



**MCVE**

**Investment Overview**

**January 2012**





# Safe Harbor Statement

## SAFE HARBOR STATEMENT

In addition to historical information, this presentation may contain statements that constitute forward-looking statements within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, as amended by the Private Securities Litigation Reform Act of 1995. Forward-looking statements contained in this presentation include the intent, belief or expectations of the Company and members of its management team with respect to the Company's future business operations and the assumptions upon which such statements are based. Prospective investors are cautioned that any such forward-looking statements are not guarantees of future performance, and involve risks and uncertainties, and that actual results may differ materially from those contemplated by such forward-looking statements. Factors that could cause these differences include, but are not limited to, failure to complete anticipated sales under negotiations, lack of revenue growth, client discontinuances, failure to realize improvements in performance, efficiency and profitability, and adverse developments with respect to litigation or increased litigation costs, the operation or performance of the Company's business units or the market price of its common stock. Additional factors that would cause actual results to differ materially from those contemplated within this presentation can also be found in the Company's SEC Filings. The Company disclaims any responsibility to update any forward-looking statements.



# Summary

**Market:** **Mobile Apps for Businesses**

**Market Size:** **\$17 Billion and Growing**

**Product Capability:** **Proven**

**Distribution:** **Unique and Powerful**

**Management & Board:** **Deep Experience**

**Patent Portfolio:** **Landmark & Extremely Strong**

# Who We Are

## Pioneer in Mobile Apps

- One of a few publicly traded

## Emerging As Major National Player

- National Pipeline of Opportunities Growing

## Focus on Business Applications

## Experience Across Breadth of Industries

- Restaurant, Hospitality, HealthCare, Charity, Real Estate ....
- Branded Apps, Productivity Apps, Custom Apps

## Powerful Distribution

- Partnered with Largest Digital Ad and Marketing Agencies
- Donald Trump Jr. Marketing Agreement
- Vertical and Horizontal Resellers

## Intellectual Property Portfolio





# Market Opportunity

## Market Size: Huge & Growing

- **Global Mobile App Economy**      2012: \$17B      2014: \$35B
- **Mobile App Downloads**      2009: 7B      2012: 50B
- **Mobile App Development Rev**      2010: \$10B      2015: \$100B

**Suppliers: Small & Fragmented – Industry is Ready for a Clear Leader to Emerge**

# Emerging As Major National Player

**Started as Oklahoma-based Regional Services Provider**

**Filed Mobile App Patent in 2002 - Before Apps were Apps**

**Funded by Oklahoma Oil Money**

**Recently Brought in Globally Experienced Leadership:  
New Chairman, CEO, and COO**

**Established National Marketing Partnerships:  
Donald Trump Jr., The Richards Group**

**Big Growth in Revenues**

**Positioned for Major Play in Exploding Mobile App Market**



# Financial Results

**FY 2011 Q3 Revenues Up 371% to \$593,000 Over Prior Year**

**Quarter-over-Quarter Revenues Up 170%**

**First Nine Months of FY 2011 Revenues Up 74% to \$929,000**

**Sales Driven by Mobile App Software Products & Licensing**

**Increasing Demand & Pipeline**

**Hiring Developers & Sales Execs**



# Economics of Mobile Apps

## Business Brand Extension & Retail

- Consumers/end users get app for free, with ads, or for \$
- Business pays MacroSolve
  - App development & implementation fees, ongoing maintenance, analytics, content management fees, licensing fees

## Corporate Productivity Apps

- Business directly pays MacroSolve for app development & implementation, ongoing licensing and upgrade fees and at times revenue share
- High ROI through productivity increases



# 4 Revenue Streams

## **Apps:**

**Business Retail Brand Extension, Corporate Productivity Products, Custom Apps**

## **Content Management:**

**Ongoing fees for mobile content management of apps**

## **Analytics:**

**Significant Targeted Marketing Value**

## **Intellectual Property:**

**Licensing Fees**



# Distribution Channels

**Donald Trump Jr. Presenting MacroSolve To Business Network**

**The Richards Group/Click Here Division; Largest Private Ad Agency in US**

**Industry Vertical and Horizontal Distribution Partners**

**Direct Sales**



# Patent Licensing Strategy

October 2010: U.S. Patent No. 7,822,816

## Focus on Win-Win License Deals

- Offer licenses for both the patent and the ReForm™ rapid application development platform
- Focus on license deals that will make money for our licensees

## Legal Representation & Activity

- Experienced law firm working at 100% contingent fee
- Zero cost to MacroSolve for enforcement
- Engaged firm and developed strategy in Q1 of 2011
- Forty-seven defendants by January 2012
- Plan to file 15-20 new suits every 60-90 days
- Currently have identified over 250 potential targets and millions of dollars in potential recoveries over 3-4 years



# Management & Board Backgrounds

## **Steve Signoff, CEO (August 1)**

OneCommunications  
Sprint  
CEO MobileUSA & other Ventures

## **Randy Ritter, COO**

Sprint  
OneCommunications

## **Howard Janzen, Chairman**

CEO OneCommunications  
President Sprint Business Solutions  
CEO Williams Communications

## **Jim McGill, Vice-Chairman**

McGill Resources (Venture Capital)  
McGill Environmental Systems, Inc.  
Extensive Patent Background

## **John Clerico, Director**

Chairman ChartMark Investments  
CFO Praxair  
CFO Union Carbide  
CFO Conoco Phillips

## **David Lawson, Director**

President/CEO Capital One Auto Finance  
Summit Acceptance Corporation  
Western National Bancorp

## **Dr. Dale Schoenfeld, Director**

CIO Tulsa University  
Computer Science and Mathematics  
Expert

## **David Humphrey, Director**

CEO TokenEx  
Venture Capitalist  
Koch Industries



# Equity Snapshot as of 01/13/12

**Ticker:** MCVE

**Market Cap:** \$9 Million

**Product Capability:** Proven

**Avg. Trading Volume (3m):** 134,032

**Shares Outstanding:** 112 M

**Float:** 44.5 M



# Investment Highlights

**Pioneer in \$17.5 B Mobile App Market**

**Recent Shift to National Strategy and Prominence**

**Key IP and Patents in Mobile App Space:  
Drives Customer Acquisition & Licensing Revenues**

**Proven Technology Platform**

**Growing Revenues**

**Timing – Now**