Form C

Cover Page

Form C
Check box if Amendment
Amendment Number: 1
Check box if Progress Update
Progress Update Number: 1
Check box if Final Update
Final Update Number: 1
Name of Issuer
Ashta Ismail
Legal Status of Issuer
Form
Limited Liability Company
Jurisdiction of Incorporation/Organization
Delaware
Date of Incorporation/Organization
Month: 12
Day: 15
Year: 2021
Physical Address of Issuer
1209 Orange Street Wilmington Delaware 19801
Website of Issuer
https://www.ashtaismail.com
Is there a co-issuer?
No
Name of Intermediary through which the Offering will be conducted
StartEngine Capital, LLC
CIK Number of Intermediary
0001903037
SEC File Number of Intermediary
007-00033
CRD Number of Intermediary
315324
Amount of compensation to be paid to the Intermediary, whether as a dollar amount or a percentage of the offering amount, or a good faith estimate if the exact amount is not available at this time
8.0% of the amount raised
Any other direct or indirect interest in the issuer held by the Intermediary, or any arrangement for the Intermediary to receive an interest in the issuer
None
Type of Security Offered
Equity
Target Number of Securities to be Offered
1,000
Price (or method for determining price)
$1.00
Target Offering Amount
$1,000
Oversubscriptions Accepted:
Yes
Oversubscriptions will be Allocated:
First-come, first-served basis
Maximum Offering Amount (if different from Target Offering Amount)
$1,070,000
Deadline to reach the Target Offering Amount
December 31, 2022
NOTE: If the sum of the investment commitments does not equal or exceed the Target Offering Amount at the Offering Deadline, no securities will be sold in the offering, investment commitments will be returned, and the transaction will be canceled.
Current Number of Employees
2

	Most recent fiscal year-end	Prior fiscal year-end
Total Assets	$0.00	$0.00
Cash & Cash Equivalents	$0.00	$0.00
Accounts Receivable	$0.00	$0.00
Short-term Debt	$0.00	$0.00
Long-term Debt	$0.00	$0.00
Revenues/Sales	$0.00	$0.00
Cost of Goods Sold	$0.00	$0.00
Taxes Paid	$0.00	$0.00
Net Income	$0.00	$0.00

Offering Statement

Read these instructions carefully before preparing Form C. It is important that you provide complete and accurate information in response to each question in Form C. Failure to do so may result in your Offering being delayed or rejected.

Use plain English. Write Form C so that investors can readily understand it. Avoid boilerplate. Explain complex concepts clearly and concisely. Provide balanced disclosure about positive and negative factors. Do not highlight benefits unless offset by equally prominent discussion of risks.

Provide all information requested. You may respond to a question by stating "None" or "Not Applicable" if the question is inapplicable to you or your Offering. You may not omit information because you believe it is confidential, commercially sensitive, or prejudicial, unless specifically permitted to do so by Form C.

Furnish information about predecessors and affiliates. If you have predecessors or affiliates, provide the information requested by Form C about them in addition to information about yourself.

Date information appropriately. Unless otherwise specified, information should be current as of a date no more than 120 days before the date you file your Form C with the SEC.

Avoid boilerplate. Boilerplate is boring to investors and increases the risk that important information is overlooked. Write clearly and concisely, using short sentences and paragraphs. Use bullet lists where appropriate.

Present information in context. Assess the importance of information to your business and industry and present it in context. Do not overemphasize information that is common to your industry.

Use charts, graphs, and tables. Consider using charts, graphs, and tables to present financial and statistical information and trends in an understandable manner.

Investors may rely only on information provided in response to questions in Form C. You may not assume that investors have read any other document, including your business plan, or any information you have provided to investors outside Form C. Do not refer investors to any document other than Form C to find information that is responsive to a question in Form C.

Update your information. You must update information provided in response to certain questions in Form C if it becomes inaccurate or misleading. Ongoing reporting will be required.

Keep records of the data you used to complete Form C. You must maintain records of the financial statements you certify and any other financial data you use to prepare Form C for three years.

Form C is an offering statement. Each person who purchases securities in the offering must receive an offering statement containing the information required by Form C before the purchase is made.

The Company

What is the name of the issuer?
Ashta Ismail

What is the name under which the issuer is doing business?
Ashta Ismail

Has the issuer or any of its predecessors ever been in bankruptcy or any similar proceeding in any jurisdiction?
No

Describe the bankruptcy or similar proceeding.

Has the issuer ever undergone a change of control?
No

Describe the change of control.

Has the issuer ever undergone or does it anticipate any significant changes in its business, such as a merger, acquisition, or disposition of assets?
No

Describe these changes.

Directors of the Company

Provide the following information about each director (and any person occupying a similar position) of the issuer.

Name	Principal Occupation	Main Employer
Ashta Ismail	Founder, CEO	Ashta Ismail

Did any director (or person occupying a similar position) not devote substantially all of his or her time to the issuer's business during the last three years?
No

Describe the circumstances.

Officers of the Company

Provide the following information about each officer (and any person occupying a similar position) of the issuer.

Name	Position	Term
Ashta Ismail	Founder, CEO	December 2021 - Present

Principal Security Holders

Provide the following information about each person who owns more than 20% of the outstanding voting equity securities of the issuer, calculated on the basis of voting power.

Name	Percentage Ownership
Ashta Ismail	100.0%

The Business

Describe the business of the issuer, including the anticipated business plan of the issuer.

Ashta Ismail is a fashion brand that specializes in women's clothing.

Describe the primary market or markets in which the issuer competes, including information about the size of the market and the issuer's position in the market.

The global women's clothing market is estimated to be worth $1.5 trillion. Ashta Ismail competes with other fashion brands in the luxury segment of the market.

The Issuer's Business Model

Describe the issuer's business model, including, but not limited to:

- how the issuer plans to generate revenue or investment returns;
- if the issuer does not plan to generate revenue, why it does not plan to do so;
- if the issuer has not yet implemented its business model, the significant milestones it must reach to implement its business model; and
- if the issuer has implemented its business model, any significant changes it has undergone and any significant changes it anticipates undergoing in the future.

Ashta Ismail plans to generate revenue through the sale of its products.

Related Party Transactions

Describe any transaction since the beginning of the issuer's last fiscal year, or any currently proposed transaction, in which the issuer was or is to be a participant and the amount involved exceeds $120,000, and in which any related person had or will have a direct or indirect material interest.

A related person is:

- any executive officer, director, or person occupying a similar position;
- any person who is the beneficial owner of more than 20% of the outstanding voting equity securities of the issuer, calculated on the basis of voting power;
- if the issuer was incorporated or organized within the past three years, any promoter of the issuer;
- any immediate family member of any of the foregoing persons; or
- any entity controlled by any of the foregoing persons.

Immediate family member means a person's spouse or spousal equivalent, parent, stepparent, child, stepchild, grandparent, grandchild, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, and includes adoptive relationships.

None

Conflicts of Interest

Describe any conflicts of interest that the issuer has or may have, including how the issuer will address any conflicts of interest.

None

Other Offerings of Securities

Has the issuer conducted any other offerings of securities during the three years before the date of filing this Form C?
No

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The Company

What is the name of the issuer?
Ashta Ismail

What is the name under which the issuer is doing business?
Ashta Ismail

Has the issuer or any of its predecessors ever been in bankruptcy or any similar proceeding in any jurisdiction?
No

Describe the bankruptcy or similar proceeding.

Has the issuer ever undergone a change of control?
No

Describe the change of control.

Has the issuer ever undergone or does it anticipate any significant changes in its business, such as a merger, acquisition, or disposition of assets?
No

Describe these changes.

The Offering

List the terms of the Offering.

Minimum Amount: $1,000
Maximum Amount: $1,070,000
Deadline: December 31, 2022
Early Closing Date: None
Investments will be accepted on a first-come, first-served basis.

Does the issuer intend to offer the securities on a rolling basis?
No

Describe the process(es) to subscribe, including any information regarding escrow arrangements.

Investors must subscribe through StartEngine Capital, LLC's platform. Investors must complete the subscription process, including providing all required information and executing all required documents. Investors must transfer funds to the escrow account maintained by the escrow agent. The escrow agent will hold the funds in escrow until the Offering is completed or terminated.

Describe the refund process.

If the Offering is terminated or if an investor cancels an investment commitment, the escrow agent will refund the investor's funds without interest or deduction.

Describe any restrictions on the transfer of the securities.

There are restrictions on the transfer of the securities. The securities may not be transferred by any investor during the one-year holding period beginning on the date of purchase, except to the issuer, to an accredited investor, as part of an offering registered with the SEC, or to a family member, trust, or equity owner of the investor.

Describe the boilerplate language that will be used to ensure that investors are aware of the restrictions on transfer.

The boilerplate language will state that the securities have not been registered under the Securities Act of 1933 and may be subject to restrictions on transfer. The boilerplate language will also state that the securities may not be transferred by any investor during the one-year holding period beginning on the date of purchase, except to the issuer, to an accredited investor, as part of an offering registered with the SEC, or to a family member, trust, or equity owner of the investor.

Ownership and Capital Structure

Ownership

Describe the ownership of the issuer as of the most recent practicable date.

Name	Percentage Ownership
Ashta Ismail	100.0%

Capital Structure

Describe the terms of the securities being offered.

The securities being offered are shares of common stock.

Describe the terms of any other securities of the issuer that are outstanding or that will be outstanding upon the completion of the Offering, including how the rights of holders of the securities being offered may be materially limited, diluted, or qualified by the rights of holders of these other securities.

The issuer has authorized 10,000,000 shares of common stock, of which 1,000,000 shares are outstanding. The issuer has also authorized 1,000,000 shares of preferred stock, of which 0 shares are outstanding.

Describe how the securities being offered may be diluted by future issuances of securities.

The securities being offered may be diluted by future issuances of securities if the issuer raises additional capital. The issuer may issue additional shares of common stock or preferred stock in the future, which could reduce the percentage ownership of the investors in this Offering.

Describe the material terms of any indebtedness of the issuer.

The issuer has no indebtedness.

Describe any other rights of the securities to be issued.

The securities being offered have no other rights.

Describe how the proceeds of the Offering will be used.

The proceeds of the Offering will be used for working capital, marketing, and product development.

Describe the valuation of the issuer and how it was determined.

The issuer has not been valued. The price of the securities being offered was determined by the issuer.

Describe the risks to purchasers of the securities relating to minority ownership.

Investors in this Offering will own a minority interest in the issuer and will have no control over the issuer's management or operations. The issuer's management may make decisions that are not in the best interests of the investors.

Ongoing Reporting

Describe any ongoing reporting obligations of the issuer.

The issuer will file annual reports with the SEC and provide them to investors. The issuer will also file other reports as required by the SEC.

Financial Condition of the Issuer

Describe the financial condition of the issuer, including, to the extent material, liquidity, capital resources, and historical results of operations.

The issuer is in the early stages of operations and has not yet generated significant revenue. The issuer has been funded by the founder to date.

Financial Milestones

Describe any financial milestones that the issuer has set for itself.

The issuer has set the following financial milestones:

- Launch its first collection by [date]
- Generate $[amount] in revenue by [date]
- Reach [number] customers by [date]

Liquidity and Capital Resources

Describe the liquidity of the issuer.

The issuer has $0.00 in cash and cash equivalents as of the most recent fiscal year-end.

Describe the capital resources of the issuer.

The issuer has no capital resources other than the proceeds of this Offering.

Describe any material expenditures of the issuer.

The issuer has no material expenditures other than those described in the use of proceeds.

Capital Expenditures and Other Obligations

Describe any capital expenditures of the issuer.

The issuer has no capital expenditures.

Describe any other obligations of the issuer.

The issuer has no other obligations.

Material Changes and Other Information

Describe any material changes to the financial condition of the issuer since the most recent fiscal year-end.

There have been no material changes to the financial condition of the issuer since the most recent fiscal year-end.

Describe any other information that is material to investors in making an investment decision.

There is no other information that is material to investors in making an investment decision.

Previous Offerings of Securities

Has the issuer conducted any other offerings of securities during the three years before the date of filing this Form C?
No

Financial Information

Refer to Appendix C: Financial Statements.

Financial Condition of the Issuer

Provide the following information about each director (and any person occupying a similar position) of the issuer.

Financial Condition of the Issuer

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The issuer has no capital expenditures.

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