

BLUE CALYPSO, INC.  
Form 10-Q  
May 15, 2012  
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**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 10-Q**

(Mark One)

- QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the quarterly period ended March 31, 2012

or

- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15 (d) OF THE SECURITIES EXCHANGE ACT OF 1934**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission File Number: 333-143570

**BLUE CALYPSO, INC.**

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(Exact Name of Registrant as Specified in Its Charter)

**Delaware**

(State or Other Jurisdiction of Incorporation or Organization)

**20-8610073**

(I.R.S. Employer Identification No.)

**19111 North Dallas Parkway, Suite 200**

**Dallas, TX**

(Address of Principal Executive Offices)

**75287**

(Zip Code)

**(972) 695-4776**

(Registrant's Telephone Number, Including Area Code)

(Former Name, Former Address and Former Fiscal Year, if changed since last report)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.  Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).  Yes  No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer

Accelerated filer

Non-accelerated filer

Smaller reporting company

(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).  Yes  No

As of March 31, 2012 there were 126,845,640 shares of the issuer's common stock outstanding.



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(unaudited)

| <b>ASSETS</b>   |           |                  |                     |
|---|-----------|------------------|---------------------|
| Current assets:   |           |                  |                     |
| Cash and cash equivalents   | \$        | 21,155           | \$ 371,393          |
| Accounts Receivable   |           | 18,700           | 51,901              |
| Prepaid expenses  |           | 38,646           | 34,806              |
| Total current assets  |           | 78,501           | 458,100             |
| Property and equipment, net of accumulated depreciation of \$3,586 and \$2,397 in 2012 and 2011 respectively                                    |           | 20,195           | 21,384              |
| Capitalized software development costs, net of accumulated amortization of \$187,431 and \$133,279 in 2012 and 2011, respectively               |           | 937,694          | 814,874             |
| Total assets  | <b>\$</b> | <b>1,036,390</b> | <b>\$ 1,294,358</b> |
| <b>LIABILITIES AND STOCKHOLDERS EQUITY (DEFICIT)</b>  |           |                  |                     |
| Current liabilities:  |           |                  |                     |
| Accounts payable  | \$        | 114,163          | \$ 68,162           |
| Accounts payable-affiliate  |           | 58,143           | 254,838             |
| Accrued liabilities   |           | 43,715           | 96,962              |
| Unearned revenue  |           | 20,889           | 24,174              |
| Total current liabilities   |           | 236,910          | 444,136             |
| Notes payable   |           | 0                |                     |
| Notes payable-affiliate   |           | 344,993          |                     |
| Total liabilities   |           | 581,903          | 444,136             |
| <b>Stockholders equity (deficit)</b>  |           |                  |                     |
| Series A Convertible Preferred stock, par value \$.0001 per share (Authorized 5,000,000 shares; issued and outstanding 1,500,000 shares)        |           | 150              | 150                 |
| Common stock, par value \$.0001 per share (Authorized 680,000,000 shares; issued and outstanding 126,845,641 shares as of 3/31/12 and 12/31/11) |           | 12,685           | 12,685              |
| Additional paid in capital  |           | 4,866,929        | 4,666,929           |
| Deferred compensation   |           | (818,474)        | (1,581,954)         |
| Accumulated deficit during development stage  |           | (3,606,803)      | (2,247,588)         |
| Total stockholders equity (deficit)   |           | 454,487          | 850,222             |
| Total liabilities and stockholders equity (deficit)   | <b>\$</b> | <b>1,036,390</b> | <b>\$ 1,294,358</b> |



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**BLUE CALYPSO, INC. AND SUBSIDIARY**  
**( A DEVELOPMENT STAGE COMPANY )**  
**CONSOLIDATED STATEMENTS OF OPERATIONS**

**FOR THE THREE MONTHS ENDED MARCH 31, 2012 AND 2011 AND THE PERIOD SEPTEMBER 11, 2009 (DATE OF INCEPTION) TO MARCH 31, 2012**

|  |    |             |    |            |    |             |
|--|----|-------------|----|------------|----|-------------|
| REVENUE  | \$ | 584         | \$ | 4,758      | \$ | 52,211      |
| COST OF REVENUE  |    | 92,707      |    | 72         |    | 204,218     |
| GROSS LOSS   |    | (92,123)    |    | 4,686      |    | (152,007)   |
| <b>OPERATING EXPENSES</b>  |    |             |    |            |    |             |
| Sales and marketing  |    | 243,425     |    | 73,431     |    | 1,111,087   |
| General and administrative   |    | 184,525     |    | 53,956     |    | 1,208,362   |
| Other operating expenses (includes deferred compensation expense related to stock options) |    | 778,101     |    | 14,757     |    | 864,348     |
| Depreciation and Amortization  |    | 55,341      |    | 24,256     |    | 191,066     |
|  |    | 1,261,392   |    | 166,400    |    | 3,374,863   |
| LOSS FROM OPERATIONS   |    | (1,353,515) |    | (161,714)  |    | (3,526,870) |
| <b>OTHER INCOME (EXPENSE)</b>  |    |             |    |            |    |             |
| Interest income  |    | 0           |    | 0          |    | 15          |
| Interest expense   |    | (5,700)     |    | (13,053)   |    | (79,948)    |
|  |    | (5,700)     |    | (13,053)   |    | (79,933)    |
| LOSS BEFORE INCOME TAX PROVISION   |    | (1,359,215) |    | (174,767)  |    | (3,606,803) |
| <b>INCOME TAX PROVISION</b>  |    |             |    |            |    |             |
| NET LOSS   |    | (1,359,215) |    | (174,767)  |    | (3,606,803) |
| Loss per share:  |    |             |    |            |    |             |
| Basic and Diluted  | \$ | (0.01)      | \$ | (0.00)     |    |             |
| <b>Weighted Average Shares Outstanding</b>   |    |             |    |            |    |             |
| Basic and Diluted  |    | 127,003,882 |    | 73,326,302 |    |             |

Table of Contents**BLUE CALYPSO, INC. AND SUBSIDIARY****( A DEVELOPMENT STAGE COMPANY)**

## CONSOLIDATED STATEMENTS OF CHANGES IN STOCKHOLDERS EQUITY (DEFICIT)

PERIOD FROM SEPTEMBER 11, 2009 (DATE OF INCEPTION) TO MARCH 31, 2012

(UNAUDITED)

|  | Preferred Stock<br>Shares | Preferred Stock<br>Amount | Common Stock<br>Shares | Common Stock<br>Amount | Additional<br>Paid-In Capital | Deferred<br>Compensation | Accumulated<br>Deficit During<br>Development<br>Stage | Total<br>Stockholders<br>Equity<br>(Deficit) |
|--|---------------------------|---------------------------|------------------------|------------------------|-------------------------------|--------------------------|---|--|
| Beginning Balance,<br>September 11, 2009             |                           | \$                        |                        | \$                     | \$                            | \$                       | \$  | \$   |
| Net Loss   |                           |                           |                        |                        |                               |                          | (23,653)  | (23,653)                                     |
| Ending Balance,<br>December 31, 2009                 |                           |                           |                        |                        |                               |                          | (23,653)  | (23,653)                                     |
| Shares issued at \$.0001<br>per share-3/10/2010      |                           |                           | 65,448,269             | 6,545                  | (5,525)                       |                          |   | 1,020  |
| Affiliate payable<br>converted to equity-<br>3/31/10 |                           |                           |                        |                        | 21,958                        |                          |   | 21,958                                       |
| Net loss   |                           |                           |                        |                        |                               |                          | (5,296)   | (5,296)                                      |
| Ending Balance,<br>March 31, 2010                    |                           |                           | 65,448,269             | 6,545                  | 16,433                        |                          | (28,949)  | (5,971)                                      |
| Restricted shares issued-<br>6/10/2010               |                           |                           | 5,133,198              | 513                    | (433)                         | (80)                     |   |  |
| Net loss   |                           |                           |                        |                        |                               |                          | (82,668)  | (82,668)                                     |
| Ending Balance, June 30,<br>2010                     |                           |                           | 70,581,467             | 7,058                  | 16,000                        | (80)                     | (111,617)   | (88,639)                                     |
| Restricted shares issued-<br>9/20/2010               |                           |                           | 1,604,124              | 161                    | (136)                         | (25)                     |   |  |
| Net loss   |                           |                           |                        |                        |                               |                          | (115,880)   | (115,880)                                    |
| Ending Balance,<br>September 30, 2010                |                           |                           | 72,185,591             | 7,219                  | 15,864                        | (105)                    | (227,497)   | (204,519)                                    |
| Restricted shares vested as<br>of 12/31/10           |                           |                           |                        |                        |                               | 22                       |   | 22   |
| Net loss   |                           |                           |                        |                        |                               |                          | (185,191)   | (185,191)                                    |
| Ending Balance,<br>December 31, 2010                 |                           |                           | 72,185,591             | 7,219                  | 15,864                        | (83)                     | (412,688)   | (389,688)                                    |
| Restricted shares issued-<br>1/10/11                 |                           |                           | 1,283,300              | 128                    | (108)                         | (20)                     |   |  |
| Additional Paid-In Capital                           |                           |                           |                        |                        | 10                            |                          |   | 10   |
| Restricted shares vested as<br>of 03/31/11           |                           |                           |                        |                        |                               | 12                       |   | 12   |
| Net loss   |                           |                           |                        |                        |                               |                          | (174,767)   | (174,767)                                    |
|  |                           |                           | 73,468,891             | 7,347                  | 15,766                        | (91)                     | (587,455)   | (564,433)                                    |



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|   |           |        |             |           |              |                |                |             |             |           |     |
|---|-----------|--------|-------------|-----------|--------------|----------------|----------------|-------------|-------------|-----------|-----|
| Ending Balance,<br>March 31, 2011                     |           |        |             |           |              |                |                |             |             |           |     |
| Restricted shares issued-<br>4/29/11                  |           |        | 1,283,299   | 128       | (108)        | (20)           |                |             |             |           |     |
| Restricted shares vested as<br>of 06/30/11            |           |        |             |           |              | 15             |                |             | 15          |           |     |
| Net loss  |           |        |             |           |              |                |                | (235,432)   | (235,432)   |           |     |
| Ending Balance, June 30,<br>2011                      |           |        | 74,752,190  | 7,475     | 15,658       | (96)           |                | (822,887)   | (799,850)   |           |     |
| Restricted shares<br>cancelled 7/25/11                |           |        | (2,887,423) | (288)     | 192          | 96             |                |             |             |           |     |
| Restricted shares vested as<br>of 09/30/11            |           |        |             |           |              |                |                |             |             |           |     |
| Conversion of Debt 9/1/11                             |           |        | 28,135,234  | 2,814     | 1,562,274    |                |                |             |             | 1,565,088 |     |
| Reverse merger shares<br>issued 9/1/11                |           |        | 24,974,700  | 2,497     | (2,497)      |                |                |             |             |           |     |
| Restricted shares issued-<br>9/8/11                   |           |        | 320,825     | 32        | 21,752       | (21,784)       |                |             |             |           | (0) |
| Net loss  |           |        |             |           |              |                |                | (621,271)   | (621,271)   |           |     |
| Ending Balance,<br>September 30, 2011                 |           |        | 125,295,526 | 12,530    | 1,597,379    | (21,784)       |                | (1,444,158) | 143,967     |           |     |
| Additional Paid-In<br>Capital-Compensation<br>Expense |           |        |             |           | 4,239        |                |                |             |             | 4,239     |     |
| Conversion of Debt to<br>Pref Stock 10/17/11          | 1,500,000 | 150    |             |           | 1,499,850    |                |                |             |             | 1,500,000 |     |
| Restricted shares vested as<br>of 10/1/11             |           |        |             |           |              | 5,446          |                |             | 5,446       |           |     |
| Restricted shares issued-<br>12/30/11                 |           |        | 1,550,115   | 155       | 1,565,461    | (1,565,616)    |                |             |             |           |     |
| Net loss  |           |        |             |           |              |                |                | (803,430)   | (803,430)   |           |     |
| Ending Balance,<br>December 31, 2011                  | 1,500,000 | \$ 150 | 126,845,641 | \$ 12,685 | \$ 4,666,929 | \$ (1,581,954) | \$ (2,247,588) | \$ 850,222  |             |           |     |
| Additional Paid-In<br>Capital-Compensation<br>Expense |           |        |             |           |              |                |                |             |             |           |     |
| Purchase of Preferred<br>Stock                        |           |        |             |           | 200,000      |                |                |             |             | 200,000   |     |
| Stock Options - Deferred<br>Income                    |           |        |             |           |              | 763,480        |                |             | 763,480     |           |     |
| Net loss  |           |        |             |           |              |                |                | (1,359,215) | (1,359,215) |           |     |
| Ending Balance,<br>March 31, 2012                     | 1,500,000 | \$ 150 | 126,845,641 | \$ 12,685 | \$ 4,866,929 | \$ (818,474)   | \$ (3,606,803) | \$ 454,487  |             |           |     |

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## CONSOLIDATED STATEMENTS OF CASH FLOWS

(UNAUDITED)

|   | Three months<br>ended<br>March 31,<br>2012 | Three months ended<br>March 31,<br>2011 | FROM INCEPTION<br>SEP 11, 2009 TO<br>March 31, 2012 |
|---|--|---|---|
| <b>CASH FLOWS FROM OPERATING ACTIVITIES</b>                                 |  |   |   |
| Net loss  | \$ (1,359,215)                             | \$ (174,767)                            | \$ (3,606,803)                                      |
| Adjustments to reconcile net loss to net cash used in operating activities: |  |   |   |
| Depreciation and amortization expense                                       | 55,341                                     | 257                                     | 185,599   |
| Amortization of vested restricted stock and options                         | 763,480                                    |   | 768,948   |
| (Increase) decrease in assets:  |  |   |   |
| Accounts receivable   | 33,201                                     |   | (18,700)  |
| Prepaid expenses and other current assets                                   | (3,840)                                    | 5,910                                   | (38,646)  |
| Increase (decrease) in liabilities:   |  |   |   |
| Accounts payable  | 46,001                                     | 27,002                                  | 114,163   |
| Accounts payable-affiliate  | (196,695)                                  | 43,420                                  | 80,101  |
| Accrued expenses  | (53,247)                                   | (5,724)                                 | 43,715  |
| Deferred revenue  | (3,284)                                    | 11,210                                  | 20,890  |
| Cash used in operating activities   | (718,258)                                  | (92,692)                                | (2,450,733)   |
| <b>CASH FLOWS FROM INVESTING ACTIVITIES</b>                                 |  |   |   |
| Cash paid for software development  | (176,973)                                  | (50,374)                                | (1,019,708)   |
| Cash paid for purchases of fixed assets                                     |  | (2,305)                                 | (23,781)  |
| Cash used in investing activities   | (176,973)                                  | (52,679)                                | (1,043,489)   |
| <b>CASH FLOWS FROM FINANCING ACTIVITIES</b>                                 |  |   |   |
| Contributed capital received  |  | 22                                      | 1,170   |
| Increase in Notes Payable - Affiliate                                       | 344,993                                    |   | 344,993   |
| Increase in Notes Payable   |  | 100,000                                 |   |
| Conversion of NP Affiliate to equity  |  |   | 200,000   |
| Purchase of Stock   | 200,000                                    |   | 2,969,214   |
| Cash provided by financing activities                                       | 544,993                                    | 100,022                                 | 3,515,377   |
| Net increase (decrease) in cash   | (350,238)                                  | (45,349)                                | 21,155  |
| Cash at beginning of year   | 371,393                                    | 113,511                                 |   |
| Cash at end of year   | \$ 21,155                                  | \$ 68,162                               | \$ 21,155   |
| <b>SUPPLEMENTAL INFORMATION:</b>  |  |   |   |
| Cash paid for interest  | \$   | \$                                      | \$  |
| Cash paid for taxes   | \$   | \$                                      | \$  |
| Non-cash investing and financing activities:                                |  |   | \$  |
| Affiliate payable converted to equity                                       | \$   | \$                                      | \$ 221,958  |
| Affiliate payable converted to note payable                                 | \$ 344,993                                 | \$                                      | \$ 344,993  |

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**1. Organization and Nature of Business**

Blue Calypso Holdings, Inc. (a development stage company) a Texas corporation ( BCHI ), was formed February 2010 as an investment entity to hold a 100% single-member ownership interest in Blue Calypso, LLC, a Texas Limited Liability Company formed on September 11, 2009. The companies are under common control.

On September 1, 2011, BCHI executed a share exchange agreement and merged with a public shell company Blue Calypso Acquisition, Corp., a wholly-owned subsidiary of Blue Calypso, Inc. (formerly known as JJ&R Ventures, Inc. ). The Merger was accounted for as a reverse-merger and recapitalization in accordance with the generally accepted accounting principles in the United States. BCHI is the acquirer for financial reporting purposes and Blue Calypso, Inc. is the acquired company. Consequently, the assets and liabilities and the operations that will be reflected in the historical financial statements prior to the Merger will be those of BCHI and will be recorded at its historical cost basis. The operations after completion of the Merger include those of BCHI and Blue Calypso Inc. Common stock and corresponding capital amounts of BCHI pre-merger have been retroactively restated as capital stock shares reflecting the exchange ratio in the Merger. On December 16, 2011 Blue Calypso Holdings, Inc. was merged into its 100% sole-owner, Blue Calypso, Inc.

The Company is a mobile and social media marketing company that activates and measures branded word of mouth campaigns through consumers personal texts, posts and tweets between friends. The Company activates a friend to friend distribution of branded marketing campaigns by motivating brand loyalists to personally endorse and share these campaigns with their digital social streams. The Company compensates them for their reach with cash, prizes and VIP perks. Marketers enjoy the power of measured personal endorsements that generate buzz, ignite conversation, drive purchase intent, increase loyalty and attract new customers by leveraging the power of social influence.

**2. Summary of Significant Accounting Policies**

*Development Stage Company*

The Company is a development stage company as defined by ASC 915 Development Stage Entities and is still devoting substantial efforts on establishing the business. Its principal operations have commenced but there has been no significant revenue thus far. All losses accumulated since inception, have been considered as part of the Company's development stage activities.

Basis of Presentation

The financial statements are stated in U.S. dollars and include the accounts of Blue Calypso, Inc. and BCHI which were merged effective December 16, 2011. The financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America.

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**2. Summary of Significant Accounting Policies, continued**

*Segments*

The Company operates in a single segment.

*Use of Estimates*

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Significant estimates include the realization of capitalized software and the realization of deferred tax assets. Actual results may differ from these estimates.

*Revenue Recognition*

The Company recognizes revenue in accordance with Accounting Standards Codification ( ASC ) 605 Revenue Recognition , when persuasive evidence of an arrangement exists, the fee is fixed or determinable, delivery of the product has occurred or services have been rendered and collectability is reasonably assured. Revenue includes fees received from customers for advertising and marketing services provided by the Company and is recognized as earned when brand loyalists personally endorse and share the advertising campaigns with others in their digital social stream.

*Cash and Cash Equivalents*

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Cash and cash equivalents consist of cash held in bank demand deposits. The Company considers all highly liquid debt instruments with original maturities of three months or less to be cash equivalents.

### *Property and Equipment and Long-Lived Assets*

Property and equipment consists of office equipment and is recorded at cost, less accumulated depreciation and amortization. Depreciation is computed using the straight-line method over the estimated useful lives of the related assets, which for office equipment is three to five years. Expenditures for major renewals and betterments that extend the useful lives of the property and equipment are capitalized. Expenditures for maintenance and repairs are charged to expense as incurred.

### *Intangible Assets*

Software development costs are accounted for in accordance with FASB ASC 350-40, Intangibles – Goodwill and Other: Internal Use Software. According to ASC 350-40 capitalization of costs shall begin when both of the following occur: a) preliminary project stage is completed, b) management, with the relevant authority, implicitly or explicitly authorizes and commits to funding a computer software project and it is probable that the project will be completed and the software will be used to perform the function intended. The costs capitalized

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**2. Summary of Significant Accounting Policies, continued**

include fees paid to third parties for services provided to develop the software during the application development stage, payroll and payroll-related costs such as costs of employee benefits for employees who are directly associated with and who devote time to the internal-use computer software project on activities that include coding and testing during the application development stage and interest costs incurred while developing internal-use computer software (in accordance with ASC 835-20). Once the software is ready for its intended use, the costs are amortized using straight-line method over the estimated useful life of up to five years. The unamortized capitalized cost of the software is compared annually to the net realizable value. The amount by which the unamortized capitalized costs of the internal use software exceed the net realizable value of that asset is written off.

*Impairment of Long-lived Tangible Assets and Definite-Lived Intangible Assets*

Long-lived tangible assets and definite lived intangible assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of the assets might not be recoverable. Recoverability of assets held and used is generally measured by a comparison of the carrying amount of an asset to undiscounted future net cash flows expected to be generated by that asset. If it is determined that the carrying amount of an asset may not be recoverable, an impairment loss is recognized for the amount by which the carrying amount of the asset exceeds the fair value of the asset.

*Fair Value Measurements*

The company has adopted ASC Topic 820, Fair Value Measurements and Disclosures, which defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles, and expands disclosures about fair value measurements. The carrying amounts of accounts receivable and accounts payable of the Company approximate fair value because of the short maturity of these instruments. ASC 820 establishes a hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring that the most observable inputs be used when available.

Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date.

Level 2 inputs are inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly or indirectly.

Level 3 inputs are unobservable inputs for the asset or liability.



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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**2. Summary of Significant Accounting Policies, continued**

*Income Taxes*

Income taxes are accounted for using the asset and liability method pursuant to the authoritative guidance on Accounting for Income Taxes. Deferred taxes are recognized for the tax consequences of temporary differences by applying enacted statutory tax rates applicable to future years to differences between the financial statement and carrying amounts and the tax bases of existing assets and liabilities. The effect on deferred taxes for a change in tax rates is recognized in income in the period that includes the enactment date. The Company recognizes future tax benefits to the extent that realization of such benefits is more likely than not.

The Company follows the authoritative guidance prescribing comprehensive model for how a company should recognize, measure, present, and disclose in its financial statements uncertain tax positions that it has taken or expects to take on a tax return. This guidance requires that a company recognize in its financial statements the impact of tax positions that meet a more likely than not threshold, based on the technical merits of the position. The tax benefits recognized in the financial statements from such a position should be measured based on the largest benefit that has a greater than fifty percent likelihood of being realized upon ultimate settlement.

*Loss per Share*

We have presented basic loss per share, computed on the basis of the weighted average number of common shares outstanding during the year, and diluted loss per share, computed on the basis of the weighted average number of common shares and all potentially dilutive common shares outstanding during the year. Potential common shares result from stock options, vesting of restricted stock grants and convertible notes. However, for the years presented, all outstanding stock options, restricted stock grants and convertible notes are anti-dilutive due to the losses incurred. Anti-dilutive common stock equivalents of 4,915,325 were excluded from the loss per share computation for the three months ended March 31, 2012.

*Stock-Based Compensation*

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The Company granted stock options and restricted stock as compensation to employees and directors. Compensation expense is measured in accordance with FASB ASC 718 (formerly SFAS No. 123R), Compensation - Stock Compensation. Compensation expense is recognized over the requisite service period for awards of equity instruments to employees based on the grant date fair value of those awards expected to ultimately vest. Forfeitures are estimated on the date of grant and revised if actual or expected forfeiture activity differs materially from original estimates.

### *Concentrations of Credit Risk*

Significant concentrations of credit risk may arise from the Company's cash maintained in the bank. The Company maintains cash in quality financial institution, however, at times, cash balance may exceed the federal deposit insurance limits (FDIC limits). As of March 31, 2012 the cash balance with the bank exceeded the \$250,000 FDIC limit, but is covered under the temporary unlimited deposit insurance coverage for non-interest bearing transaction accounts through March 31, 2012, and so there was no significant credit risk.

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**2. Summary of Significant Accounting Policies, continued**

*Advertising and Marketing*

The Company's advertising and marketing costs, which consist primarily of marketing and trade show costs, business development and printed promotional and sales presentation materials, are charged to expense when incurred. The advertising and marketing expense was \$4,535 and \$32,892 for the three month periods ended March 31, 2012 and 2011, respectively.

*Recent Accounting Pronouncements*

In July 2011, the Financial Accounting Standards Board (FASB) issued ASU 2011-06-Other Expenses (Topic 720): Fees Paid to the Federal Government by Health Insurers (a consensus of the FASB Emerging Issues Task Force). This ASU is effective for periods ending after December 31, 2013. We do not expect this ASU 2011-06 to apply to the Company or to have a material effect on the financial position, results of operations or cash flows.

In December 2011, the Financial Accounting Standards Board (FASB) issued ASU 2011-10-Property, Plant, and Equipment (Topic 360): De-recognition of in Substance Real Estate a Scope Clarification (a consensus of the FASB Emerging Issues Task Force). This ASU is effective for periods after June 15, 2012. We do not expect this ASU 2011-10 to apply to the Company or to have a material effect on the financial position, results of operations or cash flows.

**3. Property and Equipment**

Property and equipment consist of the following at March 31, 2012 and December 31, 2011:

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|                                | 3/31/2012 | 12/31/2011 |
|--------------------------------|-----------|------------|
| Office Equipment               | 23,781    | 23,781     |
| Less: Accumulated depreciation | (3,586)   | (2,397)    |
| Net property and equipment     | \$ 20,195 | \$ 21,384  |

Depreciation expense was \$1,189 for the three months March 31, 2012.

**4. Intangibles**

Intangible assets consist of the following at March 31, 2012 and December 31, 2011:

|  | 3/31/2012 | 12/31/2011 |
|--|-----------|------------|
| Capitalized Software Development Costs | 1,125,125 | 948,153    |
| Less: Accumulated amortization         | (187,431) | (133,279)  |
| Net capitalized development costs      | 937,694   | \$ 814,874 |

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**4. Intangibles, continued**

The amortization expense relating to the capitalized development costs was \$54,152 and \$23,999 for the three months ended March 31, 2012 and 2011, respectively. Amortization expense for the next five years is estimated to be as follows:

Capitalized Development Cost Amortization

|             |         |
|-------------|---------|
| <b>2012</b> | 162,972 |
| <b>2013</b> | 225,973 |
| <b>2014</b> | 225,973 |
| <b>2015</b> | 202,788 |
| <b>2016</b> | 110,139 |
| <b>2017</b> | 8,849   |
|             | 937,694 |

**5. Income Tax Provision**

The company's income taxes are recorded in accordance with ASC 740 "Income Taxes". The tax effects of the Company's temporary differences that give rise to significant portions of the deferred tax assets as of March 31, 2012 and 2011 consisted primarily of net operating losses totaling \$1,359,215 and \$174,766 which were fully reserved. Deferred tax assets and liabilities are computed by applying the effective U.S. federal and state income tax rate to the gross amounts of temporary differences and other tax attributes.

In assessing the realizability of deferred tax assets, management considers whether it is more likely than not that some portion or all of the deferred tax assets will not be realized. The ultimate realization of deferred tax assets is dependent upon the generation of future taxable income during the periods in which those temporary differences become deductible. Management considers the scheduled reversal of deferred tax liabilities, projected future taxable income, and tax planning strategies in making this assessment. At March 31, 2012, the Company believed it was more likely than not that future tax benefits from net operating loss carry-forwards and other deferred tax assets would not be realizable through generation of future taxable income and accordingly deferred tax assets are fully reserved.

**6. Long Term Debt - Notes Payable**

At August 31, 2011, the company had convertible subordinated notes payable issued to eleven entities/individuals. The notes accrued simple interest at the rate of 8% per annum. The principal amount of the notes, along with all accrued interest thereon was subject to automatic conversion upon the next financing transaction in which the Company sells shares of its capital stock to an outside vendor in an arm's length transaction. The principal balance of \$1,475,000 (including notes payable to affiliate of \$200,000) and accrued interest thereon of \$90,088 were converted into 28,135,234 common shares as of September 1, 2011.

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**7. Stockholders' Equity (Deficit)**

On September 1, 2011 and as part of the reverse merger, the Company issued convertible promissory notes (the "Promissory Notes") to two accredited investors in a private placement transaction (the "Private Placement") pursuant to a Securities Purchase Agreement (the "Securities Purchase Agreement") in the aggregate principal amount of One Million Five Hundred Thousand Dollars (\$1,500,000) and five-year warrants (the "Warrants") to purchase up to 22,091,311 shares of the Company's common stock at an exercise price of \$0.10 per share. The notes are due December 1, 2011 and accrue no interest. The Promissory Notes are automatically convertible at \$1 into One Million Five Hundred Thousand (1,500,000) shares of the Company's Series A Convertible Preferred Stock ("Series A Preferred") immediately upon the creation of the Series A Preferred by the Company. The Series A Preferred stock was approved October 17, 2011 and the notes were immediately converted into 1,500,000 preferred shares. The Series A Preferred shares are convertible into shares of the Company's common stock at a conversion rate of \$0.0679 per share or 22,091,311 common shares. During the three months ended March 31, 2012, one of the two accredited investors purchased an additional 200,000 shares of Series A Preferred share that are convertible into the Company's common stock at the a conversion rate of \$0.0679 per share or 2,945,508 shares. This increased the total convertible warrants to 25,036,818 shares. The conversion of preferred into common stock is limited to the extent that the beneficial owners own greater than 4.99% of the Company's common stock.

Blue Calypso, Inc. is authorized to issue 685,000,000 shares of capital stock: 680,000,000 shares of common stock with voting rights at a par value of \$.0001 and 5,000,000 shares of Series A Convertible Preferred Stock, also at \$.0001 par value per share. There were 127,045,641 shares of common stock issued and outstanding as of March 31, 2012. There were 1,700,000 shares of preferred stock were issued and outstanding as of March 31, 2012. The Company did not make or declare any distributions to shareholders during the quarter ended March 31, 2012 or March 31, 2011.

*Long-Term Incentive Plan*

The stockholders approved the Blue Calypso, Inc. 2011 Long-Term Incentive Plan (the "Plan") on September 9, 2011. The Plan provides for the granting of incentive stock options, nonqualified stock options, stock appreciation rights, restricted stock, restricted stock units, performance awards, dividend equivalent rights, and other awards which may be granted singly, in combination, or in tandem, and which may be paid in cash or shares of common stock. Subject to certain adjustments, the maximum number of shares of common stock that may be delivered pursuant to awards under the Plan is 35,000,000 shares.

*Stock Options*

During 2011 the Company granted options to purchase 2,420,000 shares of the Company's common stock to non-employee board members and other consultants under the Plan. The options vest pro rata quarterly over two years. During the first three months ended March 31, 2012, the Company granted options to purchase 2,495,325 shares of the Company's common stock to employees and a nonemployee advisory board member. These options were granted at a range of strike prices and vesting schedules. The fair value for the Company's options were estimated at the date of grant using the Black-Scholes option pricing model with the weighted average assumptions as noted in the following table. The Black-Scholes option valuation model incorporate ranges of assumptions for inputs, and those ranges are disclosed below. Expected volatilities are based on similar



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## NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**7. Stockholders Equity (Deficit), continued**

industry-sector indices. The expected life of options granted is derived from the output of the option valuation model and represents the period of time that options granted are expected to be outstanding. The risk-free interest rate assumption is based on market yield on U.S. Treasury securities at 2-year constant maturity, quoted on investment basis determined at the date of grant.

**Assumptions used for employee stock options:**

|                         |            |
|-------------------------|------------|
| Risk-free interest rate | 0.25%      |
| Stock price volatility  | 20% - 37%  |
| Expected life           | 5.75 years |

Using the valuation assumptions noted above, the Company estimated the value of stock options granted to be \$1,953,072 and \$0 for the three months ended March 31, 2012 and March 31, 2011, respectively. All the 2,420,000 options were granted on September 8, 2011 when the stock price was estimated to be .0679 per share so there was no intrinsic value for any options granted. The value of these options is being amortized to stock-based compensation expense consistently with the vesting events. The stock-based compensation expense recorded was \$763,480 and \$0 during quarter ended March 31, 2012 and March 31, 2011, respectively. The following table summarizes the stock option activity as of March 31, 2012

**Stock Option Activity for the three months ended 3/31/2012:**

|                            | Outstanding<br>Options | Weighted<br>Average<br>Exercise<br>Price |
|----------------------------|------------------------|--|
| Balance, December 31, 2011 | 2,420,000              | 0.0679                                   |
| Granted - Q1, 2012         | 2,495,325              | 0.3292                                   |
| Balance, March 31, 2012    | 4,915,325              | \$ 0.2005                                |
| Exercisable at 3/31/12     | 1,806,108              | \$ 0.4025                                |
| Non-vested at 3/31/12      | 3,109,217              | \$ 0.0832                                |



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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**7. Stockholders Equity (Deficit), continued**

*Restricted Stock*

The restricted stock granted prior to the reverse merger transaction, have been retroactively restated as capital stock shares reflecting the exchange ratio in the Merger.

The following table summarizes the restricted stock activity for the period ended March 31, 2012:

| <b>Restricted Shares activity:</b>               |           |
|--|-----------|
| Restricted shares issued as of December 31, 2011 | 1,870,940 |
| Granted during three months ended March 31, 2012 | 200,000   |
| Vested   | (80,206)  |
| Unvested restricted shares as of March 31, 2012  | 1,990,734 |

A total of 200,000 shares were granted on January 20, 2012 and vest on the second anniversary date. The share based compensation expense is \$0 and \$0 for quarter ended March 31, 2012 and March 31, 2011, respectively.

**8. Related Party Transactions**

Aztec Systems, Inc. is an affiliate of the Company that provides administrative and technical support services to the Company. The majority owner of Aztec Systems, Inc. is also the majority stockholder of the Company. The Company incurred management fees of \$ 9,064 and \$13,161 and software development fees of \$176,775 and \$70,570 relating to Aztec Systems for quarter ended March 31, 2012 and March 31, 2011, respectively. The Company had accounts payable to Aztec Systems of \$58,143 and \$176,775 as of March 31, 2012 and March 31, 2011, respectively.

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The Company signed an agreement with Aztec Systems, Inc. under January 5, 2012, whereby the outstanding Accounts Payable balance due to Aztec was converted to a Note Payable to Aztec. The terms of the note provides for Aztec to loan additional monies to the Company up to \$30,000 per month until March, 2012. The note has an interest rate of 8% per annum and is payable in full by September 30, 2012.

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**BLUE CALYPSO, INC. AND SUBSIDIARY**

**(A DEVELOPMENT STAGE COMPANY)**

NOTES TO FINANCIAL STATEMENTS

MARCH 31, 2012

(unaudited)

**9. Liquidity-Going Concern**

These financial statements have been prepared assuming that the Company is a going concern. The Company incurred a net loss in the years ended March 31, 2012 and 2011 and for the period from September 11, 2009 (inception) to March 31, 2012.

Management believes that the current cash and revenue should fund the Company's expected burn rate into early in the third quarter of 2012. The Company will require additional funds to continue operations. Management is currently attempting to secure additional equity investment monies. There is a high level of uncertainty as to whether these efforts will be successful.

**10. Subsequent Events**

The Company evaluated events or transactions occurring after March 31, 2012, the balance sheet date, through May 8, 2012, the date the financial statements were available to be issued, and determined any events or transactions which could impact the financial statements as of and for the quarter ended March 31, 2012.

On April 19, 2012 the Company entered into a Private Placement with an existing stockholder. This Private Placement resulted in a Securities Purchase Agreement whereby the Company issued (i) a senior secured convertible debenture in the original aggregate principal amount of \$35,000 and (ii) a warrant to purchase 6,500,000 shares of common stock, \$0.001 par value per share, of the Company, and the Buyer covenanted to purchase up to an additional \$465,000 of senior secured convertible debentures in a series of four closing at such times as may be designated by the Company in its sole discretion through October 19, 2012

In connection with this Private Placement, the Company also entered into a Security Agreement, an Intellectual Property Security Agreement, Amendment No. 1 to the Common Stock Purchase Warrant, a Stockholder's Agreement and various ancillary certificates, disclosure schedules and exhibits in support thereof, each dated April 19, 2012. In addition, the subsidiary of the Company, Blue Calypso, LLC, entered into a Subsidiary Guarantee in favor of the Buyer, dated April 19, 2012.



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**ITEM 2. PLAN OF OPERATIONS**

**MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION OR PLAN OF OPERATION**

*The following discussion and analysis of our financial condition and results of operations for the fiscal quarters ended March 31, 2012 and March 31, 2011 should be read in conjunction with Selected Consolidated Financial Data and our audited consolidated financial statements for the fiscal quarter ended March 31, 2011 and the notes to those statements filed as Exhibit 99.1 to our current report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011. Our discussion contains forward-looking statements based upon current expectations that involve risks and uncertainties, such as our plans, objectives, expectations and intentions. Actual results and the timing of events could differ materially from those anticipated in these forward-looking statements as a result of a number of factors, including those set forth under Cautionary Note Regarding Forward-Looking Statements below and elsewhere in this Quarterly Report.*

*Unless the context requires otherwise, references in this Form 10-Q to the Company, we, our and us for periods prior to the closing of the reverse merger on September 1, 2011 refer to Blue Calypso Holdings, Inc., a privately held Texas corporation that was merged into Blue Calypso, Inc. on December 16, 2011, and, references to the Company, we, our and us for periods subsequent to the closing of the reverse merger on September 1, 2011 and before October 19, 2011, refer to Blue Calypso, Inc., a Nevada corporation, and its subsidiaries, and references to the Company, we, our and us for periods subsequent to October 19, 2011, refer to Blue Calypso, Inc., a Delaware corporation, and its subsidiaries.*

**Cautionary Statement Regarding Forward-Looking Statements**

We caution that any forward-looking statements contained or incorporated by reference in this Form 10-Q or made by our management involve risks and uncertainties and are subject to change based on various important factors, many of which may be beyond our control. Accordingly, our future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. Any such forward-looking statements are subject to risks and uncertainties. If any of these risks or uncertainties actually occurs, our business, financial condition or operating results could be materially and adversely affected, and the trading price of our common stock could decline. We do not undertake to publicly update or revise our forward-looking statements even if our future changes make it clear that any projected results expressed or implied therein will not be realized.

Listed below are just some of the factors that would impact our forward looking statements:

- our ability to raise additional capital;
  
- the absence of any operating history or revenue;

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- our ability to attract and retain qualified personnel;
- market acceptance of our platform;
- our limited experience in a relatively new industry;
- regulatory and competitive developments;
- intense competition with larger companies;
- general economic conditions
- failure to adequately protect our intellectual property;
- technological obsolescence of our products and services;
- technical problems with our products and services; and
- loss or retirement of key executives.



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**Recent Events**

Prior to September 1, 2011, we were a public shell company without material assets or liabilities. On September 1, 2011, Blue Calypso Holdings, Inc. completed a reverse merger with us, pursuant to which Blue Calypso Holdings, Inc. became our wholly-owned subsidiary and we succeeded to the business of Blue Calypso Holdings, Inc. as our sole line of business and the former security holders of Blue Calypso Holdings, Inc. became our controlling stockholders. For financial reporting purposes, Blue Calypso Holdings, Inc. was the accounting acquirer in the reverse merger and the former public shell company is considered the acquired company. On December 16, 2011 Blue Calypso Holdings, Inc. was merged into its sole-owner, Blue Calypso, Inc. Accordingly, the historical financial statements presented and the discussion of financial condition and results of operations herein are those of Blue Calypso, Inc., and do not include the historical financial results of our former business. The accumulated earnings of Blue Calypso, Inc. were also carried forward after the reverse merger for all periods presented. Operations reported for periods prior to the reverse merger are those of Blue Calypso Holdings, Inc.

**Business Overview**

We offer a patented social mobile advertising platform through which advertisers offer advertising content to our subscribers, who publicly endorse the products and services of these advertisers using their mobile smartphones. Endorsers receive cash and other rewards for each endorsement they make.

**Critical Accounting Policies**

*Development Stage Company*

We are a development stage company as defined by Accounting Standards Codification ( ASC ) 915, Development Stage Entities and are still devoting substantial efforts to establishing our business. Our principal operations have commenced but there has been no significant revenue thus far. All losses accumulated since inception have been considered part of our development stage activities.

*Principles of Consolidation and Basis of Presentation*

The consolidated financial statements are stated in U.S. dollars and include the accounts of Blue Calypso, Inc. and its subsidiary Blue Calypso, LLC, which is wholly owned. All intercompany balances and transactions have been eliminated in consolidation. The consolidated financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America.

*Use of Estimates*

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Significant estimates include: the useful lives of intangible assets and the recoverability or impairment of tangible and intangible asset values; deferred revenues; legal and other contingencies that are recorded when it is probable that a loss has been incurred and the amount is reasonably estimable; and our effective income tax rate and the valuation allowance applied against deferred tax assets, which are based upon the expectations of future taxable income, allowable deductions, and projected tax credits. Actual results may differ from these estimates.

*Revenue Recognition*

We recognize revenue in accordance with ASC 605, Revenue Recognition when persuasive evidence of an arrangement exists, the fee is fixed or determinable, delivery of the product has occurred or services have been rendered and collectability is reasonably assured. Revenue is comprised primarily of fees received from customers for advertising and marketing services provided by us, which is generally earned when brand loyalists personally endorse and share the advertising campaigns with others in their digital social stream or when we provide services related to customer advertising campaigns. Recognition timing is based on the specific services delivered to our customer and the terms of our agreements with each customer. Agreements may be based on campaigns delivered, monthly billings or campaign activity. If the customer agreement provides, customers may pay or be invoiced for services prior to final service delivery, leading to unearned revenues being recorded.

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Each endorsement event is tracked by the Blue Calypso system and any activity by the endorsers' network of contacts is tracked and credited to the endorser. Customers receive weekly reports providing a detailed history of all initial endorser posts and subsequent activities generated by the initial endorsements, which allow them to verify that brand loyalists have personally endorsed their products. Reports can include geographic and demographic information related to the endorser. We believe that our tracking system, as well as the fact that endorsers must provide certain identifying information, including their name, address and social security number, in order to be issued a loyalty reward card and become eligible to receive payments for any endorsements, helps reduce opportunities for fraudulent endorsements. Making fraudulent endorsements is a violation of the terms and conditions that our endorsers agree to and any endorser discovered engaging in fraudulent or other activities violating our terms and conditions will have his or her account closed and endorser registration terminated.

*Cost of Revenue*

Cost of revenue is accrued and recorded as earned by the endorser under the defined reward programs. Expense related to our payments to endorsers is recognized when we recognize revenue for such payments, in the case of endorsements related to our customers, and when the endorsement is made, in the case of endorsements of advertisers who are endorsed through our participation in one of the affiliate programs in which we participate. This is in accordance with the terms and conditions agreed to by the endorsers.

Rewards are delivered periodically to the endorser by loading loyalty cards. Endorsers are required to provide certain information before loyalty cards can be issued and loaded. Endorsers retain rights to any unpaid rewards until they have been inactive for three months or the applicable time frame specified in the endorser terms and conditions, if such time frame is changed. There is no additional expense to us associated with compensating endorsers through cash that is reloaded on a personal Visa debit card rather than compensating endorsers through cash sent directly to them.

*Cash and Cash Equivalents*

Cash and cash equivalents consist of cash held in bank demand deposits. We consider all highly liquid debt instruments with original maturities of three months or less to be cash equivalents.

*Property and Equipment and Long-Lived Assets*

Property and equipment consists of office equipment and is recorded at cost, less accumulated depreciation and amortization. Depreciation is computed using the straight-line method over the estimated useful lives of the related assets, which for office equipment is three to five years. Expenditures for major renewals and betterments that extend the useful lives of the property and equipment are capitalized. Expenditures for maintenance and repairs are charged to expense as incurred.

*Intangible Assets*

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Software development costs are accounted for in accordance with ASC 350-40, Intangibles—Goodwill and Other: Internal Use Software. According to ASC 350-40, capitalization of costs related to a computer software project should begin when both of the following occur: (a) the preliminary project stage is complete; and (b) management, with relevant authority, implicitly or explicitly authorizes and commits to funding the project and it is probable that the project will be completed and the software will be used to perform the function intended. The costs capitalized include: fees paid to third parties for services provided to develop the software during the application development stage; payroll and payroll-related costs, such as costs of employee benefits for employees who are directly associated with and who devote time to the software project on activities that include coding and testing during the application development stage; and interest costs incurred while developing the software (in accordance with ASC 835-20). The costs are amortized using straight-line amortization over the estimated useful life of up to five years, once the software is ready for its intended use. The unamortized capitalized cost of the software is compared annually to the net realizable value. The amount by which the unamortized capitalized costs of the internal use software exceed the net realizable value of that asset is written off.

### *Impairment of Long-Lived Tangible Assets and Definite-Lived Intangible Assets*

Long-lived tangible assets and definite lived intangible assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount of the assets might not be recoverable. Recoverability of assets held and used is generally measured by a comparison of the carrying amount of an asset to undiscounted future net cash flows expected to be generated by that asset. If it is determined that the carrying amount of an asset may not be recoverable, an impairment loss is recognized for the amount by which the carrying amount of the asset exceeds the fair value of the asset.

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*Fair Value Measurements*

We have adopted ASC Topic 820, Fair Value Measurements and Disclosures, which defines fair value, establishes a framework for measuring fair value in generally accepted accounting principles, and expands disclosures about fair value measurements. ASC 820 establishes a hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring that the most observable inputs be used when available. Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date. Level 2 inputs are inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly. Level 3 inputs are unobservable inputs for the asset or liability.

*Income Taxes*

Income taxes are recorded in accordance with ASC 740, Income Taxes. Deferred income taxes are recognized for the future tax consequences attributable to temporary differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred tax assets and liabilities are measured using enacted tax rates expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the enactment date. An allowance is provided when it is more likely than not that tax benefits will not be utilized, which is the case as of the March 31, 2012 financial statements.

*Stock-Based Compensation*

We grant stock options and restricted stock as compensation to employees, directors and consultants. Compensation expense is measured in accordance with FASB ASC 718 (formerly Statement of Financial Accounting Standards No. 123R), Compensation Stock Compensation. Compensation expense is recognized over the requisite service period for awards of equity instruments based on the grant date fair value of those awards expected to ultimately vest. Forfeitures are estimated on the date of grant and revised if actual or expected forfeiture activity differs materially from original estimates.

*Concentrations of Credit Risk*

Significant concentrations of credit risk may arise from our cash maintained in the bank. We maintain cash in quality financial institutions; however, at times, cash balances may exceed the federal deposit insurance limits.

*Advertising and Marketing*

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Our advertising and marketing costs, which consist primarily of marketing and trade show costs, business development and printed promotional and sales presentation materials, are charged to expense when incurred.

### Results of Operations

#### *Comparison of Three Months Ended March 31, 2012 and 2011*

*Net Loss.* For the three months ended March 31, 2012, we had a net loss of \$1,359,215, as compared to a net loss of \$174,766 for the three months ended March 31, 2011. The increase in net loss was due to two factors. The first was related to an increase in expenses related to increased investment in sales, marketing, operations, development and administration in comparison to the three months ended March 31, 2011. The second was related to the recording of a deferred compensation expense of \$763,480 related to options vested during the three months ended March 31, 2012.

*Revenue.* Revenue for the three months ended March 31, 2012 was \$584, as compared to \$4,758 in revenues for the same period in 2011. We are a development stage company and have had modest revenue to date.

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*Cost of Revenue.* Cost of revenue is primarily comprised of payments to endorsers for promoting advertiser content. Our cost of revenue was \$92,707 for the three months ended March 31, 2012, as compared to \$72 for the same period in 2011. The increase was due to company-sponsored advertising activity intended to attract an endorser base.

*Sales and Marketing.* For the three months ended March 31, 2012 sales and marketing expenses increased by \$169,994 to \$243,425 compared to the same period in 2011. The increase was due primarily to increased advertising expenses, increased costs related to trade show attendance and increased costs related to additional sales and marketing staff.

*General and Administrative.* For the three months ended March 31, 2012, general and administrative expense were \$184,525, as compared to \$53,956 for the three months ended March 31, 2011. The increase was due primarily to legal and professional expenses related to statutory filing process, patent legal and legal and accounting related to continued fund raising activities.

*Other Operating Expenses.* Other operating expenses increased from \$14,757 for the three months ended March 31, 2011 to \$778,101 for the same period in 2012. The increase was primarily due to increased deferred compensation expense related to stock options that vested in the current quarter totaling \$763,480.

*Depreciation and Amortization.* Depreciation and amortization expenses relate primarily to the amortization of capitalized software development. The increase from \$24,256 for the three months ended March 31, 2011 to \$55,341 for the three months ended March 31, 2012 was due to our ongoing software development initiative and implementation of improvements and new services related to our network.

*Interest Expense.* Interest expense was \$5,700 for the three months ended March 31, 2012 in comparison to \$13,052 for the three months ended March 31, 2011. The current period interest expense related to a notes payable to related party, Aztec Systems, Inc. The note was a result of a conversion of open accounts payable to a note that occurred in the current quarter. The note has an per annum interest rate of 8%. The balance at March 31, 2012 was \$344,993.

*Comparison of Quarter ended March 31, 2012 Versus the Quarter ended March 31, 2011*

During the quarter ended March 31, 2012, we incurred sales and marketing expenses of \$243,425, general and administrative expenses of \$184,525 and other operating expenses of \$778,101. We hired one new sales staff member during the quarter. Sales and marketing expense included the compensation and benefit expense of the five sales and marketing staff members employees as well as travel, entertainment and advertising expense directly attributable to the sales and marketing function. General and administrative expenses primarily consisted of contract labor, outside services and professional fees. Other operating expenses primarily consisted of supplies, travel and entertainment expenses as well as deferred compensation on stock options vested during the quarter totaling \$763,480.

Our development activities are outsourced to Aztec Systems, Inc., a company that is majority owned by Mr. Levi, our chairman and chief executive officer. For the quarter ended March 31, 2012, we incurred \$176,775 of software development costs. We began to recognize

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amortization of this amount during the quarter ended March 31, 2011, and recognized amortization expense related to capitalized software development costs of \$54,152 and \$23,999 for the years ended March 31, 2012 and 2011 respectively.

### **Cash Flows**

#### *Comparison of Three Months Ended March 31, 2012 and 2011*

Cash used in operating activities during the three months ended March 31, 2012 was \$718,258, as compared to \$92,692 for the three months ended March 31, 2011. The change was due to an \$1,184,449 increase in net loss, offset by the non-cash expense for deferred stock option compensation of \$763,480. The other significant factor was the conversion of the accounts payable balance owed to Aztec Systems Inc. in the aggregate amount of \$254,993, to a promissory note on January 1, 2012.

Cash used in investing activities during the three months ended March 31, 2012 was \$176,973, as compared to \$52,679 for the three months ended March 31, 2011. This was due to continued development of the underlying software technology.



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During the three months ended March 31, 2012, cash provided by financing was \$554,993, as compared to 100,022 for the same period in 2011. The increase was due to the issuance of additional preferred stock of \$200,000 and the conversion of accounts payable owed to Aztec Systems to a promissory note totaling \$344,993 as of March 31, 2011. The promissory note made to Aztec Systems, Inc. is the combination of the initial transfer of indebtedness on January 1, 2012 of \$254, 993 combined with additional advances during the quarter.

*Going Concern Consideration*

Our registered independent auditors have issued an opinion on our financial statements for the year ended December 31, 2011 which includes a statement describing our going concern status. This means that there is substantial doubt that we can continue as an on-going business for the next 12 months unless we obtain additional capital to pay our bills and meet our other financial obligations. Our ability to continue as a going concern is dependent upon our ability to obtain additional equity or debt financing, attain further operating efficiencies, reduce expenditures, dispose of selective assets, and ultimately, generate additional revenue. The going concern opinion may also limit our ability to access certain types of financing, prevent us from obtaining financing on acceptable terms, and limit our ability to obtain new business due to potential customers' concern about our ability to deliver products or services. We must raise capital to implement our project and stay in business.

*Liquidity and Capital Resources*

We are a development stage company and have incurred cumulative losses of \$3,606,803 since beginning operations on September 11, 2009. At March 31, 2012, we had a cash balance of \$21,155 and working capital of -(\$158,409). On October 17, 2011, \$1,500,000 of our convertible promissory notes converted into 1,500,000 shares of our Series A Convertible Preferred Stock. On September 1, 2011, \$1,475,000 of notes payable converted to 28,135,234 shares of common stock as part of the reverse merger. Funding for our operations has been primarily dependent upon the proceeds from the issuance of debt and equity securities.

As a development stage company, we have been and continue to be dependent upon outside sources of cash to pay operating expenses. We have had only nominal revenue and we expect operating losses to continue through the foreseeable future. Until we develop a consistent source of revenue to achieve a profitable level of operations that generates sufficient cash flow, we will need additional capital resources to fund growth and operations. We are continuing our efforts to raise capital through equity and/or debt offerings. However, there can be no assurance that we will be able to raise equity or debt capital on terms we consider reasonable and prudent, or at all. The availability of capital to us may be subject to the volatility in the financial markets, our future financial condition and credit rating, and whether sufficient assets are available to be used as debt collateral in connection with any future debt financing, among other factors. Future financings through equity investments are likely to be dilutive to the existing stockholders. Also, the terms of securities we issue in future capital transactions may be more favorable for our new investors. Newly issued securities may include preferences, superior voting rights, and the issuance of warrants or other derivative securities, which may have additional dilutive effects. Further, we may incur substantial costs in pursuing future capital and/or financing, including investment banking fees, legal fees, accounting fees, securities law compliance fees, printing and distribution expenses and other costs. We may also be required to recognize non-cash expenses in connection with certain securities we may issue, such as convertible notes and warrants, which may adversely impact our financial condition.

We have no assurance that future financing will be made available to us, and if made available to us, in amounts or on terms acceptable to us. If we are unable to raise any additional funding, we will either have to suspend operations until we do raise capital or cease operations entirely.

*Contractual Obligations*

During 2011, the Company had a significant contractual obligation consisting of convertible promissory notes payable of \$1,500,000 that would have been due on December 1, 2011. These promissory notes automatically converted into 1,500,000 shares of Series A Convertible Preferred Stock on October 17, 2011. During the three months ended March 31, 2012, an additional 200,000 shares of preferred stock was issued that provided \$200,000 of funding in the quarter. As indicated in footnote 8 of the financial statements, Blue Calypso has engaged the services of the related party, Aztec Systems, Inc., for software development, use of network operating center, and accounting. We have warrants outstanding for a total of 25,036,818 shares at a price of \$0.10 per share. As is indicated in the legal proceedings section of this document, Blue Calypso has retained the services of two law firms to protect Blue Calypso patents from infringement.

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**ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK.**

Since we are a smaller reporting company, as defined by SEC regulation, we are not required to provide the information required by this Item.

**ITEM 4 CONTROLS AND PROCEDURES.**

**Evaluation of Disclosure Controls and Procedures**

As indicated in the certifications in Exhibit 31 of this report, our chief executive officer ( CEO ) and chief financial officer ( CFO ) have evaluated the effectiveness of our disclosure controls and procedures as of March 31, 2012. Based on that evaluation, we have concluded that due to our small size, we are unable to sufficiently segregate conflicting duties and, as of March 31, 2012, our disclosure controls and procedures were not effective, due to our inability to sufficiently segregate conflicting duties, to provide reasonable assurance that information required to be disclosed in our periodic filings under the Securities Exchange Act of 1934 is accumulated and communicated to management, including the officers, to allow timely decisions regarding required disclosure. As additional resources and personnel become available we will implement appropriate procedures and segregation of duties to mitigate any material weaknesses.

Based upon this assessment, our CEO and CFO concluded that, as of March 31, 2012, there existed a material weakness in our processes, procedures and controls related to the preparation of our annual or interim financial statements. We have concluded that our internal control over financial reporting was not effective as of March 31, 2012. Due to this material weakness, in preparing our annual or interim financial statements, we performed compensating additional procedures designed to ensure that such financial statements were fairly presented in all material respects in accordance with generally accepted accounting principles.

**PART II OTHER INFORMATION**

There are no further disclosures. All information that was required to be disclosed in a Form 8-K during the fourth quarter 2011 has been disclosed.

**ITEM 1. LEGAL PROCEEDINGS.**

We are not the subject of any pending legal proceedings; and to the knowledge of management, no proceedings are presently contemplated against us by any federal, state or local governmental agency.

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There may be entities that are infringing Blue Calypso's patents. As such, we have retained the legal services of Fish & Richardson and Dickstein Shapiro. There are no formal actions that have occurred as of the date of this report.

Further, to the knowledge of management, no director or executive officer is party to any action in which any has an interest adverse to us.

### **ITEM 1A. RISK FACTORS.**

Since we are a smaller reporting company, as defined by SEC regulation, we are not required to provide the information required by this Item.

### **ITEM 2. UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS.**

None.

### **ITEM 3. DEFAULTS UPON SENIOR SECURITIES.**

None.

### **ITEM 4. MINE SAFETY DISCLOSURES.**

None.

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**ITEM 6. EXHIBITS AND REPORTS ON FORM 8-K.**

Copies of the following documents are included as exhibits to this report pursuant to Item 601 of Regulation S-K.

| Exhibit Number | Description  |
|----------------|--|
| 2.1            | Agreement and Plan of Merger and Reorganization, dated as of September 1, 2011, by and among Blue Calypso, Inc., Blue Calypso Acquisition Corp., and Blue Calypso Holdings, Inc. (incorporated by reference to Exhibit 2.1 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011) |
| 2.2            | Agreement and Plan of Merger, dated September 9, 2011, by and between Blue Calypso, Inc., a Nevada corporation, and Blue Calypso, Inc., a Delaware corporation (incorporated by reference to Exhibit 10.1 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 15, 2011)                 |
| 3.1            | Certificate of Incorporation (incorporated by reference to Exhibit 3.1 to Current Report on Form 8-K filed with the Securities and Exchange Commission on October 19, 2011)  |
| 3.2            | Certificate of Designation of Series A Convertible Preferred Stock (incorporated by reference to Exhibit 3.2 to Current Report on Form 8-K filed with the Securities and Exchange Commission on October 19, 2011)  |
| 3.3            | Bylaws of Blue Calypso, Inc., a Delaware corporation, adopted September 9, 2011 (incorporated by reference to Exhibit 3.3 to Current Report on Form 8-K filed with the Securities and Exchange Commission on October 19, 2011)   |
| 10.1           | 2011 Long-Term Incentive Plan (incorporated by reference to Exhibit 10.1 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)   |
| 10.2           | Form of Incentive Stock Option Agreement (incorporated by reference to Exhibit 10.2 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)  |
| 10.3           | Form of Non-Qualified Stock Option Agreement (incorporated by reference to Exhibit 10.3 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)  |
| 10.4           | Form Restricted Stock Award Agreement (incorporated by reference to Exhibit 10.4 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)   |
| 10.5           | Agreement of Conveyance, Transfer and Assignment of Assets and Assumption of Obligations, dated as of September 1, 2011 (incorporated by reference to Exhibit 10.5 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)   |
| 10.6           | Stock Purchase Agreement, by and between Blue Calypso, Inc. and Deborah Flores, dated as of September 1, 2011 (incorporated by reference to Exhibit 10.6 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)   |
| 10.7           | Securities Purchase Agreement, dated as of September 1, 2011, by and among Blue Calypso, Inc. and certain purchasers set forth therein (incorporated by reference to Exhibit 10.7 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)  |
| 10.8           | Registration Rights Agreement, dated as of September 1, 2011, by and among Blue Calypso, Inc. and certain purchasers set forth therein (incorporated by reference to Exhibit 10.9 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)  |
| 10.9           | Form of Warrant (incorporated by reference to Exhibit 10.10 to Current Report on Form 8-K filed with the Securities and Exchange Commission on September 8, 2011)  |
| 10.10          | Letter Agreement, dated January 16, 2012, by and between Blue Calypso, Inc. and Aztec Systems, Inc. (incorporated by reference to Exhibit 10.1 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on January 20, 2012)  |
| 10.11          | Promissory Note, dated January 17, 2012, issued by Blue Calypso, Inc. to Aztec Systems, Inc. (incorporated by reference to Exhibit 10.2 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on January 20, 2012)   |
| 10.12          | Securities Purchase Agreement, dated April 19, 2012, by and between Blue Calypso, Inc. and the Buyer thereto (incorporated by reference to Exhibit 10.1 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)   |
| 10.13          | Senior Secured Convertible Note issued April 19, 2012 (incorporated by reference to Exhibit 10.2 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)  |
| 10.14          | Common Stock Purchase Warrant issued April 19, 2012 (incorporated by reference to Exhibit 10.3 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)  |

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- 10.15 Security Agreement, dated April 19, 2012, by and between the Company, Blue Calypso, LLC and the Buyer (incorporated by reference to Exhibit 10.4 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)
- 10.16 Intellectual Property Security Agreement, dated April 19, 2012, by and between the Company, Blue Calypso, LLC, and the Buyer (incorporated by reference to Exhibit 10.5 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)

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| 10.17 | Subsidiary Guarantee, dated April 19, 2012, by Blue Calypso, LLC, in favor of the Buyer (incorporated by reference to Exhibit 10.6 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)   |
| 10.18 | Form of Lock-Up Agreement (incorporated by reference to Exhibit 10.7 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)   |
| 10.19 | Amendment No. 1 to Common Stock Purchase Warrant (incorporated by reference to Exhibit 10.8 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)  |
| 10.20 | Stockholder s Agreement, dated April 19, 2012, by and between Andrew Levi and the Company (incorporated by reference to Exhibit 10.9 to our Current Report on Form 8-K filed with the Securities and Exchange Commission on April 24, 2012)   |
| 31.1  | Certification of Principal Executive Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.   |
| 31.2  | Certification of Chief Financial Officer pursuant to Section 302 of the Sarbanes-Oxley Act of 2002.   |
| 32.1  | Certification of Principal Executive Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002.   |
| 32.2  | Certification of Chief Financial Officer pursuant to Section 906 of the Sarbanes-Oxley Act of 2002.   |
| 101.1 | The following information from the Company s Quarterly Report on Form 10-Q for the quarter ended September 30, 2011, formatted in XBRL (eXtensible Business Reporting Language): (i) Consolidated Balance Sheets; (ii) Consolidated Statements of Operations; (iii) Consolidated Statements of Stockholders Equity and (iv) Consolidated Statements of Cash Flows |

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**BLUE CALYPSO, INC.**

Date: May 15, 2012

By: /s/ David S. Polster  
Name: David S. Polster  
Title: Chief Financial Officer



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(b) Reports on Form 8-K

None.

(c) Financial Statement Schedules

None.