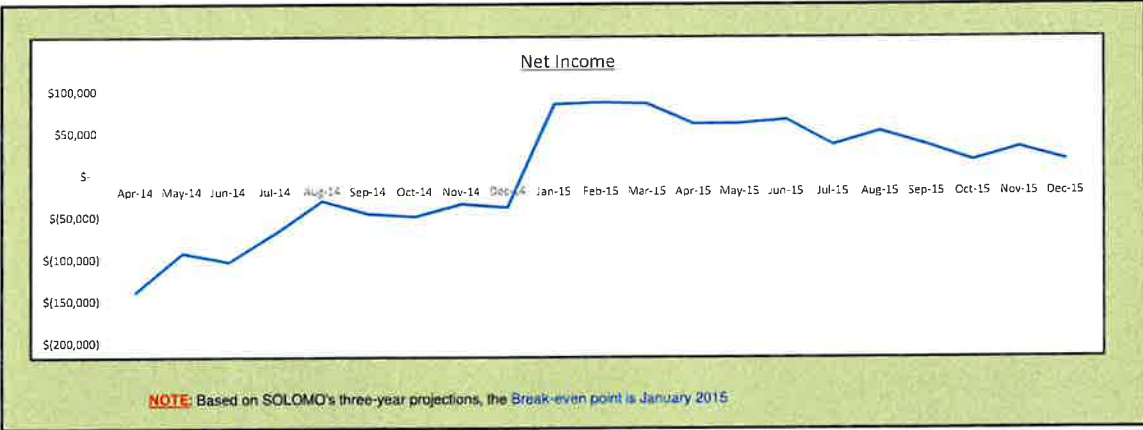
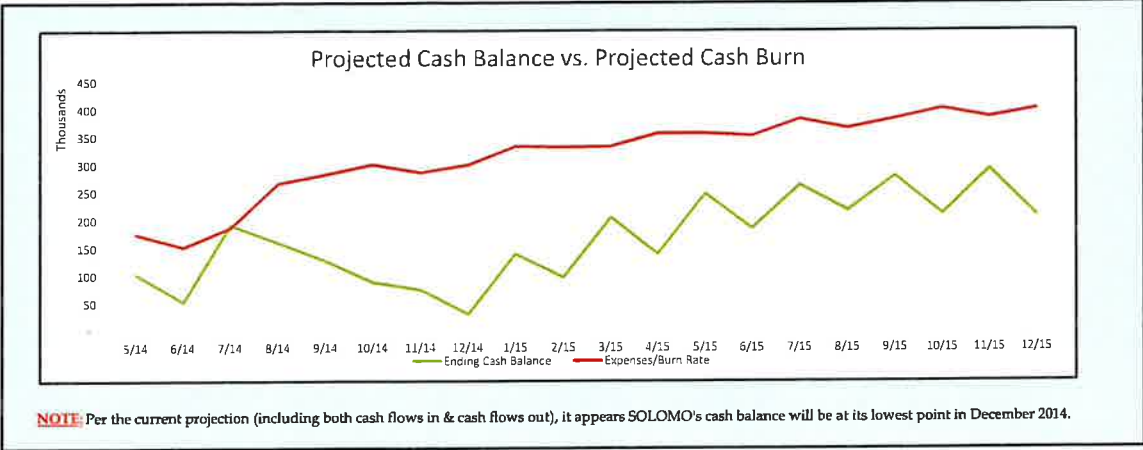




Dashboard Report  
July 2014  
Confidential





**Balance Sheet - Unaudited**  
**July 31, 2014**

	Jul-14	Jun-14	\$ Change	Dec-13	\$ Change
<b>Assets</b>					
<b>Current Assets</b>					
Cash & Cash Equivalents	191,529	52,230	139,299	524,770	(333,240)
Accounts Receivable	263,516	239,988	23,528	253,550	9,967
Prepaid Expense	40,088	10,558	29,530	40,894	(806)
Security Deposit	250	250	-	250	-
Inventory Asset	5,314	7,038	(1,724)	-	5,314
Due from Shareholder	343	343	-	331	12
<b>Total Current Assets</b>	<b>501,040</b>	<b>310,407</b>	<b>190,634</b>	<b>819,794</b>	<b>(318,754)</b>
<b>Long-Term Assets</b>					
Computers	5,724	5,724	-	5,724	-
Furniture & Equipment	5,175	5,175	-	5,175	-
Software	7,193	7,193	-	7,193	-
Accumulated Depreciation	(9,273)	(8,914)	(359)	(6,761)	(2,512)
<b>Total Long-Term Assets</b>	<b>8,819</b>	<b>9,178</b>	<b>(359)</b>	<b>11,331</b>	<b>(2,512)</b>
<b>Other Assets</b>					
Loan Origination Fees	12,500	12,500	-	12,500	-
Patent	14,676	14,676	-	14,676	-
Trademarks	2,170	2,170	-	2,170	-
Accumulated Amortization	(5,102)	(4,192)	(910)	(2,371)	(2,730)
<b>Total Other Assets</b>	<b>24,245</b>	<b>25,155</b>	<b>(910)</b>	<b>26,975</b>	<b>(2,730)</b>
<b>Total Assets</b>	<b>\$ 534,104</b>	<b>\$ 344,740</b>	<b>\$ 189,365</b>	<b>\$ 858,101</b>	<b>\$ (323,996)</b>
<b>Liabilities &amp; Stockholders' Equity</b>					
<b>Current Liabilities</b>					
Accounts Payable	139,913	93,490	46,423	89,931	49,982
Credit Card	13,393	8,646	4,747	11,634	1,759
Other Current Liabilities	194,626	133,917	60,709	146,147	48,479
<b>Total Current Liabilities</b>	<b>347,932</b>	<b>236,052</b>	<b>111,879</b>	<b>247,712</b>	<b>100,220</b>
<b>Long-Term Liabilities</b>					
Note Payable, MDC	500,000	500,000	-	250,000	250,000
Note Payable, WEDC-1	94,249	96,868	(2,620)	112,280	(18,031)
Note Payable, WEDC-2	122,058	125,000	(2,942)	125,000	(2,942)
Note Payable, Evans	7,074	7,054	20	6,937	137
Accrued Interest Payable	4,245	3,561	684	7,911	(3,666)
<b>Total Long-Term Liabilities</b>	<b>727,626</b>	<b>732,484</b>	<b>(4,858)</b>	<b>502,128</b>	<b>225,498</b>
<b>Total Liabilities</b>	<b>1,075,558</b>	<b>968,536</b>	<b>107,022</b>	<b>749,840</b>	<b>325,718</b>
<b>Stockholders' Equity</b>					
Common Stock - APIC	554,921	554,921	-	554,667	255
Common Stock - PAR	1,033	1,033	-	1,033	0
Financing Fees	(55,360)	(51,857)	(3,502)	(51,857)	(3,502)
Series A Preferred	1,771,605	1,615,433	156,172	1,565,433	206,172
Retained Earnings	(1,961,015)	(1,961,015)	-	(614,968)	(1,346,047)
Net Income	(852,638)	(782,312)	(70,327)	(1,346,047)	493,408
<b>Total Stockholders' Equity</b>	<b>(541,453)</b>	<b>(623,796)</b>	<b>82,343</b>	<b>108,260</b>	<b>(649,714)</b>
<b>Total Liabilities &amp; Stockholders' Equity</b>	<b>\$ 534,104</b>	<b>\$ 344,740</b>	<b>\$ 189,365</b>	<b>\$ 858,101</b>	<b>\$ (323,996)</b>



Cash Flow Statement  
July 31, 2014

	MTD	YTD
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Net Loss	(70,327)	(852,638)
Plus (Less) Depreciation and Amortization	1,269	5,242
Plus (Less) Adjustments to reconcile Net Loss to net cash		
Accounts receivable	(23,528)	(9,967)
Other current assets	(27,806)	(4,520)
Accounts payable	51,170	51,741
Accrued expenses	15,709	(27,854)
Deferred revenue	45,000	76,333
Net cash (used) provided by Operating Activities	(8,513)	(761,663)
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Net cash (used) provided by Investing Activities	-	-
<b>FINANCING ACTIVITIES</b>		
Borrowings from notes payable	(5,542)	229,164
Accrued Interest	684	(3,666)
Common Stock	-	255
Financing Fees	(3,502)	(3,502)
Series A Preferred	156,172	206,172
Net cash (used) provided by Financing Activities	147,812	428,422
Net cash (decrease) increase for period	139,299	(333,240)
Cash at beginning of period	52,230	524,770
Cash at end of period	<u>\$ 191,529</u>	<u>\$ 191,529</u>



Budget vs Actual by Quarter YTD  
As of July 31, 2014

	Q1		Q2		Q3		YTD		Annual Budget	
	Actual	Budget	Actual	Budget	Actual	Budget	Actual	Budget		
<b>Ordinary Income/Expense</b>										
Income										
4001 - Services Revenue	245,562	375,000	208,981	375,000	62,583	125,000	517,225	875,000	(357,775)	
4050 - Product Revenue	1,333	55,000	17,090	230,000	55,000	110,000	73,423	395,000	(321,577)	
4060 - Shipping Income	-	-	-	-	143	-	143	-	143	-
Total Income	246,996	430,000	226,071	605,000	117,726	235,000	590,792	1,270,000	(679,208)	
Cost of Goods Sold										
Product Management Payroll	-	40,440	-	40,440	-	13,480	-	94,360	(94,360)	
5005 - Services	182,703	191,763	161,925	191,763	63,700	63,921	407,327	447,447	(40,120)	
5070 - Misc. COGS	377	-	2,975	-	4,391	-	7,743	-	7,743	
Total COGS	183,079	232,203	164,900	232,203	67,091	77,401	415,070	541,807	(126,737)	
Gross Profit	63,916	197,797	61,171	372,797	50,635	157,599	175,721	728,193	(554,472)	
Expense										
5557 - Research & Development	209,308	220,440	183,653	220,449	58,157	73,485	451,117	514,374	(63,257)	
5653 - Sales & Marketing	154,529	230,593	94,578	225,693	28,080	75,806	277,287	532,192	(254,905)	
6011 - G&A	133,984	118,986	109,615	96,783	30,469	68,796	274,068	284,565	(10,497)	
Total Expense	497,821	570,019	387,846	542,925	116,706	218,087	1,002,472	1,331,131	(328,659)	
Net Ordinary Income	(433,904)	(372,322)	(326,775)	(170,128)	(66,072)	(60,488)	(826,751)	(602,938)	(223,813)	
Other Income/Expense										
Other Income	38	(150)	14	(150)	10	(50)	62	(350)	412	
Other Expense	9,073	7,792	12,811	11,216	4,265	4,107	25,950	23,115	2,835	
Net Other Income	(9,035)	(7,942)	(12,597)	(11,366)	(4,255)	(4,157)	(25,887)	(23,465)	(2,422)	
Net Income	(442,940)	(380,264)	(339,372)	(181,494)	(70,327)	(64,645)	(852,638)	(626,403)	(875,235)	

**SOLOMO Technology, Inc.**  
**Notes & Schedules to Support Financial Statements**  
**July 31, 2014**  
**Unaudited**

Accounts Receivable						
	Current	1-30	31 - 60	61 - 90	> 90	Total
Berntsen	21,420	39,023	-	-	-	60,443
CGN	-	-	90	-	-	90
Citycom Marketing LLC	-	-	-	15,000	-	15,000
CMFG	9,625	-	-	-	-	9,625
COX	100,000	-	-	-	-	100,000
DIA	5,143	-	-	-	-	5,143
Performance Gateway	-	22,000	-	12,988	-	34,988
Swallow Solutions	-	-	-	-	10,000	10,000
The U-Group	-	-	-	-	12,000	12,000
Tytler's BMW Cycle of GB	-	11,953	-	-	-	11,953
WIN	3,263	-	1,013	-	-	4,275
	<b>\$ 139,451</b>	<b>\$ 72,975</b>	<b>\$ 1,103</b>	<b>\$ 27,988</b>	<b>\$ 22,000</b>	<b>\$ 263,516</b>

Accounts Payable						
	Current	1 - 30	31 - 60	61 - 90	> 90	Total
5-Nines Data LLC	-	2,807	2,807	2,458	2,458	10,529
ADITI	-	-	-	-	7,723	7,723
Aspect Software	15,215	-	-	-	-	15,215
Baker Tilly Virchow Krause	-	-	2,000	4,000	60	6,060
Boyle Fredrickson S.C.*	-	-	533	-	4,682	5,215
Cynthia R Cauthern	10,560	169	-	2,500	-	13,230
Employee Expenses	624	1,914	2,983	232	-	5,753
Fine Point Consulting	293	3,803	-	-	-	4,095
First Business Factors	-	500	-	-	-	500
FIRST Insurance Funding Corp.	-	-	253	-	-	253
Foley and Lardner, LLP	-	2,502	-	-	-	2,502
Future Privacy Forum	-	-	5,000	-	-	5,000
Garter Inc	33,800	-	-	-	-	33,800
Just Coffee Cooperative	29	57	56	-	-	143
PR Newswire	-	-	-	-	2,110	2,110
Quarles & Brady LLP	-	840	-	-	13,125	13,965
RLM Finsbury, LLC	-	-	-	1,725	-	1,725
Streak Wave	-	-	-	20	-	20
Topline Venture Consulting	-	-	-	3,000	-	3,000
Travelers	-	286	-	-	-	286
UPS	99	-	-	-	-	99
WEDC-V	-	-	3,100	-	-	3,100
West Washington Associates	-	-	4,590	-	-	4,590
Wisconsin Investment Partners	-	1,000	-	-	-	1,000
	<b>\$ 60,620</b>	<b>\$ 13,878</b>	<b>\$ 21,322</b>	<b>\$ 13,934</b>	<b>\$ 30,158</b>	<b>\$ 139,913</b>

**SOLOMO Technology, Inc.**  
**Notes & Schedules to Support Financial Statements**  
**July, 2014**  
**Unaudited**

Prepaid Expenses	
Gartner, Inc.	30,983
Prepaid Insurance	5,260
Prepaid Legal Fees	95
Future of Privacy Forum	3,750
	<b>40,088</b>

Other Current Liabilities	
Accrued Expenses	50,331
Accrued Commissions	50,395
Use Tax Payable	144
Sales Tax Payable	-
Deferred Revenue	89,167
Rent Payable	4,590
	<b>194,626</b>

Schedule of Indebtedness - WEDC Loans		
WEDC holds a first position General Business Security Agreement on all assets now owned or hereinafter acquired.		
	<u>Loan 1</u>	<u>Loan 2</u>
<b>Interest Rate</b>	6.00%	6.00%
<b>Balance at 7/31/14</b>	\$94,249	\$122,058
<b>Maturity Date</b>	4/1/2017	3/1/2018
<b>P&amp;I Payments Begin</b>	5/1/2013	4/1/2014
<b>Monthly Payment</b>	\$3,104	\$3,100
<b>Covenants:</b>		
1) Interim and/or fiscal year end financials with Verified Statement describing use of funds		
2) Periodic inspection of premises and records		
3) Nondiscrimination in Employment		
4) Borrower shall not consolidate or merge		
5) Borrower shall conduct activities in Wisconsin for 5 years		

Schedule of Indebtedness - Evans Estate Loan	
Note Payable to Skip Evans for equity redemption (Class B units) in 2012	
<b>Interest Rate</b>	3.25%
<b>Balance at 7/31/14</b>	\$7,074
<b>Maturity Date</b>	10/27/2015
<b>P&amp;I Payments Begin</b>	10/27/2013
<b>Annual Principal Payment</b>	\$3,460
<i>NOTE: All accrued interest on the principal balance shall also be due and payable on each principal payment date</i>	
<b>Covenants:</b>	N/A

Schedule of Indebtedness - MDC Loan	
Venture Debt loan for the purpose of providing working capital for continued growth and staffing needs. MDC holds a lien on all business assets, subordinate to the lien held by WEDC	
<b>Interest Rate (Prime + 4%)</b>	7.25%
<b>Balance at 7/31/2014</b>	\$500,000
<b>Maturity Date</b>	6/27/2017
<b>P&amp;I Payments Begin (Interest-only for first 9 months)</b>	September-14
<b>Covenants:</b>	
1) MDC has the right during the 45 month loan term to obtain ownership interest in the Borrower ("Shares of Series A Preferred")	
2) Quarterly Financial Statements due to MDC within 30 days after the end of each fiscal quarter.	
3) Annual Financial Statements due within 90 days of year-end.	
4) Borrower shall provide & maintain hazard insurance coverage on secured assets	
5) Borrower shall pay a 1.5% processing fee (\$7,500) at closing.	
6) Borrower shall provide a promissory note and security agreement to MDC at closing.	



Income Statement - Unaudited  
As of July 31, 2014

	MTD	YTD
<b>Revenue</b>		
<b>Total Revenue</b>	<b>117,726</b>	<b>590,792</b>
<b>Total Cost of Goods Sold</b>	<b>67,091</b>	<b>415,070</b>
<b>Gross Profit</b>	<b>50,635</b>	<b>175,721</b>
<i>Gross Profit %</i>	43%	30%
<b>Expense</b>		
Research & Development	58,157	451,117
Sales & Marketing	28,080	277,287
G&A	29,200	268,826
<b>Total Expense</b>	<b>115,437</b>	<b>997,230</b>
Ordinary Income (loss)	(64,803)	(821,509)
Depreciation & Amortization	1,269	5,242
Interest Expense (Income)	4,255	25,887
Total Other Expense (Income)	5,524	31,129
<b>Net Income</b>	<b>\$ (70,327)</b>	<b>\$ (852,638)</b>

**SOLOMO Technology, Inc.**  
**Notes & Schedules to Support Financial Statements**  
**July 31, 2014**  
**Unaudited**

**Review Comments**

- (1) The total payroll expense incurred for the month ended July 31st, 2014 is \$124,281. The total payroll expense for the year-to-date through July 31st is \$1,016,179. The monthly payroll expenses have decreased compared to prior months at the beginning of the year due to several salaried employees being converted to hourly (1 Sales dept. employee, 3 Services dept. employees, and 1 Product Engineering employee). In addition, several of the salaried employees have taken pay-cuts.
- (2) To maintain the current level of liquidity, SOLOMO is working with their vendors to prolong the timing of bill payments, this is the reason for the large balance in the 90+ days past due category. Also, Cynthia Cauthern will no longer be submitting monthly contract sales invoices. Starting in August, more bill payments will be made since the Series A Top Off Funds have been received.
- (3) Deferred Revenue is comprised of Cox, CBRE, and City.com's annual license fees. This revenue will be recognized ratably over the course of 12 months. The balance in deferred revenue is \$89,166.67 at July 31, 2014.
- (4) Year-to-date Revenue is \$680k less than budget for YTD. The negative variance is not due in particular to either revenue source doing worse than the other; as the difference for both Product and Service is revenue are \$357k and \$321k respectively which is only a \$25k difference between the two budget differentiations. Solomo has put \$100k into deferred revenue which will be recognized ratably over the course of 12 months.
- (5) MDC has granted SOLOMO a 3-month extension on the commencement of Principal payments on the MDC loan. Principal payments will now begin in September of 2014.
- (6) Fiore has delayed rent payments due for the next couple of months, while SOLOMO is working on the next equity capital raise. This balance is reflected in other current liabilities with a current balance of \$4,590. SOLOMO started paying rent again, but has yet to make up the previous months' rent payable. They will pay down the remaining balance at the beginning of August.
- (7) SOLOMO received investments to top off the Series A round in July 2014 in the amount of \$156k. The remaining ~\$50k is expected to be received in August 2014.
- (8) Per Liz's request, we reclassified several of the revenue accounts for 2014. This reclass did not change the total amount of revenue received for the year.
- (9) Hosting services for the month of July was up by \$5,286 when compared to June. (July \$7,887 vs. June \$2,601 respectively) The variance is mainly because of the hosting credits we received in June. July's hosting expense aligns more normatively with prior months.
- (10) The prepaid expense account increased by \$33,800 in the month of July. This is due to adding the subscription to Gartner onto the account. This expense will be recognized ratably over the next 12 months and will decrease on a monthly basis until the end of the yearly subscription.
- (11) The deferred revenue account in July is significantly higher than in June, (\$89,166 vs. \$44,167 respectively). The main reason for the increase is the Cox contract. Per the contract, we recognized \$50,000 immediately and recognized \$50,000 monthly on a pro rata basis.