

# Andiamo Corporation

## Quarterly Report

For the first quarter ended October 31, 2011

### Item 1      Exact Name of the Issuer and the Address of its Principal Executive Offices.

Andiamo Corporation, a Nevada Corporation

The Company was incorporated as Natell Corporation, in the state of Delaware on September 21, 2000. It changed its name to Title Consulting Services, Inc., in March, 2009. The company changed its name to Andiamo Corporation in June, 2011 and redomiciled to Nevada concurrently.

#### The Address of the Issuer's Principal Executive Offices

6365 53<sup>rd</sup> Street North  
Pinellas Park, FL 33781  
(727) 520-9500  
[www.andiamo-corp.com](http://www.andiamo-corp.com)  
[ir@andiamo-corp.com](mailto:ir@andiamo-corp.com)

Investor relations:  
[IR@andiamo-corp.com](mailto:IR@andiamo-corp.com)

### Item 2      Shares Outstanding.

We have two classes of stock, common and preferred. Our preferred class consists of three series, as follows:

<u>Title and Class</u>	<u>CUSIP</u>	<u>Trading Symbol</u>
Common	034206102	ANDI
Preferred		
Series A	888352200	[none]
Series B	888352309	[none]
Series C	[none]	[none]

### Common Stock Class

Period End Date	10/31/2011	7/31/2011	4/30/2011	1/31/2011	7/31/2010
Number of Shares Authorized	1,500,000,000	1,000,000,000	1,000,000,000	1,000,000,000	7,000,000,000
Number of Shares Outstanding	992,754,546	895,454,546	791,866,827	896,000,000	115,802,300
Freely-Tradeable Shares (Public Float)	896,867,246	808,067,246	599,934,073	154,415,000	28,415,000
Total Number of Beneficial Shareholders	est 600	est 600	est 600	est 600	est 500
Total Number of Shareholders of Record	102	100	102	101	100

### Preferred Class A

Period End Date	10/31/2011	7/31/2011	4/30/2011	1/31/2011	7/31/2010
Number of Shares Authorized	130,000,000	130,000,000	130,000,000	130,000,000	130,000,000
Number of Shares Outstanding	99,202,300	99,202,300	99,202,300	99,202,300	99,202,300
Freely-Tradeable Shares (Public Float)	0	0	0	0	0
Total Number of Beneficial Shareholders	100	100	100	100	100
Total Number of Shareholders of Record	100	100	100	100	100

### Preferred Class B

Period End Date	10/31/2011	7/31/2011	4/30/2011	1/31/2011	7/31/2010
Number of Shares Authorized	70,000,000	70,000,000	70,000,000	70,000,000	70,000,000
Number of Shares Outstanding	19,833,060	19,857,460	19,856,960	19,856,960	19,855,460

Freely-Tradeable Shares (Public Float)	0	0	0	0	0
Total Number of Beneficial Shareholders	101	102	102	101	101
Total Number of Shareholders of Record	101	102	102	101	101

#### Preferred Class C

Period End Date	10/31/2011	7/31/2011	4/30/2011	1/31/2011	7/31/2010
Number of Shares Authorized	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000
Number of Shares Outstanding	0	0	0	0	0
Freely-Tradeable Shares (Public Float)	0	0	0	0	0
Total Number of Beneficial Shareholders	0	0	0	0	0
Total Number of Shareholders of Record	0	0	0	0	0

#### Item 3 Interim Financial Statements.

Due to size limitations, we are filing as an exhibit under separate online postings on the OTC/Pink Sheet Disclosure Service.

#### Item 4 Management's discussion and analysis or plan of operation.

#### Forward-Looking Statements

This section of the report includes a number of forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934 that reflect our current views with respect to future events and financial performance. Forward-looking statements are often identified by words like: believe, expect, estimate, anticipate, intend, project and similar expressions, or words which, by their nature, refer to future events. You should not place undue reliance on these forward-looking statements, which apply only as of the date of this report. These forward-looking statements are subject to certain risks and uncertainties that could cause actual results to differ materially from historical results or our predictions.

Although we believe the expectations reflected in these forward-looking statements are reasonable, such expectations cannot guarantee future results, levels of activity, performance or achievements.

All forward-looking statements included in this report and all subsequent written or oral forward-looking statements attributable to us or persons acting on our behalf are expressly qualified in their entirety by these cautionary statements. The forward-looking statements speak only as of the date made, other than as required by law, and we undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

## **Business Description**

Andiamo Corporation consists of the following two wholly-owned subsidiaries:

Title Consulting Services, Inc DBA Accu Title Agency; and

Action App Corporation, which itself is a holding corporation for two subsidiaries:

T3 Apps, LLC (T3); and

The Best Phone Game Tracker Security Alarm Battery Mirror Flashlight Booth Talking  
Test Apps Company, LLC (Best).

### **Title Consulting Services, Inc DBA Accu Title Agency**

#### **Title Insurance and Real Estate Closing Services**

Accu Title Agency is an independent title insurance and closing services agency that provides title insurance and real estate closing services to the real estate industry.

Title insurance is protection against loss arising from problems connected to the title (ownership) of one's newly-purchased property. Virtually every property in the United States – whether the property consists of just land, a building, or a home plus the land it sits on – has changed hands several times before the latest owner purchased it. If, during any of those changes of ownership, there were any problems associated with clear transfer of title, or unaccounted-for liens, etc., where the current owner ends up not having free, clear and unencumbered title, then title insurance will cover the insured party for any claims and legal fees that arise from such issues.

Purchasing title insurance is mandatory for any buyer of real estate who requires a mortgage, as all mortgage companies require that the purchaser buy title insurance for an amount equal

to the loan (mortgage). Although it is the buyer of the real estate that pays for title insurance (which consists of a one-time up-front premium), the insurance in fact protects the lender, not the new owner of the property. In order for the owner to be protected, he or she must purchase an “owner’s title policy” as well, and indeed Accu Title sells an owner’s title policy (protecting the new owner) along with regular title insurance (protecting the mortgage lender) in virtually all of its closings.

### **Plan of Operation**

We are currently a going concern, fully operational and generating income.

We are currently seeking divestment options for this company as the current real estate market is not conducive to profitability.

As of 12/5/2011 management has entered into a Letter Of Intent for the divestiture of this company. The scheduled closing date is 12/31/2011 pending due diligence.

The elimination of this company from our books will make a significant impact on our ability to be profitable. During this period, this company accounted for a net loss of \$94,266.

### **Action App Corporation**

Action App Corporation was formed as a holding company for Smartphone App companies. Action App Corporation holds two smartphone App companies, T3 Apps, LLC (T3) and The Best Phone Game Tracker Security Alarm Battery Mirror Flashlight Booth Talking Test Apps Company, LLC (Best). Both companies are operated similarly and as such the descriptions for both are combined below.

### **SMART MOBILE PHONE APPS:**

- Action App Corporation is an independent mobile application development company that provides mobile applications currently distributed through the Apple iTunes App Store and the Google Android Market
- Smart Phone applications (apps) have achieved international market penetration unlike any technology before it due to the popularity of Apple’s iPhone and the general public’s insatiable appetite for data and information
- Mobile Apps are comprised of small pieces of software code designed to run on a particular mobile platform (iOS, Android, BlackBerry etc) and perform a simple task, most of which are of short duration
- Apple has revolutionized software distribution by allowing third party developers to create independent applications and then providing them with a worldwide distribution network and payment processing system (iTunes App Store, available in over 80 countries)
- Apple’s success and the rapid acceptance and adoption of iPhone apps has caused several major

companies (Google, Microsoft, Blackberry etc) to enter the app market and create competing platforms and apps stores

- Action App Corporation, has taken advantage of these developments and positioned itself as a strong entertainment and photography applications creator and marketer with additional niche markets in other market segments already targeted

### **Plan of Operation**

- The mobile applications industry is in a state of rapid and explosive international growth fed by the increasingly larger number of smart phone mobile devices sold every day. With the addition of Verizon and Sprint as an iPhone provider in the US, the user base and the resulting demand for apps continues to grow. Action App is also well positioned in overseas markets with the majority of our website traffic coming from Japan, the leading country in mobile subscription density per capita.

- Action App Corporation will continue to keep pace with the growth of the industry and user demand while expanding further into overseas markets where the growth potential is even higher than the U.S. For example, there are nearly 280 million mobile users in China and at the rate they are growing there will be more mobile web users in China than the entire population of the United States.

- Action App Corporation plans to aggressively expand by adding more mobile apps, improving current apps by using detailed integrated analytic data from our user network, increasing affiliate marketing and advertising revenue of current and future apps, branching out into more applications categories other than entertainment and photography, porting our applications into the strongest competing mobile platform (Android), acquiring other apps and/or application companies, and translating all applications into more languages to increase revenue in non-English speaking markets.

To this end, we have accomplished and undertaken the following efforts:

- We are currently expanding our profitable inventory of apps in rapid fashion across Apple and Android Markets. Previous to this quarter, we had a total of 23 apps available exclusively for the Apple iPhone. During this quarter we added a sizable number of apps to bring our total to 69 apps in our portfolio. Our goal is to have over 100 profitable mobile apps duplicated across Apple and Android within the near future, which will result in stronger revenues just from the introduction of popular iPhone apps to the Android Market. As we continue to develop at an accelerated rate we will continue to hire the most qualified and experienced personnel for development, deployment, and marketing.

- We have started the cross-platform migration of our popular apps in an effort to be proactive with the forecast growth within the Android platform. We have set up the appropriate developer accounts to be able to publish our apps to the Android platform and will begin releasing apps to the Android platform as they are completed by our programmers. Apple and Android have been battling each other for market domination but currently Android is in the lead

- The Mobile App industry is an exciting and fast moving sector with new ideas and opportunities presented on a regular basis. We will diligently investigate new opportunities and test new technologies in order to maximize our income from each and every app opportunity. One such opportunity was presented to us by App Redeem. The principal of App Redeem was that it would reimburse our customer for the cost of the paid app by participating in their marketing. We programmed all of our apps to accept their technology. Once deployed, we monitored our results. We did not find that there was an increased conversion ratio and found that negotiating through the App Redeem offer was somewhat

cumbersome. At this time, we are removing the App Redeem programming from our apps and testing new opportunities.

-One of the major components mobile application revenue is generated by advertising on our apps. Initially, we were exclusively promoting advertisements from the iAds Network from Apple. We found, that with our traffic, our fill rate through iAds(the rate at which our ad requests were filled) was not satisfactory.

Consequently, we looked for better answers and therefor implemented Ad Whirl. Ad Whirl is basically an ad management system that places code within our apps, so that advertisements for multiple advertisers are displayed on a pre-determined timing sequence within our apps. This allows ads to be requested from a number of ad providers and improved our fill rate into the high 90% range.

Ad Whirl has worked well for us but it is limited in some of the tracking and user specific demographic use of our apps. We have researched our needs and have begun implementation of Flurry source code. Flurry source code will allow us to track our users by a multitude of different breakdowns, including: age group, geographical location, hours of use, and countries of use among other sortable criteria. This information, coupled with our substantial traffic will allow us to better define the advertising availability and further maximize our efforts. We hope to ultimately be able to serve specific ads for specific advertisers given the demographic and geographic requests which will result in a much higher advertising rate and revenue.

### **Company Acquisitions**

We continue to search for additional opportunities for expansion through acquisition of other companies. If and when we find suitable candidates, we will make appropriate announcements.

### **Human Resource Expansion**

Due to the current job market and economic situation, there is a large pool of talent seeking employment. Action App can take advantage of this to add in house graphic designers and programmers to lower the cost of app productions and to increase the speed of growth

### **Geographic Expansion**

- Action App Corporation apps are available in every country apple has opened an app store, these are currently more than 80 countries
- The apps will be available in more counties as Apple continues expand the iTunes App store into additional countries as well. We will also see a rapid increase of subscribers and additional income from the introduction of all of our apps to the Android Market
- Action App Corporation has also translated many of their apps in many of the major languages to increase the appeal of the apps to the non-English speaking natives of these countries which will increase sales.

## **Marketing, Advertising, and Competitive Factors**

- Action App Corporation has developed a proprietary cross application / cross company marketing platform which allows the companies to advertise new apps to its existing user base. Newly created apps are integrated into this network and acquired apps can be integrated with mostly minor modifications
- Action App Corporation continues to update their applications on a regular basis, reengage existing users and provide additional value for existing and future users. With Flurry integration we will be able to know exactly what features need to be improved
- Some of our apps are ranked in the entertainment, and photography categories and enjoy increased visibility through “browse traffic”
- Action App Corporation management also very carefully selects app titles, keywords, descriptions etc, to optimize and benefit from the inherent search traffic on the app store
- Action App Corporation also enjoy word of mouth / viral advertising as their apps are intuitive, entertaining, and created with the user in mind. To this end we are also integrating the major social networks in all of our apps to help increase the viral marketing affect

## **Personnel Upgrades**

- Numerous developers and translators are currently working around the clock and around the world to keep pace with our growth. Our team is becoming international in nature as we continue to seek talent from all corners of the world. Our deployment and provisioning group works out of St Petersburg, Florida while marketing and production is in the Panhandle of the State of Florida. Programmers are primarily located in India and we are currently interviewing specialists in America, Central America, and Europe as we seek to increase our international opportunities. As industry demand and growth continues, Action App Corporation will continue to add experienced team members.

## **Other Opportunities**

We have added additional revenue opportunities that we will work to launch after the first of the year:

### **Create Your Own App:**

**[www.allproapps.com](http://www.allproapps.com)**

Business Owners throughout the world are constantly seeking ways to market their businesses more effectively and they are inundated with marketing promotions from companies offering them solutions that are behind the times.

Our products and services allow the local business owner to capitalize on the future of mobile technology today by making it simple for them to create and maintain their own mobile website and mobile application that will grow their business in every aspect from new customer acquisition at the lowest possible cost to higher customer retention through increased interaction via SMS messaging and VIP messaging.



We plan to deploy this business model through a network of sales consultants starting in major metro test markets to small business owners. We feel that with our price point and the services we have to offer every small business owner is a potential client and with a properly trained sales force we can stake a strong claim in the future of mobile marketing.

### **App Auctions:**

### **www.apptrading.com**

App Trading was developed to bring developers and mobile app investors/buyers together in one forum. At AppTrading.com app developers are able to list mobile apps they have developed and have available for purchase and entrepreneurs who want to get into this cutting edge industry can buy them, it's like an online auction for apps.

The "app auction" provides a service to the mobile development community while at the same time introducing us to some unique positioning opportunities in the industry through networking with other developers and buyers.

App Trading will be promoted on app developer websites and forums as well as websites such as eLance and Freelanced in an effort to attract up and coming young programmers while simultaneously introducing buyers of mobile applications to our service through a variety of online marketing efforts including articles and press releases in industry related blogs and other publications.

### **B. Results of Operations**

The financial statements have been prepared on a consolidated basis and include income and expenses from both subsidiaries: Action App Corporation and Title Consulting Services Inc.

#### **Quarterly Overview:**

Gross Income of \$468,049 (Q1 ending October 31, 2011)

Gross Profit of \$333,929 (Q1 ending October 31, 2011)

EBITDA loss for the quarter ended October 31, 2011 of \$32,251

A breakdown of the two companies is as follows:

#### **Action Apps:**

Total revenue for the quarter ending 10/31/2011 of \$147,068

Total EBITA net income for the quarter ending 10/31/2011 of \$59,515

Total downloads (all time though 10/31/2011): 9,730,229

Total downloads (Q1 ending 10/31/2011): 1,791,576

#### **Title Consulting Services Inc.:**

Total revenue for the quarter ending 10/31/2011 of \$320,980

Total EBITA net loss for the quarter ending 10/31/2011 of \$91,766

During this period, Dustin Secor, CEO loaned the company \$30,000. The total amount lent by Mr. Secor is now \$233,633. This loan has no specific repayment term and zero interest.

### **C. Off-Balance Sheet Arrangements**

We have no off-balance sheet arrangements.

#### **Item 5            Legal proceedings.**

In the ordinary course of our business, we may from time to time become subject to routine litigation or administrative proceedings which are incidental to our business. We are not a party to nor are we aware of any existing, pending or threatened lawsuits or other legal actions involving us.

#### **Item 6            Defaults upon senior securities.**

None.

#### **Item 7            Other Information.**

#### **Item 8                    Exhibits.**

1. Compiled Consolidated Financial Statements, which we are filing under separate online postings on the OTC/Pink Sheet Disclosure Service.

#### **Item 9            Certifications.**

I, Dustin Secor, certify that:

1. I have reviewed this quarterly report of Andiamo Corporation.;
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the

issuer as of, and for, the periods presented in this disclosure statement.

Date: 11/6/2011

By: /s/ Dustin Secor  
Dustin Secor

Chief Executive Officer