

*Appendix A*

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*Loan Application*

# Application - City of Whitewater RLF Loan Program

## Part I - General Information

Business Name	SOLOMO Technology, Inc.		
Business Address	222 W Washington #705, Madison WI 53703		
Contact Name	Liz Eversoll,		
Contact Address	722 Ash Court, Verona WI 53593		
Contact Phone	608.220.1900	Contact Fax	
Contact E-Mail	<a href="mailto:liz@solomotechnology.com">liz@solomotechnology.com</a>	Company Web Site	<a href="http://www.solomotechnology.com">www.solomotechnology.com</a>

## Part II - Business History

<p>Provide a brief history of the existing or proposed business, including the following items:</p> <ul style="list-style-type: none"> <li>• year started</li> <li>• significant markets</li> <li>• primary products</li> <li>• legal structure</li> <li>• significant events in the company's history</li> <li>• key clients</li> <li>• any additional information that may help to describe the business and the products or services it provides.</li> </ul>	<p>Company Formed in May 2011 and converted to a C-Corp December 1, 2012.</p> <p>Smart Location platform for Location Analytics and Mobile Engagement with Permission.</p> <p>Target markets are Retail, Events and Smart Building. Key customers include Kohl's, COX Communications, CBRE and others.</p> <p>See attached product deck.</p> <p>We have a partner strategy for product resell, marketing and other programs. Our strategic partners are a key part of our go to market strategy. Partners such as Microsoft, Google and CISCO bring us in to enterprise accounts. ISV's incorporate our technology in to their existing products (e.g. Pulse Dealer System) and consultants and system integrators bring us in to opportunities in Healthcare and other verticals.</p>
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*Part III - Project Description*

Provide a summary of the proposed project including information about:

- start and completion dates
- real estate acquisition
- construction activity, including estimated value of improvements
- machinery and equipment purchases
- product or market information
- total project cost
- job creation

September 1 and ongoing

Each of our verticals requires vertical specific analytics and dashboards. Our core platform collects and provides the base location data, but the metrics in each vertical are a bit different. Vertical specific dashboards and integration in to other vertical industry data increases the value of our platform.

In addition, the engagement experiences you wish to create in each vertical are also unique.

SOLOMO would like to build an analytics, app development and product marketing team in Whitewater to focus on one or more of our verticals. This team would build vertical specific engagement experiences, analytics and market these products to the appropriate customers in social media forums and to the appropriate partners in these segments.

Our Big Data/Analytics team would consist of 3-5 engineers with a mix of intern and experienced team members. Total cost \$400,000/year.

Our application development team would consist of 3-5 engineers with a mix of intern and experienced team members. \$350,000/year

Our product marketing team would consist of 1-3 associates (the number depends on the number of verticals we pursue. \$120,000/year

*Part IV - Sources and Uses of Funds*

Provide information about how the project will be funded. What are the proposed sources of funding for major project components such as real estate, construction, machinery, etc.?

Proposed Use of Funds	Source and Amount of Funds				Total
	Owner Equity	ED Grant & Loan	Equity Funding	WEDC/MDC Loans	
Big Data Team		50,000			50,000
Application Development Team					
Product Marketing Team					
Total	100,000	50,000	2,500,000	750,000	660,000

*Part V - Job Creation*

Provide information about the new jobs that will be created as a result of this project. Only include information about full-time, permanent (year-round) jobs.

Job Title	Average Hourly Wage	Benefits Provided?	Number of New Full-Time Jobs Created			
			1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	Total
Big Data/Analytics	40	Yes	2	2	2	6
Developer	30	Yes	2	2	2	6
Product Marketing	20	Yes	1	1	1	3
		Select One				
Total Jobs Created			5	5	5	15
Current Number of Jobs in the City of Whitewater						0
Provide information on the types of benefits provided to employees. For health, life, and dental insurance, provide information on the percentage of costs paid by the employer and employee.	We offer standard benefits through QTI.					
Provide information on new part-time or seasonal jobs that will result from the proposed project.	Part-time employees may be needed based on demand. We can run a standard intern program at WW for marketing, development and business interns.					

*Part VI - Collateral*

Provide information about collateral available to secure the CDA's loan to the business. This may include real estate, machinery and equipment, inventory, etc.

Available Collateral	Current Value	Appraisal Available?	Equity Available	CDA in subordinate position?
None at this time.	\$5,700,000 Company Valuation	No	Yes, we are doing a \$500k top off to our Series A.	Yes
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
				Select One
Total				

<p>Provide a brief description of the collateral available to secure the CDA's loan. Include relevant information on its current value, equity available, and other lenders secured by the same collateral.</p>	<p>MDC and WEDC both have a security position. We are likely changing our banking to First Business Banking, entering in to a new agreement with a factoring/line of credit and they will have first position on the receivables.</p>
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*Part VII - Attachments*

The following information must be attached to the application in order for it to be considered complete.

- x Resumes of each principal associated with the business, including experience, educational background, role in the business, and other relevant information.
- n/a A financial history of the business including balance sheets, profit/loss statements, cash flow statements, and accountant notes for the past three years.
- x Projections including balance sheets, profit/loss statements, and cash flow statements for three years from the date of application.
- n/a Letter(s) of commitment from other lenders on the project (if any) describing the type of financing being offered, amount, interest rates, security, availability, and repayment schedule.
- x A copy of the company's business plan, or those segments of the business plan relating to the proposed project.
- x Any other documentation that reinforces the viability of the proposed project, or that helps to describe the company and its products.

*Part VIII - Trade Secrets / Confidentiality*

- x Please review the application and indicate whether any of the information provided is considered a trade secret or considered confidential by the business. Wisconsin State Statutes require that certain information received by the CDA and used to consider the loan application be considered public information.

Generally, certain financial, product, and market information may be considered a trade secret and may not be subject to release by the CDA.

*Part IX - Certification*

I hereby certify that the information provided above and in the attached supporting documentation is to the best of my knowledge true and accurate. I also authorize the Whitewater Community Development Authority to perform both business and personal checks as a part of this application process.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date