



Sourabh Sharma
Co-Founder & CEO
Microappli Pte Ltd

Sourabh Sharma is the co-founder and CEO of MicroAppli Pte Ltd- a young spin off company from NUS. He is the guiding force behind the company along with Rina who is the CTO and strategic navigator.

Sourabh envisions unparalleled communication and reach that will be enabled by seamless sharing of mobile multi-media and content. The company and its products are firmly pivoted on this ideal dream.

MicroAppli focuses on mobile applications and services and specializes in providing integrated solutions for mobile phones and other micro devices. The company aims is to provide consumers with the technology *to share and access content on the mobile network, seamlessly* across different countries, network operators, regardless of the phone devices, in *the most convenient, simple, effective, reliable and cost-efficient* ways. In a nutshell, content will be made truly available at the finger tips of users.

MicroAppli's flagship product, **XShare™** is a content distribution platform which provides a simple, fast and cost-effective way for mobile phone users to share their digital content online or on the mobile network by sending it to other phones. The company seeks to make the platform & concept – XShare™, synonymous with content sharing and accessing when it comes to mobile devices.

The company has forged strategic tie-ups with Mobile operators (both in Europe and SE Asia) and other distribution partners for roll-out of XShare to end-consumers. MicroAppli has also entered into business arrangements with complimentary technologies such as image enhancement, image recognition, to provide a more wholesome solution. It has been covered widely by press including- Computer World(IDG), Mobile World, Hardware Zone, Today and other local newspapers.