

LYFMAP.COM

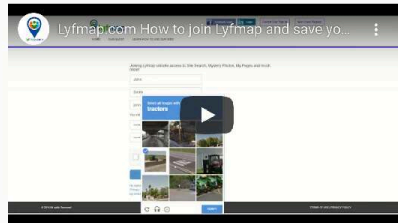
2021 Report

Dear investors,

It's been a mentally challenging year. Because our developer (Dusan) is so busy, he has been unable to make the necessary upgrades to the website. I am considering bringing in a new developer, but because the website is very complex, other developers brought in in the past have caused more problems than they have solved. I have been striving for different methods to generate additional revenue that could be funneled into Lyfmap.

We need your help!

Because of our website challenges, if anyone is aware of a high level developer that would be interested in coming in as a cofounder for significant equity, please let me know! You can also let others know that Lyfmap.com is a free service to keep their memories and their ancestors stories from disappearing. If they know anyone interested in history, they can check out the history saved at any location on the planet, just by entering that location into our search box. Also, you can direct any interested parties to our youtube playlist:



Sincerely,

Larry Bieza

Founder

Our Mission

We hope to achieve \$100M ARR from our unique localized advertising platform. We also plan to have free paper photo scanning for everyone in the US and VR recreation of any city in any time period in history that you select, as we will have Billions of unique vintage photos in our database. We are building a TIME MACHINE powered by the memories and paper photos of the world! These projections are not guaranteed.

[See our full profile](#)



How did we do this year?

Report Card



The Good

We continue to have appx 2000 monthly actives.

We have accomplished some small site upgrades.

We have a site redesign planned based on user feedback.



The Bad

Our contract developer is getting too busy with his full time job and contract work to implement our redesign.

We need the site redesign completed before we begin using our ad spend budget.

Gathering new users using no cost promotional ideas is a slow process.

2021 At a Glance

January 1 to December 31



\$0
Revenue



\$0
Net Profit



\$0
Short Term Debt



\$57,500
Raised in 2021



\$57,500
Cash on Hand

We ♥ Our 39 Investors

Thank You For Believing In Us

Ana Reynolds
Rose Larson
Jean Day
Kevin M. Carlson
Janet Houck
Roman Coppola

Richard Nicholson
Beneke Voegelé
Julia Gauthier
Robert Hewitt
Paulo C.
Ruane E. Smith

Gregory Loggion
Mark J. Brosio
Michael HUGHES
Richard Grata
Lisa Young
Laurel Kilgour

Rob Clapp
Neil Ray
Keith F. Steller
Michael Luciani
John Patterson
James E. Daly

Kurt James Korkowski
Chris And Karen Friedman
Timothy M. Hughes
Gloria J. Gebhard
Cynthia E. Bessette

Adam Stant
Michael Sanchez
Phillip Masco
Jacobus Dirk Spreunewen
Eugene Karlov

Margaret Bieza
Mark Emmeter
Edmund Lee
Charles Staracki
Cathy Bailey

Thank You!

From the lyfmap.com Team



Larry Bieza
Founder



Dusan Lalic
Full Stack Developer at
Lyfmap.com

*Building Lyfmap into something
amazing, highly experienced
with culture in mind*

Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Lawrence Bieza	Founder / CEO @ lyfmap.com	2015

Officers

OFFICER	TITLE	JOINED
Lawrence Bieza	President	2015

Voting Power [Ⓔ]

HOLDER	SECURITIES HELD	VOTING POWER
Lawrence Bieza	4,325,000 Common	86.5%

Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
11/2015	\$65,500	Common Stock	Section 4(a)(2)
11/2015	\$1,000	Common Stock	Section 4(a)(2)
11/2015	\$1,000	Common Stock	Section 4(a)(2)
05/2021	\$57,500		4(a)(6)

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
Common	10,000,000	5,000,000	Yes
	SECURITIES RESERVED FOR ISSUANCE UPON EXERCISE OR CONVERSION		
Warrants:	0		
Options:	0		

Risks

COVID-19 can materially impact our business.

It is unclear how long the COVID-19 pandemic will last and to what degree it could hurt our ability to generate revenues.

Investors understand that investing in startups is risky and that the failure rate is higher depending on the stage of the startup.

Our 2 person team has specific knowledge of Lyfmap that could be lost if either member was incapacitated.

There is a likelihood that if our startup is successful, that Lyfmap's format will be copied by a larger entity, potentially harming our viability.

We may face an inability to raise sufficient capital to fund future operations, necessary capital equipment, or other expenses to remain competitive.

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 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 conversion of the Securities nor a liquidity event occurs, the Purchasers 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.

Any social network relies on a large user base to support the advertising model. We may not capture enough users to build advertising revenue to a sustainable operational level.

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 investor⁶³;
- 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; and the securities market conditions and the nature and timing of our

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

Lyfmap, Inc.

- Delaware Corporation
- Organized September 2015
- 1 employees

1446 Albany Ave

St Paul MN 55108

<https://www.lyfmap.com>

Business Description

Refer to the [lyfmap.com](https://www.lyfmap.com) 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

lyfmap.com 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.