

 **HELLOWOOFY.COM,**
SMART MARKETING 🥰
2021 Report

Dear investors,

Thank you so much for investing in our business and learning more about HelloWoofy.com. We're working hard to improve the platform, add additional vital features to support our small business customers and always taking feedback to improve the business in all aspects. We did face bugs, slower product rollout for features and a lower amount raised than we'd like but it was more than enough to give us enough runway to build until the next phase of the business.

We need your help!

We'd love to find more channel partners to sell into organizations that cater to but not limited to podcasters, real estate agents, coaches, etc. We'd love to find additional sources of capital as well to continue investing in successful marketing efforts that drive additional revenue back to the business often times with a net positive result. We're also looking for studio space for filming incredible Facebook ads where we interview our customers and pitch style performance our product. This has done very well in the past. Just email us, arjun@hellowoofy.com with your ideas!

Sincerely,

Arjun Rai

Founder + CEO

Our Mission

💰 Multi billion dollar enterprise supporting smallest of small businesses with a cutting edge marketing focused platform worldwide. 🌐 These projections cannot be guaranteed.

[See our full profile](#)



How did we do this year?

Report Card

A+



The Good

- We raised capital
- We grew our user base / customer base
- We brought in strategic channel partners such as Jim Edwards



The Bad

- Bugs
- Lower fundraise than we set out to achieve but still allowing us to build a business successfully
- Slower product roadmap release

2021 At a Glance

January 1 to December 31



\$270,152 +103%
Revenue



-\$291,522
Net Loss



\$981,729 +35%
Short Term Debt



\$213,496
Raised in 2021



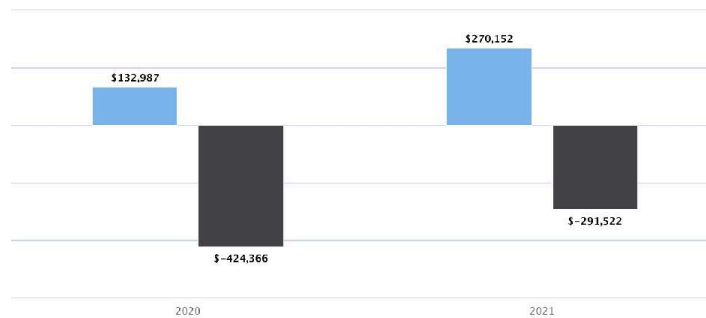
\$163,000
Cash on Hand
As of 05/ 1/22

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



Net Margin: -108% Gross Margin: 100% Return on Assets: -106% Earnings per Share: -\$264.78

Revenue per Employee: \$18,010 Cash to Assets: 11% Revenue to Receivables: - Debt Ratio: 358%

Woofy_2021.pdf

We ❤️ Our 663 Investors

Thank You For Believing In Us

Bradley Jenkins
Grant R Nieldu
Elois FULLER
Suman Purumandla
Jason Kraus
Victorie Veis
Jason Nunnolley
Tara Ivins
Jacqueline Walters-Salett
Briem Curtis
Colon Bolden
Deborah M Smart
Jose Quiroz
Blaine Ware
Kim Harmon

Wardell Carter
Scott A Kallick
Sarah Minor
Raymond Brown (Venture...
Richard Norden
Richard Dahan
Lisa Diane
Ria Verma
Quincy Suporville
Joe T Keegan II
Carolyn D WILLIAMS
Robert Lisvasa
Leitha Johnson
Becki Welsh
Joyti Gauthier

Kathy Watson
Lisa J Spampinato
Joseph Lizyness
Curry Khoo
Ignas Galvelis
Massimo DiMeo
Darko R VisionBody
Richard Murray
Regay Van de Plassche
Sukhwinder Ghwisa
Mallo ISATA
Michelle Gorham
Andrea Robinson
Ronald Alehundre Smith
Kathleen Haigney

Jeff Wenzel
Barbara Lengue
Gregory L Ott
Kjell Kling
Jewell Williams
Michelle Laucke
Arjun Rai
Reginald Ross
Stephanie Ausmore
Phillip Wright
Vivette Touani
Melanie Davis
Edmund Darris
Terence Hundley
Clarissa Horper

Florin Badita
Peter Caputa
Massimo DiMeo
Abhi Ghosh
Glenn Argenbright
Kevin Levine
Edwin Aquino
Kevin Weathermen
Kenosha Sampson
Amanda Luvega
Kenneth Stewart, D.O.
Allen Lawhun
Victoria Franklin
Darryl L Neely
Craig Shah

Gautam Singh
Philemon Strahm
Miah Shull Olmsted
Arjun Rai
Elita Mattow
Zahra Basiri
Gary and Lella Nelson
Steven Hill
Glenn Argenbright
Lindsay Garcia
Jack Valentine
Josse Yowell III
Valerie Adassa Gowie-Mel...
Laurie Meck
Sandra Kipnes

Arjun Rai
Yalika Symonette
Claudius Mbamba
Tan Quan Nguyen
Richard Murray
Pankaj Kedia
Alexandre Graff
Joseph Coughlan
Lilian Uzukwu
Michael Day
Robert C Pasker Jr
Joseph Diosana
Ilir Berisha
Yesuf Wessen
Terance White

Anthony Patrick	Octavia Bey-Walker	Gary Lorenzo George	Lnermane Gunn	Fred Ueckert	Ernestine Kay Jue BROWN	terrence Jordan
Kjell Kling	Andrea Burns	Scott Culhane	Ericka Venegas	George Luis Maisonave	Amanda Allen	Cecil Riggs
Hendert Schraufnagel	Miler Rottler	Jerry Harari	Clark Killingsworth	Georgy Johnson	Olajide Olole	Billy Lewis
Julian Constantine	Maribel Gray	Brendis Bilal	Takana Nelson	Allen Lee Bivens	Thomas Stallworth	Kevin Brown
Jack W Thomas	Joseph Lizyress	Earnest Sherman	Jo Anne Fletcher	Wayne Brown	Karen Tewksbury	Sanjana SRIVASTAVA
Carolyn Russ	Margaret Brown	Jimmy Barton	Aisha Ciroma Abdullahi	John Lynch	Dusty L Walker	Steven Grabarek
Courtney Wright	Michelle Anene	Anil Patel	Candice Jurick	Brad Hart	Laurie Saunders	Paul Regalia
Michael Lisovetsky	Charlie Westmore	Marc Chaffee	Paul Norg	Robert Liu	Michele Monasta	Liz Lima
Phillip Tirman	Tobias Berens	Dawn Hansen	Beth Ramsey Stapleton	Jane Goodrich	Dade E Ronan	Christopher Tack
Caroline Castille	Greg Lightfoot	Christian Carroll	Marc Goldner	Micah Lotemo	Stelanie Lu Vetta Marshall	Craig Reinfeld
Antoine Hart	Sarah Fay	Madison Grimm	Wendy Munro	Selva Mohan	Ajay Yadav	Ashley Pedersen
Robert Hansen	Wynter Noel	Christian Santamaría	Sandy Wagner	Roxanne Reynolds Hicks	Markeisha Naulis Hall	Melissa Lamougnano
Basel Ventares	Analia Huber	Tonia Gule	Sonia Holm Hragins	Tiffany Roman	Christina Varghese	Chris Flaute
Nicholas Jack Robinson	Carlos Manuel Garcia-Arc...	Duke Duncan	Siminle Terrell	Mark Byrne	Edgar J. Rodriguez	Theresa Americasdivinity...
Regina Gale Dozier	Dis Nicholas	Caroline Castille	Doug Montgomery	John Williams	Janarthan Gnanachandran	Tom Davis
Jennifer Hammond	Jason G Croft	Rebecca Havard	Chris Kluis	Ruth Morello	Fun Fun	Valerie Tucciarone
Brent Tomei	Breanna James	Martha E. Miller	Brent Gregory Jim	Candis Borst	Michael S Mulhern	Craig Billings Jr.
Robb Spearman	Jim Harre	Kevin Lew	Jim Edwards	Joanne Brooks	Nai Hara	Antonio Gutierrez Villaw...
Christopher Hajjar	Michael Donnelly	Martha E. Miller	Ericka Suarez	Christina Jones	Sarah Costello	Gerald L Dowsdy
Jason Baudendistel	Andre Kriegers	Jason Cleverger	Wayne Crosby	Ellen Malone	Bedi Ekiti Ndobe	Stephanie AO
Evelyn Anne	Peter Warren	Heath Mountjoy	Sebastian Elan	Earl Thomas	Deric Nelson	Suaminka Conerly
Marco Antonio Batista De...	Joe Wilcox	Dana Hammond	Dan Johnson	Tiffany Roman	Elin Feldman	Bhavana Srivastava
Tim Cook	Isaac Black	Kai C	Mary Garcia	Moves Selay	Paul Flack	Yic Erickson
Matthew Flores	Nizar Ammani	Demi Woodson	Leslie Robertson	E. Frischhut	Dionne Sutherland	Jaime Gonzalez
Debbie Brooks	John Pereira	Muhammad Luqman Bin ...	Christopher UKPONG	Despina Metakos	Kaleeswaran Jayakalimut...	Bill Brown
Dana Howard	Justin Barrett	Andrew Page	Henry Merideth	Constance Spearman	Lucas Lee	Prashant Rai
Shi Chuan Tseng	Joe Wilcox	Joseph A. Ladd	Timothy Awara	Joanne Brooks	Nai Hara	Brightman Charles Murdoch
Sonya Boone	Ronald George Buday	Subra Lapsu	Dan TRAN	Phillip B Terry-Smith	John Taylor	Karen Carey
Hyacinth Fraser	Livly Denny	Ashley Sertlich	Rick Vick II	Richard Eduard Morel Go...	Jae Davis	Chris Cheng
Teresa Cundiff	Richard Granado	Ian Daniele	Molly Mahoney	Melissa Lechleitner And T...	Deanna Maio	Kiley Gustafson
Kirk Mueller	Paul Johnston Jr	Janet Winlock	Sean O Anderson	Tim Wagner	Garth Bauman	Joe Ingram
Fusa Enterprises LLC-S	Ricardo Velasco	Ricardo Velasco	Tiffany Asikano	Robert Holt	Pamela J Weraban	Brightman Charles Murdoch
Kathy A. McMurry	Classic Designs. Frank Urso	Jamie L Bigley	Randall L Rohde	Niraj Prabhu	Christian Hotschutsky	Gyver Vick
Casey David	Tony Stuart	Teresa Meredith	John Pollard	Terze Ekholm	Alejandro Canales	Martin Greene
Shaykh Imeer	Jennifer Du Piessis	Cedric Nettles	Jonathan Locketawon	Eric Smith	Themble Mtwa	Rajan Kasetty
Lynnda M. West	Paul Batchelor	Edra Morledge	Hudson Horn	Jason Wells	Paul Drechsler	Jennifer Vinson
Vickie Bowden	Affan AK	Mark Boyd	Tiffany Asikano	Balke Rea	Blake Rea	Eric Erickson
Americo Garcia	Adam Urbanski	Mark Jesson Hutchison-Q...	Luis Delarosa	Pablo Rodriguez	Tanya Parker	Darcy Gabe
Timothy Thompson	Jason Torres	Nobuyuki Kashiwagi	Edward Kelly Madlock	Dallas Allen	Brian Fyksen	Darryl Lizyress
Kristina Olson	Randall Lantier	Janima Lopez	Brandie "Trey" Mannon	Lirapeya Robbins	Hugo A Abarca	Jb Burnett
Hiba Dina	Jay Fajoga	Jerome Bethae	Scott Wilson	Benji Parrar	Laura Cohen	Eric C Young
Carol Buddock	Grace Annaa	Paul Russo	Theresa McCaffrey	Craig Cooper	John Peavy	Rachel Dorsey
Karen Eastwood	Peter Wozniak	Andrew Mein	Lynette Flaute	Branden Lark	Mary Minton	Karen Frame
Stephen Orth	Isaiah Nyong	Brigitte O'Michaels	Isaiah Nyong	Angela Cacciola	Margaret Carey	Stephanie McNair
Danna M Wada	Tamara Quezaira	Lindsay Woods	Anise Daniel	Isabel Banejee	Sonya L. Moore	Guillermo Saez
Julie Lyle	Susan Durso	Prashant Rai	Jolyenda Vohover	Randall L Rohde	Adeyemi Jimason	Joanna Wrightjohn
Nicasio Rios	Randall L Rohde	Joey Smith	Erica Sims	Vanessa Kitchens	Derek Holm	Sandi Eveleth
Divya Vangala	Leonie Hunt	Shrevan Kumar	Nicole Tillman Johnson	Koh Beng Kiok ANTHONY	Nathaniel Morrison	John Valentine
Tracy A Hurley	Marlo M Teel Jr.	John Haney	Leda Di Marti	Luis Sosa	Marcus Howard	Claudia Bremser Tanega
Jason Berez	Craig W Odum	Brian Kouzal	Buvis Richards	Randolph Peterson	nihal Patel	Jessica Duges
Noah Posner	Tjersa Jergessen	Samdeep Pal	Sandeep Pal	Arielle Bickel	Gavin Brooks	Magnh Bhandwaj
Christopher Platz	Gil Levy	Zaf Fink	Tanika Brooks	Prashant Rai	Josh Curtis	James B Wilks
Josh Curtis	Dabra K Johnson	Theresa Weik	Linda Banuitha Enterprises...	B.A. Ingram	Pamela Rachil	Wilfred Cabahug
Lauren Wells	Geogy Philip	Andrew Romano	Stephanie Parker	Adewale AKINWANDE	Scott Barry	Juan Estaban Rodriguez
Peter Schneider	Frank Troglauer	Christina Romelus	Serena Smith-Williams	Daniela Kraus	Beki Dummire	Kasey Swafford
Brian DeRosario	Eric Goldberg	Ashley L. James	Yollans Shore	Jeremy Hamilton	Channing Gardner	Kim Ward
Dennis Highfill HIGHFILL	David Schaffele	Michael Dubin	Peter SELLIO	Reginald Taylor	Daniels Marais	Lorenzo Roberts
Melina Scott	Karen Beckus	Tomato Fank	Sharon Hill Spayey	Mohamed Binasmuel	John Cowan	Iraida Bernay
In The Mix Trading, LLC	David Young	Eric Childress	Dale Rundshin	Terasa Arnold	Vitrus Juanita Banks	Sam Williams
Andres Flores	Ruth Robinson	Jeffrey Harris	Terrence Antowine Thom...	Wendil Wolfram	Dani Davis	Brendley Dalaney
Cheryl Barrett	Donald Ford	Mary Kibuthu-Wambugu	Emma White	Jeffrey Berry	Shelia Dorealdson Johnson	Darryl Smith
Vanessa Garay-Jackson	Don Hooper	Vanessa Garay-Jackson	Tony Cromer	Mark Reed	Wendil Wolfram	Charles Stoffa
Chad Ledbury	Rhonda Parkhurst	Chad Ledbury	Eric Hayes	Ken McCune	Clarence Richardson Jr	Linda Summers
Sandra Lee Pascaretti	Troy L. SCUTCHINGS	Sandra Lee Pascaretti	Tamala Philpat	Cathy Black	Patricia Millard	Hannah Nancy Mehroban
Manilyn Tessier	Wilbert Tyrone Slocum	Manilyn Tessier	Kari Petruch	Christopher Goree	Maurice Smith	Laura Major
Geraldine Gierzeza	Nicole Wilson	Geraldine Gierzeza	Dameil Spowright	Sonja Simpson	Manuel Rivera	Jacqueline Eline DRYE
Farrell Montague	Ivan Medina	Farrell Montague	Vasile Maynor	Alexander Serrano	Shannon Klein	Malaya Hampton
Rashad Muhyee	Robin Rene Smith	Rashad Muhyee	Nicola Stockberger	Charles Dillon Jr	Robert J Rannels	Berlet Goodson
Benjamin Brooks	Lisa Lozano	Benjamin Brooks	Otamuji Ologbègi	Steve George Mascella Jr	Hakim Mustafa	Joseph Weinsteiger
Shelia C Nash	Marla Little	Shelia C Nash	Minnie Soto	Kevin Fairbanks	Tyrone Mckoy	Edgar Tillman
Rosino Makoralindo	Amil Bansal	Rosino Makoralindo	Kelly Mathis	Christa Campsall	Rebert E Latimer	Richard C Palancio
Perla Sayer	William K Balash	Perla Sayer	Theodora M Cross	Gregory Zavor	Sandra Lee	Herbert A Venzon
Eric SMITH	Christian Franz	Eric SMITH	Marvin Bleudson	James M Parsons	Kenneth J. Bacchini	Niquella Plenty
R L Montgomery	Brian Williams	R L Montgomery	Danny Lindley	David Mazurek	David John Orwin	Kevin W McClain
Thediasus Onwuka	Thu Le	Thediasus Onwuka	Kathryn B KENNEY	Maeve Knight	James Kalbauer	Reese Roberts
Dale Pittman	Wendell Mcwright	Dale Pittman	Paul BARKER	Komi E GDIGIDI	Siraj D Chowdhury	Joseph De Blasio
					Christopher Contractor	Krisna VASUDEVA
						Barbara Caraballo

Thank You!

From the  HelloWoofy.com, Smart Marketing 🐶 Team



Arjun Rai
Founder + CEO

Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Arjun Rai	Founder and CEO @ Woofy, Inc.	2016

Officers

OFFICER	TITLE	JOINED
Arjun Rai	President CEO Secretary Treasurer	2016

Voting Power

HOLDER	SECURITIES HELD	VOTING POWER
Arjun Rai	800,000 Class E	72.7%

Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
09/2016	\$2,500		Section 4(a)(2)
04/2017	\$50,000		Section 4(a)(2)
09/2017	\$50,000	Safe	Section 4(a)(2)
10/2017	\$50,000	Safe	Section 4(a)(2)
11/2017	\$100,000		Section 4(a)(2)
12/2017	\$5,000		Section 4(a)(2)
05/2018	\$15,000		Section 4(a)(2)
05/2019	\$25,000		Section 4(a)(2)
11/2019	\$10,000		Section 4(a)(2)
12/2019	\$25,000		Section 4(a)(2)
12/2019	\$15,000		Section 4(a)(2)
12/2019	\$25,000		Section 4(a)(2)
01/2020	\$20,000		Section 4(a)(2)
04/2020	\$383,817	Safe	Regulation Crowdfunding
05/2020	\$5,000		Section 4(a)(2)
08/2020	\$100,000		Section 4(a)(2)
10/2020	\$20,000		Section 4(a)(2)
12/2020	\$183,558	Safe	Regulation Crowdfunding
05/2021	\$198,496		4(a)(6)
05/2021	\$15,000		Section 4(a)(2)
04/2022	\$447,245		Regulation Crowdfunding
	\$414,512		4(a)(6)

The use of proceeds is to fund general operations.

Convertible Notes Outstanding

ISSUED	AMOUNT	INTEREST	DISCOUNT	VALUATION CAP	MATURITY
09/17/2016	\$2,500	6.0%	20.0%	\$3,000,000	09/17/2018
04/10/2017	\$50,000	6.0%	20.0%	\$3,000,000	04/10/2019
11/02/2017	\$100,000	6.0%	20.0%	\$3,000,000	11/02/2019
12/17/2017	\$5,000	6.0%	20.0%	\$5,000,000	12/17/2019
05/09/2018	\$15,000	6.0%	20.0%	\$3,000,000	05/09/2020
05/17/2019	\$25,000	6.0%	20.0%	\$3,000,000	05/17/2021
11/06/2019	\$10,000	5.0%	0.0%	\$2,000,000	11/06/2020
12/06/2019	\$25,000	6.0%	20.0%	\$3,000,000	12/06/2021
12/06/2019	\$15,000	6.0%	20.0%	\$3,000,000	12/06/2021
12/14/2019	\$25,000	6.0%	20.0%	\$3,000,000	12/14/2021
01/17/2020	\$20,000	5.0%	0.0%	\$2,000,000	01/17/2021
05/01/2020	\$5,000	6.0%	20.0%	\$5,000,000	12/03/2020
08/06/2020	\$100,000	5.0%	5.0%	\$5,000,000	08/06/2022
10/15/2020	\$20,000	6.0%	15.0%	\$9,000,000	04/15/2022
05/10/2021	\$15,000	6.0%	85.0%	\$9,000,000	
04/30/2022	\$447,245	6.0%	15.0%	\$9,500,000	04/30/2024

Outstanding Debts

None.

Related Party Transactions

None.

Capital Structure

CLASS OF SECURITY	SECURITIES (OR AMOUNT) AUTHORIZED	SECURITIES (OR AMOUNT) OUTSTANDING	VOTING RIGHTS
Class A Common	1,600,000	201,800	Yes
Class E Common	900,000	900,000	Yes
Preferred	500,000	0	No

SECURITIES RESERVED FOR
ISSUANCE UPON EXERCISE OR CONVERSION

Warrants:

Options: 0

Risks

Government regulation could impose burdensome requirements and restrictions that could impair demand for our products. Any government regulation of our products or services, whether at the federal, state or local level, may increase our costs and the price of our service, may have a negative impact on our revenue and profitability, and may challenge the commercial viability of our business. Changes to foreign, state, and local laws governing privacy, customer data, integration of partners or their use of data, and changes in payment system or partnering requirements could all have adverse impacts.

Nothing herein should be relied upon as a promise of our future performance. Our ability to generate future revenues will depend on a number of factors, many of which are beyond our control. These factors include the rate of market acceptance of our products, regulatory developments and general economic trends. Due to these factors, we cannot anticipate with any degree of certainty what our revenues, if any, will be in future periods. You have limited historical financial data and operating results with which to evaluate our business and our prospects. As a result, you should consider our prospects in light of the early stage of our business in a new and rapidly evolving market.

The market for our product may be smaller than we expect and we may not be able to generate the revenue we expect. There can be no assurance that the market for our product is as we expect. Furthermore, the unit cost may not be achieved for many reasons, including the pricing of competing products, general economic conditions and the market. We may face significant competition in our markets, including new competition from other companies. We are competing with a variety of companies in the United States and abroad. A number of companies are much larger, well-established, have longer-standing relationships with customers and potential business partners, have greater name recognition and have, or may have, access to significantly greater financial, and marketing resources. If we are unable to compete effectively with competitors, our business, financial conditions and results of operations may be adversely affected.

The Company's management may have broad discretion in how the Company uses the net proceeds of an offering. Unless the Company has agreed to a specific use of the proceeds from an offering, the Company's management will have considerable discretion over the use of proceeds from their offering. You may not have the opportunity, as part of your investment decision, to assess whether the proceeds are being used appropriately.

The Company has the right to limit individual investors' commitment amount based on the Company's determination of an investor's sophistication. The Company may prevent investors from committing more than a certain amount to this offering based on the Company's belief of the investor's sophistication and ability to assume the risk of the investment. This means that your desired investment amount may be limited or lowered based solely on the Company's determination and not in line with relevant investment limits set forth by the Regulation Crowdfunding rules. This also means that other investors may receive larger allocations of the offering based solely on the Company's determination.

The Company has the right to conduct multiple closings during the offering. If the Company meets certain terms and conditions, an intermediate close of the offering can occur, which will allow the Company to draw down on half of the proceeds committed and captured in the offering during the relevant period. The Company may choose to continue the offering thereafter. Investors should be mindful that this means they can make multiple investment commitments in the offering, which may be subject to different cancellation rights. For example, if an intermediate close occurs and later a material change occurs as the offering continues, investors whose investment commitments were previously closed upon will not have the right to re-confirm their investment as it will be deemed to have been completed prior to the material change.

The Company has the right to extend the offering deadline. The Company has the right to end the offering early. The Company may extend the offering deadline beyond what is currently stated herein. This means that your investment may continue to be held in escrow while the Company attempts to raise the Target Amount even after the offering deadline stated herein is reached. While you have the right to cancel your investment in the event the Company extends the offering, if you choose to reconfirm your investment, your investment will not be accruing interest during this time and will simply be held until such time as the new offering deadline is reached without the Company receiving the Target Amount, at which time it will be returned to you without interest or deduction, or the Company receives the Target Amount, at which time it will be released to the Company to be used as set forth herein. Upon or shortly after release of such funds to the Company, the securities will be issued and distributed to you. The Company may also end the offering early; if the offering reaches its target offering amount after 21-calendar days but before the deadline, the Company can end the offering with 5 business days' notice. This means your failure to participate in the offering in a timely manner, may prevent you from being able to participate – it also means the Company may limit the amount of capital it can raise during the offering by ending it early.

The U.S. Securities and Exchange Commission does not pass upon the merits of any securities offered or the terms of the offering, nor does it pass upon the accuracy or completeness of any offering document or literature. You should not rely on the fact that our Form C is accessible through the U.S. Securities and Exchange Commission's EDGAR filing system as an approval, endorsement or guarantee of compliance as it related to this offering.

Neither the offering nor the securities have been registered under federal or state securities laws, leading to an absence of certain regulation applicable to the Company. No governmental agency has reviewed or passed upon this offering, the Company or any securities of the Company. The Company also has relied on exemptions from securities registration requirements under applicable state securities laws. Investors in the Company, therefore, will not receive any of the benefits that such registration would otherwise provide. Prospective investors must therefore assess the adequacy of disclosure and the fairness of the terms of this offering on their own or in conjunction with their personal advisors. Compliance with the criteria for securing exemptions under federal securities laws and the securities laws of the various states is extremely complex, especially in respect of those exemptions affording flexibility and the elimination of trading restrictions in respect of securities received in exempt transactions and subsequently disposed of without registration under the Securities Act or state securities laws.

Investors will not be entitled to any inspection or information rights other than those required by Regulation CF. Investors will not have the right to inspect the books and records of the Company or to receive financial or other information from the Company, other than as required by Regulation CF. Other security holders of the Company may have such rights. Regulation CF requires only the provision of an annual report on Form C and no additional information – there are numerous methods by which the Company can terminate annual report obligations, resulting in no information rights, contractual, statutory or otherwise, owed to investors. This lack of information could put investors at a disadvantage in general and with respect to other security holders.

The Company may never elect to convert the securities or undergo a liquidity event. The Company may never receive a future equity financing or elect to convert the securities upon such future financing. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an IPO. If neither the 14 conversion of the securities nor a liquidity event occurs, the investors could be left holding the securities in perpetuity. The securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The securities are not equity interests, have no ownership rights, have no rights to the Company's assets or profits and have no voting rights or ability to direct the Company or its actions.

There is no present market for the securities and we have arbitrarily set the price. The offering price was not established in a competitive market. We have arbitrarily set the price of the securities with reference to the general status of the securities market and other relevant factors. The offering price for the securities should not be considered an indication of the actual value of the securities and is not based on our net worth or prior earnings. We cannot assure you that the securities could be resold by you at the offering price or at any other price.

Our additional financing requirements could result in dilution to existing equity holders. The additional financings which the Company will require may in the future be obtained through one or more transactions which will effectively dilute the ownership interests of stockholders. The Company has the authority to issue additional shares of common stock and preferred stock, as well as additional classes or series of ownership interests or debt obligations which may be convertible into any one or more classes or series of

ownership interests. Such securities may be issued without the approval or other consent of the Company's stockholders. Additionally, the Company may amend its creation documents to permit it to have more shares than it presently does. Rights of first purchase or rights of first refusal can also impact dilution and approval requirements for stock issuance.

In the event of default on the Convertible Notes, the assets of the Company would not be sufficient to repay all of the Investors' loans.

Though the Convertible Note provides that noteholders may declare all or any portion of the unpaid principal amount due, together with all accrued interest, and demand repayment, the Company may have insufficient assets to satisfy any such demand. If the assets were liquidated pursuant to a default and foreclosure, we can not assure you that there would be sufficient cash generated to pay off the principal or interest due on the Convertible Notes.

The Company is relying on the funds raised in this offering to reach a point of scalability. Should we be unable to secure those funds we may not be able to generate additional revenues or generate any return on your investment. All Investors should first assess the level of risk associated with investing in the Company and should also consult with their tax advisors regarding any applicable tax considerations.

Our limited history makes the prospects of realizing a successful business model wholly speculative. We are a seed-stage company and have little operating history or operating results. We are a seed-stage company and have little operating history or operating results. As a result, we have limited operating history upon which to base an evaluation of us or our prospects. We have limited resources and will be largely dependent upon the minimum amount of proceeds of this and potentially other offerings in order to continue to scale our business. We may encounter difficulties as we continue to scale our business, many of which may be beyond our control. If additional capital is not available when required or is not available on acceptable terms, we may be forced to modify or abandon our business plan. This could result in a cessation of operations and a loss of your entire investment.

We are making forward looking statements. This Form C includes certain forward-looking statements and our estimates with respect to anticipated business prospects and financial performance. These estimates reflect various assumptions of our management that may or may not prove to be correct. Our current expectations are subject to the uncertainties and risks associated with new ventures including, but not limited to, market conditions, successful product development and acceptance, competition and overall economic conditions, and thus there is a substantial risk of the loss of your entire investment. Furthermore, even if we are able to develop and deploy our products and services, we cannot ensure a profitable return on investment.

We depend on certain key personnel, including senior executives. Our future success depends on the efforts of key personnel. Arjun Rai is our founder and CEO managing many aspects of the business from product to tech to fundraising etc. The loss of his services would have a materially adverse effect on us. We expect to face intense competition to be able to attract and retain additional qualified personnel, and it cannot be assumed we will be able to attract or retain qualified personnel. There can be no guarantee of our future performance and you may lose your entire investment.

Our business could be negatively impacted by cyber security threats, attacks and other disruptions. Like others in our industry, we continue to face advanced and persistent attacks on our information infrastructure where we manage and store various proprietary information and sensitive/confidential data relating to our operations. These attacks may include sophisticated malware (viruses, worms, and other malicious software programs) and phishing emails that attack our products or otherwise exploit any security vulnerabilities. These intrusions sometimes may be zero-day malware that are difficult to identify because they are not included in the signature set of commercially available antivirus scanning programs. Experienced computer programmers and hackers may be able to penetrate our network security and misappropriate or compromise our confidential information or that of our customers or other third-parties, create system disruptions, or cause shutdowns. Additionally, sophisticated software and applications that we produce or procure from third-parties may contain defects in design or manufacture, including "bugs" and other problems that could unexpectedly interfere with the operation of the information infrastructure. A disruption, infiltration or failure of our information infrastructure systems or any of our data centers as a result of software or hardware malfunctions, computer viruses, cyber-attacks, employee theft or misuse, power disruptions, natural disasters or accidents could cause breaches of data security, loss of critical data and performance delays, which in turn could adversely affect 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. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

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 investor⁶;
- 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 Convertible Note is determined by the investor, and we do not guarantee that the Convertible Note will be converted into any particular number of shares.

As discussed in Question 13, when we engage in an offering of equity involving Stock, Investors may receive a number of shares of Preferred Stock calculated as either the conversion price equal to the lesser of (i) 85% of the price paid per share for Equity Securities by the Investors in the Qualified Financing or (ii) the price equal to the quotient of the valuation cap of \$9,500,000 (or \$9,000,000 for Early Bird investors) (the "Valuation Cap") divided by the aggregate number of outstanding shares of the Company's stock as of immediately prior to the initial closing of the Qualified Financing (assuming full conversion or exercise of all convertible and exercisable securities then outstanding, but excluding the shares of equity securities of the Company issuable upon the conversion of the Notes or any other debt).

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 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 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 units 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
- 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
- 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

Woofy, Inc.

- Delaware Corporation
- Organized September 2016
- 15 employees

26 West 61st Street
Fifth Floor
New York NY 10023

<http://HelloWoofy.com>

Business Description

Refer to the [HelloWoofy.com, Smart Marketing](#) 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

[HelloWoofy.com, Smart Marketing](#) 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.