented, so we are one of the very few public companies that is in the mobile apps space and particularly in the mobile app for business space. Beyond that there are a great number of very small companies who develop apps and I would tell you it is very obvious that it is an industry that is ripe for a roll-up.

CEOCFO: Will you be looking to do some of that rolling up?

Mr. Signoff: Yes, we expect to be on the side of rolling up.

CEOCFO: What is Insight?

Mr. Signoff: Insight is a product name for a collection of products designed for businesses that includes DineInsight for restaurants, ClubInsight for country clubs, SchoolInsight for a variety of education institutions and so on. Simply, it goes back to our patented platform. We have developed what we call productized, a number of apps that are going to have basic logic and basic functionality that most businesses will have an interest in. We go beyond the productized collection and have SaleSentral for sales or remote work employees. Then we also have custom app capabilities that we have built specifically for companies who have unique purposes. That would be for companies

Every metric we look at that projects where the mobile app industry is headed, ends with the letter B for billions, whether it is dollars or downloads. So the revenue opportunity looks good, the opportunity to achieve scale and produce profits looks good, and the opportunity for us to continue on our path, which is to leverage the Donald Trump Jr. relationship as well as achieve other relationships, such as what we have with The Richards Group. This will allow us to become the app factory for multiple advertising agencies that would prefer to spend a dollar hiring another creative person rather than a mobile app developer.

- Steven Signoff

such as those doing work for cruise ships, so when you go on a cruise ship you now have on your own mobile device the ability to look at the itinerary for the day plan, the activities, and be able to make reservations, etcetera.

CEOCFO: Do you find that schools are up to the rest of the business world in mobile apps? Or is that sort of a newer area, and how do you reach your clients?

Mr. Signoff: For schools there is a collection of people who are involved in the community in a number of ways. The expectation of being able to operate at the school in the same way they operate as consumers or if they are involved in a business of their own, has led to the adoption rate being very high. Again, it is not one of

those where we have to educate people on mobile apps.

CEOCFO: What is the revenue model for MacroSolve?

Mr. Signoff: The revenue model comes in a couple of ways. I will answer this question in the aspect of how does one make money in the app business, because most people, because of consumer apps, assume apps are free. So let's start with why would a business pay for an app and how it works for them. Places like restaurants put apps on the apps store and typically they are free to consumers because it is a form of advertising. They want to engage their customers. There are also apps that we build that are ad based, so ads run while the app is being looked at.

There are also those apps that have unique content, such as ones built for celebrities that have a charge associated with them and the consumer pays that. Therefore, whether it is for advertising purposes or for awareness or for achieving functionality, businesses will pay either a monthly subscription amount or they will pay an upfront development cost if they are doing a custom app that will then also come with a continuing maintenance agreement. Beyond that, we also have

content management services and what is called analytics, so providing information on the usability of their app and the analytics of how, when and where their app was accessed.

CEOCFO: Do many companies take advantage of those services?

Mr. Signoff: Most companies take advantage of continuing maintenance. Many companies are participating in content management, so helping to keep the app fresh. The analytics is just at its beginning stage as people are now beginning to appreciate the value of the information that is available on the users of apps.

CEOCFO: What is the financial picture like at MacroSolve today?

Mr. Signoff: We just released our 3rd Quarter earnings and demonstrated a

371% increase over the same period the prior year. We have lessened our loss, as we continue to gain scale. We are still producing an operating loss, but we are moving in the right direction and as we achieve scale via our own efforts and through acquisition, it looks very rosy.

CEO CFO: How does MacroSolve reach potential customers?

Mr. Signoff: We use a variety of unique distribution. We have a small direct sales force that works directly with customers, mostly those who have an interest in a custom app. We also use third-party resellers who are usually experts in their vertical area, such as Industry Analysts, a company out of Rochester New York that has deep relationships in the office equipment industry. We also have an arrangement with a company called The Richards Group, which is the largest privately held advertising agency in the United States and their division Click Here turns to us as their mobile app factor. Then finally there is Donald Trump Jr., who we have reached an agreement that he will assist us with marketing with not only being our company spokesperson, but also introducing us to his network of businesses.

CEO CFO: Is it all about the Trump name?

Mr. Signoff: It is a couple of things. First, the name does mean a lot. I am

here in New York today presenting at an investor conference and Don Trump Jr. will be taking the first ten minutes of my presentation time. His name will create a level of draw and interest to our company that we would not otherwise be able to achieve. Secondly, he has been very active in introducing us to app opportunities inside the collection of Trump enterprises and he has also been very active in connecting us with his network of companies outside the Trump Enterprises, which include those advertisers or sponsors, The Apprentice for example.

CEO CFO: What do you see a year or two down the line?

Mr. Signoff: Returning back to the idea that mobile apps is achieving adoption on a very rapid basis, we know technology has shifts that come and go and we think we are probably in the second inning of the nine inning game on mobile apps, so there is plenty of opportunity ahead. Every metric we look at that projects where the mobile app industry is headed, ends with the letter B for billions, whether it is dollars or downloads. So the revenue opportunity looks good, the opportunity to achieve scale and produce profits looks good, and the opportunity for us to continue on our path, which is to leverage the Donald Trump Jr. relationship as well as achieve other relationships, such as what we have with The Richards

Group. This will allow us to become the app factory for multiple advertising agencies that would prefer to spend a dollar hiring another creative person rather than a mobile app developer.

CEO CFO: What is the most unusual app MacroSolve has created?

Mr. Signoff: I will tell you the most unusual one is one that was built for a doctor. It is by prescription, actually to help patients with sensory disorders and it allows them to have a visual on the screen that helps them with their issue.

CEO CFO: In closing, why should potential investors pay attention to MacroSolve today?

Mr. Signoff: Now is the time. We clearly have been a hidden gem sitting in Tulsa, Oklahoma and we have made the shift as a result of the award of the patent and the explosion of the markets to go national. We are in break-out and transformation mode, going from an Oklahoma regional known company to gaining national prominence. The stock is currently not reflective of its value, and the opportunity to grow appears to be rapidly developing on the horizon.



MacroSolve, Inc.
1717 South Boulder Avenue, Suite 700
Tulsa, OK 74119
Phone: 918-280-8693