

PEOPLE FINANCE

2021 Report

Dear investors,

Dear Investors,

It has been an exciting year for our company, which underwent a significant change in 2022 with the rebranding of our company from Stonks Trading to People Finance. This change reflects our commitment to building financial products that truly benefit people, and we believe that the new name embodies our mission and values.

One of the highlights of the year was the launch of our trading web application, which has been well-received by our customers and has contributed significantly to our growth. We continue to see strong user adoption and engagement, and we are confident that this product will continue to be a key growth driver for our company.

In addition to our trading app, we are excited to announce that we continue to see growth in our waitlist for banking products. This demonstrates the demand for our products and the confidence that our customers have in our ability to deliver high-quality financial solutions.

Looking ahead to 2023, we have an ambitious roadmap that includes the launch of several new products and features. In the coming year, we plan to introduce checking accounts and debit cards in late Q1, and we will also be launching other consumer lending products.

To support these efforts, we will be launching our final raise on Wefunder for approximately \$500,000, and we believe that this funding will help us to achieve our goal of acquiring 25,000 users by summer 2023. We are excited about the opportunity to bring our innovative financial products to even more customers and to continue expanding our product offerings in the coming year.

We are cognizant of the current financial landscape and have taken steps to significantly reduce our burn in order to make sure that we are well-positioned to launch our ambitious roadmap in 2023 and take advantage of over-bloated competition. We believe that this approach will help us to achieve long-term sustainability and success.

Overall, we are proud of the progress we have made in 2022 and are excited about the opportunities that lie ahead. We believe that our strong product portfolio and growing customer base position us well for continued success in the coming year.

Thank you for your continued support, and we look forward to updating you on our progress in the future.

—

Best,

Anthony Hughes

CEO | People Finance

We need your help!

We need help in 3 major areas as we approach 2023:

We need help getting the word out for our high-yield savings account coming in Q1. If we all pitch in and help get the word out than this will significantly reduce our marketing budget! Second, please sign-up for an account so that we can grow our daily active users and boost our numbers heading into the new year. Finally, join our weekly AMAs and get involved in the community!

Sincerely,

Our Mission

In 5 years People Finance will have a Federal Banking Charter 5M customers with a balance sheet of \$20b+

[See our full profile](#)

How did we do this year?

Report Card

B+



The Good

Web Application went live with continued user adoption.

Stabilized our backend infrastructure.

Significantly reduced our burn.



The Bad

Slow down in development due to reduced burn.

Trading volume dipped due to market conditions.

Slow to get our Android app launched.

2021 At a Glance

February 3 to December 31



\$0

Revenue



\$0

Net Profit



\$0

Short Term Debt



\$368,907

Raised in 2021



\$100,000

Cash on Hand
As of 03/31/21

We ♥ Our 310 Investors

Thank You For Believing In Us

April Symons
Jason Brausewetter
Robert Vining
Brad Kessler
Ganesh Pavar
Michael Rains
Randy Gill
Ashley VanBrocklin
Terry Rose
Sean Harrington
Robert Nordland
Jillian Ivey Sidoti
Andre Todd Sr.
Kevin Parrish
Erik Lyle Paulsen
Ashley VanBrocklin
Steve Rowley
Kranthi Sittamagari
Eric Frye
Scott O'Brien
Pragadeshkumar Patel
Jerome Hannon
Jaylie Lewis
Tracy Michelle Lyon

Shawn Reinhard
Jake Lyon
Frank Divaglio
Hatem Rowaithy
Carlo Echano
Selou Diakite
Jared Miller
Benjamin McKnight
Tyler Wojtowicz
Andrei Plakoun
Allen Lambes
Christian Ramirez
Cory Anastasi
Joni Boeser
Amanda O'Brien
Ryan Ross Dudzinski
Heather Lavon Harvey
Skyler Rogers
Justin Everett
Your Girl
Bryce E Adair
Lela Elliott
Angus Taylor Aron
Karia Woods

Alexander Clarence McInt...
Travis Haberjak
Nelson Nathan
Omar Shehab
Lawrence Ayokunnu Bari...
Alexander Clarence McInt...
Keith Austin
Erick Guzman
Chad Reiners
Jon Michael Dalrymple
Dillon Preston
STEVEN KROSS
Stijn De Wijs
Evan Thomas
J Dursi
Caroline Witte
Nicolas Suarez
Jamaia Hampton-Simmons
Timothy Blake
Steven Bachman
Candace Riffle
Edward Kelly Medlock
Uni Bryant
Brian J Bussard

Kayle Glover
Dwayne Gousby
Victor Perez-Cotapos
Michael Rains
Sathasivair Nadarajan M...
Mike Brown
Kevin Compton
Niko Hughes
Donald Bradley Lohmeier
Daniel Peta
Roderick Herron
Chad Kraiack
Jacob Paulson
Robert Hopcor Jr
Jessica Hogenson
Alfonso Selva
Trent Bottolfsen
Steven Hinrichs
Rarou Kong
Jordan Martelle
Zachary David Mangum
Tyler Cormier
Tyler Bolt

Ty Sharpe
Patrick Spaulding Ryan, P...
Dominick Savillo
Alexander Clarence McInt...
Linda S Carlson
Mike Brown
Michael Hufnagel
Amanda O'Brien
Jason Englund
Anthony Mangum
Anthony Macias
Jon Michael Dalrymple
Vinh Nguyen
Robert Nordland
Victor J Darby
Rituraj Yadav
Alfred Mbwembwe
Dion N
Joshua Little
Calvin Borton Jr.
Robert Solmer
Matthew Webb
Julie Fielding
Robert Lindelof

Eric Novak
Patrick S Ryan PhD
Joel Grasman
Robert Vining
Steven Pond
M Rezaul Karim
Trent Bottolfsen
Jason Simon
Magnus Drake Proxend
J Dursi
Jon Gunn
Adrian Najer
Randy Gill
Michelle Rowley
Sean Roberson
Randy Gill
Nathaniel Jue
Jennifer Welch
Kevin Jacob
Elias Ayende
Justin Edge
Ali Charemwandy
Carlo Lamagna
Evan Louis Stewart

Samantha Wroughton
M Rezaul Karim
Joseph Lizyness
Michael Potter
Lucas Raab
David Michael Brown
Antonio Luna
Elliot Olson
Chanda White
Kristen Pennell
Andres Guzman
Trent Bottolfsen
Benjamin Zenner
Andrei Plakoun
Benjamin Zenner
Enric Espi Mollá
Colton Williams
Gary Pierce
Hugh Pennell
Kevin Carey
Demetrious Monroe
Robert Bellavance
Keith W Vinglinsky
Steph Lewis

Mark H Hogan
 Michael Meadows
 Tyrone Evans
 Matthew Sumpter
 Andrew Lee Rutherford
 Stephen Burger
 Darryl Lizyness
 Nathan Ranka
 Andrew Collins
 Kimberly GARTH
 Melissa Givvines
 Matthew R. Abel
 Kyle Garrett
 Jason Priest
 Sandra Prokott
 Carlo Lamagna
 Julio Mendoza
 Timothy Bialek
 George Philip
 Waqar Rizvi
 Victor Darby

Homer Fargira
 Michelle Kramer
 Corrie Black-Refinot
 Peter Angell
 Iain McIntyre
 Jonathan Sanders
 Patrick Enweronye
 Joe Bergan
 Vijay Ramisetty
 Antonio Beltzra
 Greg Steven Andersen
 Charles Schramm
 Gary B. Coffie
 Scott Jones
 Tyler Murphy
 Abby Zediker
 Adan Iserra
 Edward Kelly Medlock
 Apurva Sharma
 Jason Stewart
 Adie Akuffo-Aful

Robert L. Atkinson
 Teresa Dairmon
 Colleen Pennell
 Gevian Dargan
 Christopher Seus
 Melissa Madrid-Odom
 Tyler Murphy
 Jason Stewart
 James DeArmitt
 Jose Luna
 Monika Long
 Jeremy Sandoval
 Mario M Teel Jr.
 Christopher Seus
 Chris Roness
 Erin Alajandrino
 Anthony D'Orazio
 Greg Shoemaker
 David Park
 Jason Stewart

Eric Williams
 Tara Lightsey
 Daniel Tyson
 Barry Carlsen
 Lourdes Juers
 Michael Brzezinski
 Wegens Hautelou
 Benwell Amadio
 Jobright Peter
 Bryan Struble
 James Roney
 W Kim Colich
 Jared NUNN
 Fred Elder
 Jihua Ren
 Josh Yundt
 Inez Austin
 Azhar Allahdad
 Mario M Teel Jr.
 Jason Stewart

Matthew Jones
 John Dexter
 Jeff Nall
 Jermaine Falek
 Wajhat Riyaz
 Darline KERSAINVIL
 Andrew Dombrowski
 Christopher Peterson
 Randall McCarty
 Derek Sweger
 Khris Persaud
 Eric Badridge
 Joshua Little
 Ricky Simon
 Andres Limonggi
 Steve Eckert
 Kevin Wisniewski
 Steven Brewett
 Gabriel Parawisini
 Edward Kelly Medlock

Shawn Stanton
 Michael Lajsek
 Parth Patel
 Tony N. Pathammavong
 Daniel White
 Eric Rancourt
 George Wodehouse
 Brannon Isaac Dominguez
 Asim Bag
 Clarence Nathan
 James Wheeler
 Marie M Teel Jr.
 Josiah Buss
 Rachel Wachter
 Elmer Gamble
 Tyler Bailey
 Crails Parr
 Franklin Grun
 Christopher Hanson
 Edward Kelly Medlock

Kyle Lommerford
 Rachel Wachter
 Raul Aldrete Jr.
 Christina Amicangili
 Srinu Parvathaneni
 Jonathan Schneider
 Elmer Gamble
 Douglas P. Smith, DDS
 Hugh Pennell
 Lamel Tolbert
 Bill Tirrell
 Chukwuenna Ngaka
 Travis Davis
 Andrew Ingersoll
 Matthew Jones
 Waqar Rizvi
 Bryan Struble
 Scott Hunter
 Waqar Rizvi
 Edward Kelly Medlock

Thank You!

From the People Finance Team



Anthony Hughes
CEO



Carsten Carlsen
Chief of Staff



Sina Ghazi
VP of Product

Former CIO of NICE Brokerage and Product Manager at Jacquard where he led the rollout of an API Banking Platform and created real-time business analytical reports for a dataset of 5 million+ active customers.



Niko Hughes
Strategic Growth Advisor

Prior to Stonks Trading Co-founded + Bootstrapped two startups to \$1m+ in ARR. Revenue Generation + User Acquisition expert who's helped 35+ tech companies reach acquisition, venture rounds and/or profitability. Board Member KAGWERKS, US Army Officer.

Details

The Board of Directors

DIRECTOR	OCCUPATION	JOINED
Anthony Hughes	CEO @ Stonks Trading, Inc.	2021

Officers

OFFICER	TITLE	JOINED
Anthony Hughes	CEO Treasurer Secretary	2021

Voting Power [Ⓢ]

HOLDER	SECURITIES HELD	VOTING POWER
Anthony Hughes	5,000,001 Common Shares	50.0%

Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
06/2021	\$275,070		4(a)(6)
10/2021	\$10,000		Section 4(a)(2)
11/2021	\$83,837	Common Stock	Regulation D, Rule 506(b)
03/2022	\$93,208		4(a)(6)

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	5,000,001	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.

Although previous assumptions of 100k+ users have been presented in the company roadmap, realize these are projections only and do not represent any guarantees.

Although there are several thousand users on the waitlist, please note, that is not an accurate representation of future customer revenue and may result in 0 customer conversion.

All investments could result in a total loss of investment. If you have any reservations of investing you should hold off and ask the company for more information.

Future projections of success are for illustrative purposes only and do not constitute a guarantee of future success/profit.

Investing in a startup presents many risks. Although we would love to be a very successful/cash generative company, please know there is a risk that the company could fail.

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.

Although our goal is to be a public company there are many challenges and hurdles that stand in our way. Please note, there is no guarantee that we will ever be a public company.

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^②;
- 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) 100% 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 \$10,000,000.00 (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

Stonks Trading, Inc.
- Delaware Corporation
- Organized February 2021
- 1 employees

6321 Washington Ave
Windsor Heights IA 50324

<https://www.trystonks.com/>

Business Description

Refer to the [People Finance](#) 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

People Finance 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.