CARIBU

2019 Report

Dear investors,

We would not be here today without your support. You gave us the fuel we needed to keep this company going, hire the team we need, and prepare for growth in 2020. Not only was our campaign success in terms of funds raised, but it also validated our product and our mission and we have renewed drive and passion for the work we're doing and the impact we are having on the way families are connecting across the globe.

We need your help!

We need help Building awareness.

We would love for our investors to continue to share Caribu with their network.

It would help us grow a lot faster if we rank higher in both the Apple App Store and the Google Play store, and one of the best ways to achieve that is by having a good rating, so please rate us in your app store and leave a written review.

Help us secure more content if you know any great children's book authors.

Sincerely,

Maxeme Tuchman
CEO + Co-Founder

Alvaro Sabido
CTO + Co-Founder

Our Mission

The vision for Caribu is to be the leader in family communication and interactive learning. Given that Caribu already has families reading together in 160+ countries, we are also planning for the international expansion of each phase in the Caribu story.

See our full profile

How did we do this year?

Report Card

B-

The Good	The Bad
TIME Magazine Top 100 Best Inventions of 2019	Did not hit revenue targets
Co-Founder named Top 100 Female Founder by Inc. Magazine	Growth was slowed as we focused on product
Raised $1M+	Marketing spend was decreased to focus on product

2019 At a Glance

January 1 to December 31

$46,697 +132%
Revenue

-$552,148
Net Loss

$13,776 [12%]
Short Term Debt

$1,408,269
Raised in 2017

$1,107,918
Cash on Hand
As of 12/31/19

INCOME BALANCE NARRATIVE

Management's Discussion and Analysis of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with our financial statements and the related notes and other financial information included elsewhere in this offering. Some of the information contained in this discussion and analysis, including information regarding the strategy and plans for our business, includes forward-looking statements that involve risks and uncertainties. You should review the "Risk Factors" section for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in the following discussion and analysis.

Overview

Caribu is a shared screen video-call platform that helps parents and grandparents to read and draw with (grand)children when they're not in the same location. A trusted adult and child call each other through a Caribu video-call, choose a book, and read or draw together in real-time on a shared screen. There are hundreds of books, and educational workbooks and games, to choose from in seven different languages.

The vision for Caribu is to be the leader in family communication and interactive learning. Given that Caribu already has families reading together in 160+ countries, we are also planning for the international expansion of each phase in the Caribu story.

Milestones

Caribu Inc. was incorporated in the State of Delaware in September 2015.

Since then, we have:

- Co-Founders Max and Alvaro publicly launched Caribu in 2017

- Raised $1.3M from investors like AT&T and Rise of the Rest.

- 50K users in 160+ countries.

- 100+ books to choose from in 8 different languages.

- First-mover advantage focused on grandparents who are a large and underserved market ($86B TAM in the US).

- Team backgrounds include Disney, Aidoc, Y Combinator, and Booksicals.

- Winner or finalist in 30+ pitch competitions winning over $100K in cash and prizes.

- CEO was 59th Latina to raise over $1M.

Historical Results of Operations

- *Revenues & Gross Margin.* For the period ended December 31, 2019, the Company had revenues of $20,106 compared to the year ended December 31, 2018, when the Company had revenues of $2,156. Our gross margin was -1246.35% in fiscal year 2019, compared to -836.36% in 2018.

- *Assets.* As of December 31, 2019, the Company had total assets of $716,782, including $524,319 in cash. As of December 31, 2018, the Company had $132,338 in total assets, including $110,942 in cash.

- *Net Loss.* The Company has had net losses of $546,319 and net losses of $45,094 for the fiscal years ended December 31, 2019 and December 31, 2018, respectively.

- *Liabilities.* The Company's liabilities totaled $79,130 for the fiscal year ended December 31, 2019 and $76,920 for the fiscal year ended December 31, 2018.

Liquidity & Capital Resources

To-date, the company has been financed with $400,000 in equity and $885,000 in SAFEs.

We plan to use the proceeds as set forth in this Form C under "Use of Funds". We don't have any other sources of capital in the immediate future.

We will likely require additional financing in excess of the proceeds from the Offering in order to perform operations over the lifetime of the Company. Because of the complexities and uncertainties in establishing a new business strategy, it is not possible to adequately project whether the proceeds of this offering will be sufficient to enable us to implement our strategy. This complexity and uncertainty will be increased if less than the maximum amount of securities offered in this offering is sold. The Company intends to raise additional capital in the future from investors. Although capital may be available for early-stage companies, there is no guarantee that the Company will need or receive any investments from investors.

Runway & Short/Mid Term Expenses

Caribu Inc. cash in hand is $195,000, as of June 2019. Over the last three months, revenues have averaged $3,200/month, cost of goods sold has averaged $700/month, and operational expenses have averaged $40,000/month, for an average burn rate of $37,500 per month. Our intent is to be profitable in 30 months. Cash in hand at the end of 2019 was $1,105,000.

We grew our team in January 2019, bringing on Kalman, our Product Manager. We also updated our app pricing model on June 1st and there are very positive early success indicators. We scaled down our marketing spend and focus on product-market fit. We have been testing and optimizing marketing channels and messaging as well as our conversion funnels and engagement metrics.

We want to reinforce our engineering and marketing teams, so we plan to hire 2 more positions in the coming months. These two positions will be instrumental in helping us meet our revenue targets for 2019. We have been Regarding sources of capital, we have secured follow-up investments from our current investors.

Net Margin: -1,182% **Gross Margin: -4%** **Return on Assets: -37%** **Earnings per Share: -$1,564.16**

Revenue per Employee: $9,339 **Cash to Assets: 75%** **Revenue to Receivables: 526%** **Debt Ratio: 5%**

Caribu_Inc_2018_Financial_Statements.pdf

Caribu_Inc_2019_GAAP_Financial_Statements.pdf

We ❤ Our
1571 Investors

Thank You For Believing In Us

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Paul Cousins
Vernon Jenkins
Robin Silverman
Valerie A Jimenez
Kasey M Peel
Rj Goulett
Susan B HANSON
Rodrigo Rodriguez-Novas
Cory Bullock
James Stehr
Cameron J. Figgins
Maranda Lofton
Shahrokh James ESMAIL...
Jimmy Lee Perry
Stan Lindenfeld
Larry D. Carter
Taufaasau Siaki
Todd Anthony
Nancy A Wolff
Maritza McGhee
Majed AlGhannam
John T Schroll MD
James NIGHTINGALE
Adam Weaver
Catherine Rivan
Freddy Arias
Fred W Westphal Jr
Perie Goodwin
Nelson Rivas
Mark Tennis
Timoth Charles Dickens
Arun Chandrasekaran
Tiffany Thompson
Gregory Evans
Barry Rubinfeld
Francois Bouville
Clarence Michael Westney
Cindy Ajeto
Kenneth Terzi
Tammy Takacs
Michael Wileman
Thomas Chapman
Michael ALLEN
Anthony J. Saccone II
A. R. Johar
Craig Williamson
Joe Urby Jr
Wayne Zimmerman
David Troxell
Mindy Lynn Fischer
Geeta Nayyar
Manish Thakrar
Elliot Epstein
Yves Maeder
Yuliang Liu
Omar Khan
Maurice Obeid
Brenda Miller
Brian Didsbury
Ricardo VILFORT
Randy Walker
Ittiara MENACHERY
Mohamed Sabir Siyaji
Laurie HOLLAND
Shaun Lenet
Richard Telson
Larry E Glynn
Vanessa Farnsworth
Peter Nelson
John Adam Belser Sr.
Reginald Hardy
Spencer Wolfley
Kate Flynn
Wendell Marvin Wilmoth ...
Robert Curaba
Nathalie LeMieux
Matt Hindle
Genady Mullokandov
Diana Lynn Sturdevant
Shelia Knox
Benedict Kekuewa
Greig Yerkes
Keith Megilligan
Ronald O. Hill
Marie Winston
Patrick Meyers
Anthony Joseph Della Sala
Marsha Dansby
Avinash Shukla
Mitchell Gordon
Clodyne Seidel
Clifton Bennett
Dhondiba KAVATEKAR
Scott L Bradford Doleman
Stephen Phillips
Maricel Conde
Frankie McPherson
Carl Brame
William Dean
Jeanette Ojeda
Juan Lora
Dr. Michael Sharrock
Denise Barnes
Mohamed Manesh Aravas...
Pamela J Alexander
Edwin Moleros
Joan Campbell
Raj Ratnani
Balwinder Kumar
Steven Frishman
Mauricio Porras
Paul Drechsler
Phoenix Le

Angela Alford
Neeraj Kakrania
Himaja Banthikatla
Carl Ovide Courtemanche
Christopher Davis
Justin Maretta Huntington
Jay Mitchell
Kim Ratcliff
Eddy Tijerina
Minh T. Ho
Susan Florio
Chirag Parikh
Wilson Legacy Investmen...
Raja Mallepeddi
Deb Keil
David Mbugua
Mark Matte
Oliver Andazola
Paula Muraya
Adil Ansari
Suzanne Federico
Wendell Woodson
Christopher Wick
Ho Wei Siong
Cassie Ringel
Elnaz Sarraf
Douglas Halsne
Gayl Elaine Kearns
Raj Patel
Megan Bethell
Maurice Brown
Yogendre Kumar Patel
Chris Teutemacher
Dearius Mckenzie
Craig Lavrick
Yolanda J. Torres
Roberto A Bernal
Christopher Loken
Diane Manger
Kirt Moore
Amy PLEASANT
Oluwapelumi Adeleke
V Cheryl Womack
Sonya Cody
Pamela Philbrick
Gregory Harvell
Hazem Nassar
Brian F Upton
Howard Nathan
Itai Dinour
Roberto Scattone
Jignesh Desai
Linda Archer Miller
David A Shafer
Naresh Dass
Adam G Peterson
Kenneth Ho
Abraham Sobo
Frank Baldissero
Robert J Mc Neil Jr
Todd Thacker
Joshua Garza Hinojosa
Glenn CAMACHO

Madge Stone
Jim Estrada
Jaime Olmsted
Jeff Smith
James Arevalo
Victoria Danzalan
Bernoune Fils Guerrier
Darrell Phillips
David Arnold
Darral Van Goethem
Brett Henault
Rob Tallman
Charles G Klein
Lisa Askin
Bradley Moore
Dorota B Staskiewicz
Blessing Orji
Todd Delevie
Herminia Cardadeiro
Tia L A Brown
Davender Bhardwaj
Robert Alan Patterson
Vilen Torosyan
Scott Allen Huffmaster
Szabolcs Kovacs
Jonathan Soble
Steven Durie
Walt Eanes
Ricky Rock
Anne Brown
Jeff Marotz
Gerald C Zakes
Derek Ebersole
Cynthia Winick
Emmanuel Molion
Frank Angiuli
Bruce Godbery
Joan Greenberg
Ephraim Simon
Patsy R Miller
Richard Carroll
Juan Camou
Isabel Samuel
Jose Corleto
Karen Spaulding
Azaria Berhane
Stephen Lutz
Tom Branca
Paul Boyer
Paresh G Vallabh
Gary Miller
Mark Miller
Renee Zawistowski
Rajesh Bhardwaj
Jennifer Rockwell
Trudi BAY
John Sucher
Jeremy Oestreich
Altorshan Ntum Aza
Kelly Denis
Sukhvinder Dhillon
Christopher Ryan
Glenn CAMACHO

Sameer Patel
Novalis Garrido
Chris Combs
Sydney Sheng
Nicole Diederich
Richard Moore
Danet Linares
Melisa Bebchik
Tee Makina
Shlomi Waitzman
William P. Pope III
Manan Khurana
Brian Fried
Felix Igbinosa
Theresa Iovinelli
Anthony Drew
Jose Elmar Matus
Donna Martin
Ali Oskouie
Anthony McMillan
Philip Davis
Christopher Kousis
Oleg Uglunts
Joseph Purbaugh
Edwin Reyes
Howard Zuckerman
Jalvin Patel
Ajay MAHAJAN
Marcus Mccoy
Isidore Deutou
Rafael Corral
Jimmy Childress
Charline Henyard
Phillip Tillery
Charmaine Washington
Eric Thomas
Melanie Triantos
Alan Dail
Flavio Joson
Anthony Graham
William Farrell
Aurel Bontea
Maria S GOMES
Kelly Christy
Nelly M. Farra
Kritika Amarnath
Thaddeus Onwuka
Timothy Jones
Robert Tucker
Randy Hamilton
De Zhang
Sandra Finn
John Del Sesto
Jayson Potts
Michael Amoroso
Grady Richardson
John Brooks
Sally Coyne
Don WAGNER
James Edwards
Ronald Swartz
Aaron Corral
Gina Tuchman

Michael Rowley
George Robertson
Adam Whitman
Filipe Peerally
Jon Raugutt
Shawn M
Biju Joseph
Paul Osterberg
Elizabeth Lynn
Daniel A. Espino
Lisa Kahn
Negin Yadegari
Douglas Berzack
Donald Jeffery Offutt
Asif Rahman
Harry Glick
Michael Johnson
Wendy LeSage
Thomas Eugene Taylor
Tom Symons
Sandy Geyer
Joseph M Colavito
Donte K Davis
Oscar Campana
Jenne Blackburn
Seraphine Blake
Jack Hogan
Anthony Catalina
Ralph Hamond
Richard Prorok
Gail Walker
Cameron T Hansen
Jim K Savage
Ronnie Jourdan
Barry Greenberg
Jennifer Beckermann
Alexander STOKES
Gerald Wesel
Steven Leipsner
Angela Tatarow
Cindy TROWBRIDGE
Sandra Acevedo
Jonathan Nimako Owusu
Laura Ucros Tellez
Jennifer Glockner
Angela Stone
Tim Greim
Richard Dethmers
James Cooper Jr
Fredo Dwyer
Robert Mariani
Julie Butler
Geoffrey Reed
Sendhil K Subramanian
Jonathan Prentiss
Miguel Angel Sanchez
Lakshminarayana Nindra...
Vladimir Bojcev
Juraj LUKAC
Edward Gardner
Larry Roher
Terah Stiell

Maricela Higgins
Mohammed Alam
Debra Manoff
Zachary Hahn
Jerry Lee Peters Jr
Giriprasad Kathula
Muhannad Harrim
Rb MacDonald
Stephen Schade
Katherine Rosal Gabales
Jean Vancol
Dan Robertson
Daphne Lee
Filip Rams
Jim Graham
Charles L Roseboro
Zhen Ning Luo
Osamu Manabe
Vito Dragonetti
Aslam Padath Peedikayil ...
Jeff Alan Rose
Stacey Cox
Scott Hoffmann
Clifford Totterer
Christopher J Mathis
Erica Kolibas
Eric Mabo
Williams Udofia
James E Trent
Walter Mueller
Robert Appel
Frederick Walker
Damon Mangosing
Cynthia Villard
Moufaq Dabashi
Lorraine Cicero
Thomas DePasquale
Mark E Richard
Helena Scott
Aileen Moy
Pamela S Hapke
Maria Uceda
Robert Friezo
Kelly Boyle
Jeremy Wong
Dinesh Patel
Igor Yakubov
Barry C. TWOMEY
Reba Folsom
Brady Wilson
Kathy Ross
Brian L Elliott-Pearson
Walter Benwell Hultin
Sushanth Nayak
Danny Gingerich
David Botsford
Michael Beani
Larry C Roach
Denis Engel
Justin Graham
Melvin L Watkins
Markus Engel

Tom Cebollero
Mitchell Loyd
Michelle Bonine
Emanuel Estrada
Daniel Wheeler
Michael Wagner
Mark Warrington!
Ahmad At-Taras
Sagar S Sawant
Lorraine NIK
Joseph Farah
Raul Ryan Santos
John Titolo
Rocco Ferraro
Afarin Pirzadeh
Mahmood Hasham
Lip Fatt Tai
Erik Peter Mortensen
Justin Tessier
Harbinder Gill
John Vukelich
James Ng
Andrew EUBANKS
Cindy Racine
Rosalind Vega
Gerald Reichart
Steven Stiansen
Steven Kuc
Jamilia TANNER
Christopher R Bane
Kyle Brown
Chuck Newburry
Richard McLain
Edward B Lusky
Sandra Tatum
Daniel Allen Pursifull
Fred Hemphill
Robin L Cannon
David Richards
Tina LOFF
Gretel Perera
Eric Westergard
Theresa Talmadge
Suresh Behera
Todd J Keitz
Victor Hou
Michael Escobar
Mark Kreisberg
Frank Anderson
Bernard Winkler
Timothy William Hibbing
Gabe Elhefnaoui
Robert J. Mosley
Ajay Taparia
Jethro Ekuta
Neil J Mornick
Marc Stephen Johannes
Anil Kumar PATEL
Frank Segler
Khori Whittaker
Aaron Snyder
Michelle Hexum

Anna Munandar
Leigh Middleditch
Avelino A Lopez
Mitzi Wells
Jeff Park
Anthony Kort
Christopher Daniel Carlson
Michael Teske
Leonel Jeune
Johann Espach
John D Cooper
Bradford Chan
Rebecca Starr-Harris
Linda Finley
Jennifer Romano
Napoleon Velasquez
Donna Mackenzie
Nilesh Mehta
Torian Richardson
Vickie Burkhalter
Katie Giang Pham
Samik Patel
Musa Farah
Nicholas Scott
Erik Duloisy
Thomas C Williams
Barry R. Willis
Yetunde Junaid
Steven Goffner
Wass Weera
Charles Green
Kevin J. Iverson
Susan Hoiby
Michael Hoyt
Kenneth POWELL
Fran Gully
Derek R Milgate
Mary Huisman
Lester Patmore
Doris E Foley
Amos Balongo
Andrea Shapiro Davis
Lynn Hutton
Samantha Capobianco
Sal Rafanelli
Boris Curwen
Bridget Wiley
Brad McAllister
Dante Valdez
Jeremy Singh
Greg Huffaker
Kalman Kaplan
Carol Fullerton
Charles Hanson
Tina Coble
Stephen Gwin
Qiang Feng
Jared P Auman
John B Drew
Jacqueline Thomasson
Robert Preston
Lane Fullmer

Thank You!

From the Caribu Team

STRONGEST WOMAN

Maxeme Tuchman

CEO + Co-Founder

KEEP CALM AND CARIBU

Alvaro Sabido

CTO + Co-Founder

Tiffany LaFleur

Head of Design

Formerly a Senior Digital Designer at Disney with over 60 apps and 100 ebooks under my belt, I now am proudly the Head of Design at Caribu, where I manage UX, UI, content and brand strategy.

Trent Ewald

Senior React Native Developer (App)

The first app I created has 2,000,000+ downloads, reached 60,000 dls/day for weeks. Was a top trending app for 4 months straight!

Kalman Chodakiewitz

Product Manager

Lover of UX. Built Coffee Bean & Tea Leaf's exclusive partnership in multi-sensory experiences involving tea and reading for kids. My mission is to make the neighborhood a better place through design.

Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Alvaro Sabido	Co-Founder, CTO @ Caribu Inc.	2016
Maxeme Tuchman	Co-Founder, CEO @ Caribu Inc.	2016
John Cooper	Managing Director @ Houlihan Lokey	2018

Officers

OFFICER	TITLE	JOINED
Alvaro Sabido	Co-Founder, CTO	2016
Maxeme Tuchman	Co-Founder, CEO	2016

Voting Power

HOLDER	SECURITIES HELD	VOTING POWER
Maxeme Tuchman	2,679,374 Common Shares A	26.8%
Alvaro Sabido	3,650,595 Common Shares A	36.5%

Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
12/2017	$160,000	Safe	Section 4(a)(2)
03/2018	$400,000	Common Stock	Regulation D, Rule 506(b)
06/2018	$725,000	Safe	Section 4(a)(2)

The use of proceeds is to fund general operations.

Outstanding Debts

None.

Related Party Transactions

None.

Capital Structure

CLASS OF SECURITY	SECURITIES (OR AMOUNT) AUTHORIZED	SECURITIES (OR AMOUNT) OUTSTANDING	VOTING RIGHTS
Class C Preferred Stock	2,133,333	2,133,333	Yes
Class B Common Stock	1,345,074	345,073	No
Class A Common Stock	6,521,593	6,521,593	Yes

	SECURITIES RESERVED FOR ISSUANCE UPON EXERCISE OR CONVERSION
Warrants:	0
Options:	1,000,000

Risks

Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

The statements presented in this Regulation Crowd Funding Offering may contain forward-looking statements. These statements may relate to future events, future partnerships, the future financial performance of the Company. However, any statements that are not statements of historical fact - including without limitation statements to the effect that the Company or its management "believes", "expects", "anticipates", "plans" (and similar expressions) - should be considered forward-looking statements. In the name of full transparency, there are a number of factors that could cause the Company's actual results to differ materially from those indicated by the forward-looking statements.

Startups often depend on raising several rounds of additional capital until they're profitable. There can be no assurance that we will be able to successfully raise operating capital. The Company may not be profitable for many years as most of its revenue and investment capital will be dedicated to growth. The failure to successfully raise operating capital could result in our bankruptcy or other event which would have a material adverse effect on us and our stockholders. We have no significant assets or financial resources, so the failure to raise sufficient operating capital could put your investment dollars at significant risk.

Security breaches and other disruptions could compromise our information and expose us to liability, which would cause our business and reputation to suffer. 100% security cannot be guaranteed even after taking every security precaution possible. Cyber-crimes are becoming increasingly common and aggressive which brings a parallel increase in risk.

There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business. Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company.

The Company relies on third-party technology vendors such as Google Cloud and TokBox. Any interruption in the availability of these services such as these could have a material negative impact on our ability to deliver service to users, as well as the profitability of these operations. Interruptions could occur due to both Internet outages as well as policy changes or terms violations according to these third parties. If any of these service providers should fail or change their offerings significantly, that would adversely affect our business.

We may be subject to future governmental regulations. Aspects of our business may be regulated at the local, state, and federal levels. The nature and scope of future legislation, regulations and programs cannot be predicted. While we anticipate that we and our products will be in compliance with all applicable governmental regulations, there still may be risks that such laws and regulations may change with respect to present or future operations. Such additional costs would increase the cost of investments and operations and decrease the demand for products and services. We will be ultimately responsible for compliance with such regulations and for obtaining and maintaining all required permits and licenses. Such compliance may be time-consuming and costly, and such expenses may materially affect our future ability to break even or generate profits. If our products become subject to new government regulation, our ability to profitably develop and market them may be impaired.

Description of Securities for Prior Reg CF Raise

Additional issuances of securities. Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured. The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Issuer repurchases of securities. The Company may have authority to repurchase its securities from shareholders, which may serve to decrease any liquidity in the market for such securities, decrease the percentage interests held by other similarly situated investors to the Investor, and create pressure on the Investor to sell its securities to the Company concurrently.

A sale of the issuer or of assets of the issuer. As a minority owner of the Company, the Investor will have limited or no ability to influence a potential sale of the Company or a substantial portion of its assets. Thus, the Investor will rely upon the executive management of the Company and the Board of Directors of the Company to manage the Company so as to maximize value for shareholders. Accordingly, the success of the Investor's investment in the Company will depend in large part upon the skill and expertise of the executive management of the Company and the Board of Directors of the Company. If the Board Of Directors of the Company authorizes a sale of all or a part of the Company, or a disposition of a substantial portion of the Company's assets, there can be no guarantee that the value received by the Investor, together with the fair market estimate of the value remaining in the Company, will be equal to or exceed the value of the Investor's initial investment in the Company.

Transactions with related parties. The Investor should be aware that there will be occasions when the Company may encounter potential conflicts of interest in its operations. On any issue involving conflicts of interest, the executive management and Board of Directors of the Company will be guided by their good faith judgement as to the Company's best interests. The Company may engage in transactions with affiliates, subsidiaries or other related parties, which may be on terms which are not arm's-length, but will be in all cases consistent with the duties of the management of the Company to its shareholders. By acquiring an interest in the Company, the Investor will be deemed to have acknowledged the existence of any such actual or potential conflicts of interest and to have waived any claim with respect to any liability arising from the existence of any such conflict of interest.

Minority Ownership

An Investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the Investor's interest in the Company will depend upon many factors outside the control of the Investor. The Company will be managed by its officers and be governed in accordance with the strategic direction and decision-making of its Board Of Directors, and the Investor will have no independent right to name or remove an officer or member of the Board Of Directors of the Company.

Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured.

The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Exercise of Rights Held by Principal Shareholders

As holders of a majority-in-interest of voting rights in the Company, the shareholders may make decisions with which the Investor disagrees, or that negatively affect the value of the Investor's securities in the Company, and the Investor will have no recourse to change these decisions. The Investor's interests may conflict with those of other investors, and there is no guarantee that the Company will develop in a way that is optimal for or advantageous to the Investor. For example, the shareholders may change the terms of the articles of incorporation for the company, change the terms of securities issued by the Company, change the management of the Company, and even force out minority holders of securities. The shareholders may make changes that affect the tax treatment of the Company in ways that are unfavorable to you but favorable to them. They may also vote to engage in new offerings and/or to register certain of the Company's securities in a way that negatively affects the value of the securities the Investor owns. Other holders of securities of the Company may also have access to more information than the Investor, leaving the Investor at a disadvantage with respect to any decisions regarding the securities he or she owns. The shareholders have the right to redeem their securities at any time. Shareholders could decide to force the Company to redeem their securities at a time that is not favorable to the Investor and is damaging to the Company. Investors' exit may affect the value of the Company and/or its viability. In cases where the rights of holders of convertible debt, SAFES, or other outstanding options or warrants are exercised, or if new awards are granted under our equity compensation plans, an Investor's interests in the Company may be diluted. This means that the pro-rata portion of the Company represented by the Investor's securities will decrease, which could also diminish the Investor's voting and/or economic rights. In addition, as discussed above, if a majority-in-interest of holders of securities with voting rights cause the Company to issue additional stock, an Investor's interest will typically also be diluted.

Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

- to the issuer;
- to an accredited investorⓘ;
- as part of an offering registered with the U.S. Securities and Exchange Commission; or
- to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, to a trust created for the benefit of a member of the family of the purchaser or the equivalent, or in connection with the death or divorce of the purchaser or other similar circumstance.

Valuation Methodology for Prior Reg CF Raise

The offering price for the securities offered pursuant to this Form C has been determined arbitrarily by the Company, and does not necessarily bear any relationship to the Company's book value, assets, earnings or other generally accepted valuation criteria. In determining the offering price, the Company did not employ investment banking firms or other outside organizations to make an independent appraisal or evaluation. Accordingly, the offering price should not be considered to be indicative of the actual value of the securities offered hereby.

The initial amount invested in a SAFE is determined by the investor, and we do not guarantee that the SAFE will be converted into any particular number of shares of Preferred Stock . As discussed in Question 13, when we engage in an offering of equity interests involving Preferred Stock , Investors may receive a number of shares of Preferred Stock calculated as either (i) the total value of the Investor's investment, divided by the price of the Preferred Stock being issued to new Investors, or (ii) if the valuation for the company is more than the Valuation Cap, the amount invested divided by the quotient of (a) the Valuation Cap divided by (b) the total amount of the Company's capitalization at that time. Because there will likely be no public market for our securities prior to an initial public offering or similar liquidity event, the price of the Preferred Stock that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our board of directors . Among the factors we may consider in determining the price of Preferred Stock are prevailing market conditions, our financial information, market valuations of other companies that we believe to be comparable to us, estimates of our business potential, the present state of our development and other factors deemed relevant. In the future, we will perform valuations of our stock (including both common stock and Preferred Stock) that take into account, as applicable, factors such as the following:

- unrelated third party valuations;
- the price at which we sell other securities in light of the relative rights, preferences and privileges of those securities;
- our results of operations, financial position and capital resources;
- current business conditions and projections;
- the marketability or lack thereof of the securities;
- the hiring of key personnel and the experience of our management;
- the introduction of new products;
- the risk inherent in the development and expansion of our products;
- our stage of development and material risks related to our business;
- the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the prevailing market conditions and the nature and history of our business;
- industry trends and competitive environment;
- trends in consumer spending, including consumer confidence;
- overall economic indicators, including gross domestic product, employment, inflation and interest rates; and
- the general economic outlook.

We will analyze factors such as those described above using a combination of financial and market-based methodologies to determine our business enterprise value. For example, we may use methodologies that assume that businesses operating in the same industry will share similar characteristics and that the Company's value will correlate to those characteristics, and/or methodologies that compare transactions in similar securities issued by us that were conducted in the market.

Company

Caribu Inc.

- Delaware Corporation
- Organized September 2015
- 5 employees

111 NE 1st Street, 8th Floor #112
Miami FL 33132

https://caribu.com

Business Description

Refer to the Caribu profile.

EDGAR Filing

The Securities and Exchange Commission hosts the official version of this annual report on their EDGAR web site. It looks like it was built in 1989.

Compliance with Prior Annual Reports

Caribu is current with all reporting requirements under Rule 202 of Regulation Crowdfunding.

All prior investor updates

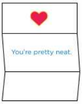
You can refer to the company's updates page to view all updates to date. Updates are for investors only and will require you to log in to the Wefunder account used to make the investment.

Say Hello

Questions? Ideas? Love Letters?

Say something nice....

SUBMIT COMMENT


You're pretty neat.

You're the first one here!
Early people don't usually get a prize, so here's a love letter from us.

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