

SOLOMO Technology, Inc. is revolutionizing the way Enterprise Retailers Locate, Engage and Market to Shoppers with their SOLOMO Exchange™ Platform that Allows Consumers to Grant Permission to their Digital Information

**Business Services
Mobile Apps**

**SOLOMO Technology, Inc.
222 W Washington Ave
Madison, WI 53703
608-220-1900
www.slmtechnology.com**



**Liz Eversoll
CEO**

BIO:

Liz Eversoll has spent the last 20 years in the IT industry and has extensive experience as a business owner, IT executive, technology services and reseller executive, and consultant. She is a serial entrepreneur. She sold her first business to Berbee and built their Microsoft business and then went on to run the CDW multi-billion dollar software business to market-leading and worldwide award-winning achievements. She is an active participant in the WI startup community and sits on a number of

boards mentoring young technology startups. Her passion is building businesses with great teams, strong vision and disruptive potential. She started SOLOMO in 2010 in response to the major market trends of our time – the rapid explosion of mobile devices around the world, the boom in social media and social connectedness over the internet, and the movement toward increasingly local products and services. Together, these (So)cial, (Lo)cal, and (Mo)bile trends are called “SOLOMO.”

SOLOMO’s CEO has never met a golf outing she did not like, and can hit a ball like a pro. Shockingly, that is the least impressive of her talents (but likely her favorite). Liz’s most remarkable drive comes from her 20 years in the IT industry and extensive experience as a business owner, IT executive, technology services and reseller executive, and consultant. Her passion is using technology to enable business. The cloud, social networking and mobility provide the opportunity for business owners and business decision makers to finally own and drive the use of technology to enable the business. Liz is focused on helping businesses make this transition.

About SOLOMOTechnology, Inc.:

SOLOMO Technology, Inc. is a venture-backed company founded in 2011 by experienced digital executives in response to the major market trends of our time. Businesses their customers are seeking personalized, localized offers and services. SOLOMO connects the two in a trusted, permissions-based manner on its

SOLOMO Exchange™ platform, the indispensable digital technology for trusted brands.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Ms. Eversoll, what is the concept for SOLOMO Technology?

Ms. Eversoll: SOLOMO is an early-stage company and we have an enterprise platform for the management of indoor location and personal identity information so we can inform businesses who are in their location and where they are. We can then personally market to them based on their identity and location. Fundamentally, our differentiator is that consumers own that digital identity information and they can grant or invoke permission to it for different organizations or businesses. This essentially becomes the basis of your life management platform as a consumer.

CEOCFO: What types of organizations do you target initially?

Ms. Eversoll: We are targeting enterprise retail so organizations the size of a Target, Best Buy, Whole Foods or Penney’s that usually have a good strong brick and mortar implementation. Retailers are trying to prevent show grooming where you go into the stores and look around and then you go home and buy something. They are trying to create a personal experience and to do that you have to know who is in your store and where they are.

CEOCFO: Do retailers understand that concept or is it still something that is mainstream?

Ms. Eversoll: I think the retailers are being very aggressive of trying to determine how they engage and create a personal experience for consumers. The way you do that is through the mobile device because everyone has a mobile device and it is a way that one can engage one-on-one relationship.

CEOCFO: There are companies that do a lot generically in the area which you have mentioned. What does SOLOMO bring to the table that others may not?

Ms. Eversoll: Our differentiator is the exchange of identity for value in a trusted matter. Consumers own their information, they permission it and can grant and revoke permission to that information. Brands then have access to that information and can personally market to them. We can tell retailers “Who is in my store?” and “Where are they at?” and connect marketers to these consumers in enabling a two-way dialogue with the delivery of personal and geo-located content and offers.

CEOCFO: Is the differentiation the brokering intermediary function?

Ms. Eversoll: Yes, we are the Exchange and that is the name of our platform. We exchange identity for value and we create the connection between the brand and the consumer. Today, technologies track you maybe without your permission or knowledge. Businesses are buying and selling your identity information without your knowledge and you are getting no value for that. We create the platform that allows the consumer to receive direct value from the brand.

CEOCFO: Do you find that people are quite receptive to getting information about stores they like or still a little leery?

Ms. Eversoll: Consumers are App-weary as well as Offer-weary. We provide the consumer the ability to receive personalized information based on their Identity, Geo (location)

and Intent. The consumer is no longer bombarded with content and offers that are not relevant to them and the consumer can control their preferences for information they want to receive, from whom they want to receive this information, when they want to receive it and how (e.g. Text, App, Email) they want to receive it.

CEOCFO: How does it work?

Ms. Eversoll: When you come into the store, we can detect that your device is on and we send you a personal notification that says “Welcome to the store, may we engage with you?” If you give us permission then we will give you value in return from the brand or the retailer and if you trust us further with your identity information you get additional value. Then as you move between departments, we can provide you with product information based on your personal information

“SOLOMO is going to fundamentally change how you manage your digital life and digital information; enabling the exchange of identity for value with consumer data ownership, trust and privacy as our foundational tenants.”

- Liz Eversoll

(e.g. size, color, hobby) and additionally where those products may be in the store. The retailer can then see on their dashboard where everyone is located in the store, as well as the identity of that consumer so they can engage directly and create a personal shopping experience for their customers.

CEOCFO: How do you reach perspective customers?

Ms. Eversoll: Our platform is built on Microsoft and Cisco technology, so we go to market with those partners. We jointly sell and market together. We also have a direct sales team and we are engaged in many of the large retail, travel and hospitality accounts directly.

CEOCFO: When you are able to speak to the appropriate person at a company that is considering using your service do they understand it right away. When is the ‘aha’ moment?

Ms. Eversoll: The ‘aha’ moment is the connection of your identity and location information in a platform that enables the two-way dialogue with the consumer “Who is in my store?”, “Where are they at?”, “How do I reach them?” Today you can track devices but do not necessarily know who owns that device. On the other hand, your consumers can download an app and provide personal information, but you do not necessarily have location information. We view your location as part of your identity information that the individual should grant or revoke permission for access. We bring all this together in to an integrated platform for marketers.

CEOCFO: It is very specific and personalized!

Ms. Eversoll: Yes, while manage the privacy and security concerns of both the Consumer and the Retailer/Brand.

CEOCFO: Who is using your services?

Ms. Eversoll: The younger demographic obviously is certainly willing to give up their information for less value or no value. Our perspective here is that once they realize they can receive value for their identity and location information then they will want to do that. The trust piece of our platform appeals to an older demographic that is more concerned about their credibility or security or managing their information. By providing the consumer with the ability to manage and control who has access and grant and revoke permission then we appeal to that demographic as well.

CEOCFO: Should security be an issue anymore?

Ms. Eversoll: I think security is an issue if you have something to lose. Something to lose is defined by the individual. If I want to protect my location information or certain aspects of my preferences or hobbies or buying behaviors, then as a consumer I want that secured because I have something to lose or something I do not want disclosed to a broad audience.

CEO CFO: What is the intent service for the future?

Ms. Eversoll: The intent is the ability to directly cast out your intent. I intend to buy a product or service. I intend to engage in an activity. I intend to take a trip. I can cast this intent and then receive back very specific, personalized recommendations or offers based on my Identity, Geo and Intent. With this capability, you then can receive anything on the internet in a personalized manner rather than going out and searching and scanning through scads of results and trying to assemble your final action.

CEO CFO: Does SoLoMO have adequate funding to get through the next steps?

Ms. Eversoll: We closed our angel round of funding last year and we are seeking our Series-A today.

CEO CFO: Why should the business and investment community pay attention to SOLOMO Technology?

Ms. Eversoll: We have a unique solution to this problem. We provide the only integrated platform that allows the exchange of identity for value in a trusted manner while enabling the consumer to manage their location and identity. We have an amazing and highly skilled and experienced management team and set of advi-

sors. We have intellectual property protecting our platform. We have a strong team as well as market momentum and significant interest from many major brands with technology pilots underway.

CEO CFO: What should people remember most when they read our story?

Mr. Eversoll: SOLOMO is going to fundamentally change how you manage your digital life and digital information. We will turn the internet upside and rather than you search the internet, the internet comes to you in a personalized manner based on your Identity, Geo and Intent.



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