

# OptioLend, Inc.



## ANNUAL REPORT

470 W Broad St #1081

Columbus, OH 43215

(800) 209-1630

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

This Annual Report is dated April 29, 2024.

### BUSINESS

OptioLend, Inc. is a C-Corporation organized under the laws of the state of Delaware that allows borrowers to access a marketplace of over 5,000 commercial real estate lenders. Based on the loan application, the borrower is matched with a curated list of lenders as determined by an AI-powered algorithm. The Company's business model consists of earning origination fees ranging from .25-2 points. Our service currently accommodates borrowers, lenders, and referral partners based in the Continental United States.

### Reasons to Invest

**Traction** - Optiolend has received loan applications totaling over 1.8 billion since its launch.

**Social Proof** - Optiolend's founding team has previously built two multi-million dollar businesses in real estate technology within the last decade.

**Results** - Optiolend is currently averaging borrowers a savings of 40 basis points per loan.

**Team** - Optiolend's founding team has already built two multi-million dollar businesses in real estate technology within the last decade. The engineering team has worked for IBM, Lendingtree, and Paypal.

### Corporate History

OptioLend, Inc. was initially organized as Realscore LLC, a Delaware limited liability company on March 5, 2019, changed its name to OptioLend LLC, and later converted to Delaware corporation on October 21, 2021.

OptioLend, Inc. is currently operating in the pre-revenue stage of development.

### Intellectual Property



The Company owns the optiolend.com website & its matching algorithm. The Company also owns the email deployment engine we use for outreach and cold email engagement to other brokers/property owners. The Company owns our email databases, totally over 220,000 contacts of brokers/property owners.

**Previous Offerings**

Name: Common Stock

Type of security sold: Equity

Final amount sold: \$190,000.00

Number of Securities Sold: 2,000,000

Use of proceeds: Product development

Date: November 01, 2019

Offering exemption relied upon: Section 4(a)(2)

**REGULATORY INFORMATION**

The company has not previously failed to comply with the requirements of Regulation Crowdfunding;

**MANAGEMENT’S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION**

**AND RESULTS OF OPERATION**

**Operating Results - 2023 Compared to 2022**

How long can the business operate without revenue:

Optiolend had nominal revenue for 2022 & 2023. This was due to the rapid increase in interest rates and challenging yet promising lending environment. The company has been seeing quotes between 6.7-12% and industry expects loans coming due of \$929 billion in 2024 alone. Despite these challenges, we see massive opportunity. We've managed to maintain low expenses and minimal cash burn, holding onto the majority of the funds raised via Regulation Crowdfunding.

On the team front, we've made strategic shifts in our approach. We paused all channel acquisition testing, including email, LinkedIn ads, and retargeting, to focus on finalizing the development of our subscription-based model. This decision comes as we recognized that a "success fee" only business model is not sustainable under current market conditions. We're engaging with potential end users like mortgage brokers and commercial real estate brokers to refine our pricing strategy. The beta testing of our self-service subscription-based product continues, offering options for discounted annual packages or monthly payment plans. We're excited to roll out this new model in Q2 2024, followed by intensified channel testing aimed at achieving a positive Return on Ad Spend (ROAS) with room for expansion.

The commercial mortgage industry is currently experiencing nearly a decade-high rate, significantly slowing down transactional volume. In response, our goal is to provide a cost-effective solution for obtaining competitive rates, catering to mortgage brokers, commercial real estate brokers, and direct borrowers.

Looking ahead to Q2 2024, our primary focus is the launch of our subscription-based model and aggressive testing of acquisition channels to ensure a positive ROAS throughout the year. We remain prudent in our approach, cautiously managing our resources and avoiding major investments in hiring or marketing given the current market conditions.

Foreseeable major expenses based on projections:

Marketing costs:

- Google PPC, Linkedin PPC, Social, Retargeting, email data costs.

Operations:

- New hires, administrative backend support, capital advisors.

Future operational challenges:

Challenge: Lender compliance.

Approach: Optiolend is on hold in allocating funds to build out a lender relation team that is 100% focused on working



directly with lenders to handle technical onboarding as well as managing all aspects of lender relations. Once the lending environment shows signs of improvement, we will re-engage

Challenge: Technological adoption.

Approach: Optiolend is allocating funds to build out a lender relation team that is 100% focused on working directly with lenders to handle technical onboarding as well as managing all aspects of lender relations.

Challenge: Scaling backend administrative support.

Approach: Optiolend has identified the key backend support functions and will staff accordingly.

Future challenges related to capital resources:

Challenge: Pricing competition on paid media.

Approach: While price competition is a meaningful challenge for any business acquiring users online, we have identified a marketing partner who has accomplished the following (based on their data):

- Surpassed third-party Lead Generation Channels in Revenue Production by ~400%
- Increased overall Website Conversion Rate by ~200%
- Increased Backlinks from high domain rank and authority sites by ~200%
- Increased high-quality inbound consumer Website Traffic by ~350%
- Exceeded Quarterly Goal by ~30%, achieved the goal in ~60% of the time allowed
- Installed 6-Month Content Production System to exceed all Competitors' Content Library
- Managed \$6M/yr PPC Advertising Budget, positioned all PPC Accounts to scale to \$1M/mo
- Recruited and Trained team of in-house marketers to manage Design, Content, Social, Email
- Partnered with leading Agencies to scale efficiently while owning strategy in-house
- Implemented Agile Project Management for all Brand and Performance Marketing initiatives

Challenge: Rising customer acquisition costs.

Approach: This would be the same as above.

Future milestones and events:

Challenge: Profitability in customer acquisition at scale.

Approach: Our acquisition team was able to create a number 5 position in the highly competitive residential mortgage digital space.

Challenge: Lender adoption of portal.

Approach: Recognizing adoption challenges, our lender relations team will be focused on transitioning lenders to engage with our portal as intended.

**Liquidity and Capital Resources**

At December 31, 2023, the Company had cash of \$145,577.00. [*The Company intends to raise additional funds through an equity financing.*]

**Debt**

The Company does not have any material terms of indebtedness.

**DIRECTORS, EXECUTIVE OFFICERS AND SIGNIFICANT EMPLOYEES**

Our directors and executive officers as of the date hereof, are as follows:

Name: Richard Geisenfeld

Richard Geisenfeld's current primary role is with the Issuer.

Positions and offices currently held with the issuer:

Position: CEO



Dates of Service: March, 2019 - Present

Responsibilities: As the CEO, Rick is responsible for developing quarterly "Objective Key Results" that will inform the actions and initiatives for lender relations, marketing, sales, and back-end office support. As Optiolend scales, Rick will be responsible for the recruiting and management of a CRO, CMO, and additional financial advisors, and head of operations. Once \$500k of net investment has been realized, the salary will be \$80k per year.

Position: Director

Dates of Service: March, 2019 - Present

Responsibilities: Directors are responsible for controlling, managing, and directing the affairs of a company.

Other business experience in the past three years:

Employer: Capital Commercial Partners

Title: Licensed Commercial Real Estate Broker

Dates of Service: January, 2002 - Present

Responsibilities: Brokerage. Richard is winding down his duties at Capital Commercial Partners with the intention of dedicating 100% of his time to Optiolend by September of 2022.

Name: Michael Kesner

Michael Kesner's current primary role is with the Issuer.

Positions and offices currently held with the issuer:

Position: Chief Technology Officer

Dates of Service: March, 2019 - Present

Responsibilities: As the CTO, Michael leads product development, recruiting, and technology maintenance. Once \$500k of net investment has been realized, the salary will be \$80k per year.

Position: Secretary

Dates of Service: March, 2019 - Present

Responsibilities: Corporate filings, reports, and records.

Position: Director

Dates of Service: March, 2019 - Present

Responsibilities: Directors are responsible for controlling, managing and directing the affairs of a company.

Position: Chief Financial Officer

Dates of Service: March, 2019 - Present

Responsibilities: As the CFO, Michael is responsible for cash flow, financial planning, and financial allocation to various departments.

Other business experience in the past three years:

Employer: PropertyCampaign, LLC

Title: Member

Dates of Service: January, 2008 - Present

Responsibilities: I act as a consultant for PropertyCampaign, LLC. This amounts to an average of 10 hours per month.

Other business experience in the past three years:



Employer: PropertySend, LLC

Title: Member

Dates of Service: January, 2012 - Present

Responsibilities: I act as a consultant for PropertySend, LLC. This amounts to an average of 10 hours per month.

**PRINCIPAL SECURITY HOLDERS**

Set forth below is information regarding the beneficial ownership of our Common Stock, our only outstanding class of capital stock, as of December 31, 2023, by (i) each person whom we know owned, beneficially, more than 10% of the outstanding shares of our Common Stock, and (ii) all of the current officers and directors as a group. We believe that, except as noted below, each named beneficial owner has sole voting and investment power with respect to the shares listed. Unless otherwise indicated herein, beneficial ownership is determined in accordance with the rules of the Securities and Exchange Commission and includes voting or investment power with respect to shares beneficially owned.

Title of class: Common Stock

Stockholder Name: GKS Holdings, LLC (Richard Geisenfeld 33.33%, Michael Kesner 33.33%, and Elliot Schneier 33.33%)

Amount and nature of Beneficial ownership: 1,830,000

Percent of class: 91.5

**RELATED PARTY TRANSACTIONS**

The company has not conducted any related party transactions

**OUR SECURITIES**

N/A

**What it means to be a minority holder**

As a minority holder of [Security Name] of the Company, you will have limited rights in regard to the corporate actions of the Company, including additional issuances of securities, company repurchases of securities, a sale of the Company or its significant assets, or company transactions with related parties. Further, investors in this offering may have rights less than those of other investors and will have limited influence on the corporate actions of the Company.

**Dilution**

Investors should understand the potential for dilution. The investor’s stake in a company could be diluted due to the Company issuing additional shares. In other words, when the Company issues more shares, the percentage of the Company that you own will go down, even though the value of the Company may go up. You will own a smaller piece of a larger company. This increase in the number of shares outstanding could result from a stock offering (such as an initial public offering, another crowdfunding round, a venture capital round, or angel investment), employees exercising stock options, or by conversion of certain instruments (e.g. convertible bonds, preferred shares or warrants) into stock.

If the Company decides to issue more shares, an investor could experience value dilution, with each share being worth less than before, and control dilution, with the total percentage an investor owns being less than before. There may also be earnings dilution, with a reduction in the amount earned per share (though this typically occurs only if the Company offers dividends, and most early-stage companies are unlikely to offer dividends, preferring to invest any earnings into the Company).

The type of dilution that hurts early-stage investors most occurs when the company sells more shares in a “down round,” meaning at a lower valuation than in earlier offerings.

If you are making an investment expecting to own a certain percentage of the company or expecting each share to hold a certain amount of value, it’s important to realize how the value of those shares can decrease by actions taken by the company. Dilution can make drastic changes to the value of each share, ownership percentage, voting control, and earnings per share.

**RISK FACTORS**

Uncertain Risk An investment in the Company (also referred to as “we”, “us”, “our”, or “Company”) involves a high degree of risk and should only be considered by those who can afford the loss of their entire investment. Furthermore, the purchase of any of the Common Stock shares should only be undertaken by persons whose financial resources are sufficient to enable them to indefinitely retain an illiquid investment. Each investor in the Company should consider all of the information provided to such potential investor regarding the Company as well as the following risk factors, in addition to the other information listed in the Company’s Form C. The following risk factors are not intended, and shall



not be deemed to be, a complete description of the commercial and other risks inherent in the investment in the Company. Our business projections are only projections There can be no assurance that the Company will meet our projections. There can be no assurance that the Company will be able to find sufficient demand for our product, that people think it's a better option than a competing product, or that we will be able to provide the service at a level that allows the Company to make a profit and still attract business. Any valuation at this stage is difficult to assess The valuation for the offering was established by the Company. Unlike listed companies that are valued publicly through market-driven stock prices, the valuation of private companies, especially startups, is difficult to assess and you may risk overpaying for your investment. The transferability of the Securities you are buying is limited Any Common Stock purchased through this crowdfunding campaign is subject to SEC limitations of transfer. This means that the stock that you purchase cannot be resold for a period of one year. The exception to this rule is if you are transferring the stock back to the Company, to an "accredited investor," as part of an offering registered with the Commission, to a member of your family, trust created for the benefit of your family, or in connection with your death or divorce. Your investment could be illiquid for a long time You should be prepared to hold this investment for several years or longer. For the 12 months following your investment there will be restrictions on how you can resell the securities you receive. More importantly, there is no established market for these securities and there may never be one. As a result, if you decide to sell these securities in the future, you may not be able to find a buyer. The Company may be acquired by an existing player in the commercial real estate lending industry. However, that may never happen or it may happen at a price that results in you losing money on this investment. We may not have enough capital as needed and may be required to raise more capital. We anticipate needing access to credit in order to support our working capital requirements as we grow. Although interest rates are low, it is still a difficult environment for obtaining credit on favorable terms. If we cannot obtain credit when we need it, we could be forced to raise additional equity capital, modify our growth plans, or take some other action. Issuing more equity may require bringing on additional investors. Securing these additional investors could require pricing our equity below its current price. If so, your investment could lose value as a result of this additional dilution. In addition, even if the equity is not priced lower, your ownership percentage would be decreased with the addition of more investors. If we are unable to find additional investors willing to provide capital, then it is possible that we will choose to cease our sales activity. In that case, the only asset remaining to generate a return on your investment could be our intellectual property. Even if we are not forced to cease our sales activity, the unavailability of credit could result in the Company performing below expectations, which could adversely impact the value of your investment. Terms of subsequent financings may adversely impact your investment We will likely need to engage in common equity, debt, or preferred stock financings in the future, which may reduce the value of your investment in the Common Stock. Interest on debt securities could increase costs and negatively impact operating results. Preferred stock could be issued in series from time to time with such designation, rights, preferences, and limitations as needed to raise capital. The terms of preferred stock could be more advantageous to those investors than to the holders of Common Stock. In addition, if we need to raise more equity capital from the sale of Common Stock, institutional or other investors may negotiate terms that are likely to be more favorable than the terms of your investment, and possibly a lower purchase price per share. Management Discretion as to Use of Proceeds Our success will be substantially dependent upon the discretion and judgment of our management team with respect to the application and allocation of the proceeds of this Offering. The use of proceeds described below is an estimate based on our current business plan. We, however, may find it necessary or advisable to re-allocate portions of the net proceeds reserved for one category to another, and we will have broad discretion in doing so. Projections: Forward Looking Information Any projections or forward looking statements regarding our anticipated financial or operational performance are hypothetical and are based on management's best estimate of the probable results of our operations and will not have been reviewed by our independent accountants. These projections will be based on assumptions which management believes are reasonable. Some assumptions invariably will not materialize due to unanticipated events and circumstances beyond management's control. Therefore, actual results of operations will vary from such projections, and such variances may be material. Any projected results cannot be guaranteed. We are reliant on one main type of service All of our current services are variants of one type of service, providing a commercial real estate lending platform. Our revenues are therefore dependent upon that market. Minority Holder; Securities with Voting Rights The Common Stock that an investor is buying has voting rights attached to them. However, you will be part of the minority shareholders of the Company and therefore will have a limited ability to influence management's decisions on how to run the business. You are trusting in management discretion in making good business decisions that will grow your investments. Furthermore, in the event of a liquidation of our company, you will only be paid out if there is any cash remaining after all of the creditors of our company have been paid out. You are trusting that management will make the best decision for the company You are trusting in management discretion. You are buying securities as a minority holder, and therefore must trust the management of the Company to make good business decisions that grow your investment. Insufficient Funds The company might not sell enough securities in this offering to meet its operating needs and fulfill its plans, in which case it will cease operating and you will get nothing. Even if we sell all the common stock we are offering now, the Company will (possibly) need to raise more funds in the future, and if it can't get them, we will fail. Even if we do make a successful offering in the future, the terms of that offering might result in your investment in the company being worth less, because later investors might get better terms. This offering involves "rolling closings," which may mean that earlier investors may not have the benefit of information that later investors have. Once we meet our target amount for this offering, we may request that StartEngine instruct the escrow agent to disburse offering funds to us. At that point, investors whose subscription agreements have been accepted will become our investors. All early-stage companies are subject to a number of risks and uncertainties, and it is not uncommon for material changes to be made to the offering terms, or to companies' businesses, plans or prospects, sometimes on short notice. When such changes happen during the course of an offering, we must file an amended to our Form C with the SEC, and investors whose subscriptions have not yet been accepted will have the right to withdraw their subscriptions and get their money back. Investors whose subscriptions have already been accepted, however, will already be our investors and will have no such right. Our new product could fail to achieve the sales projections we expected Our growth projections are based on an assumption that with an increased advertising and marketing budget our products will be able to gain traction in the marketplace at a faster rate than our current products have. It is possible that our new products will fail to gain market acceptance for any number of reasons. If the new products fail to achieve significant sales and acceptance in the marketplace, this could materially and adversely impact the value of your investment. We face significant market competition We will compete with larger, established companies who currently have products on the market and/or various respective product development programs. They may have much better financial means



and marketing/sales and human resources than us. They may succeed in developing and marketing competing equivalent products earlier than us, or superior products than those developed by us. There can be no assurance that competitors will render our technology or products obsolete or that the products developed by us will be preferred to any existing or newly developed technologies. It should further be assumed that competition will intensify. We are an early stage company and have not yet generated any profits Optiolend, Inc. was initially formed in March 5, 2019. Accordingly, the Company has a limited history upon which an evaluation of its performance and future prospects can be made. Our current and proposed operations are subject to all business risks associated with new enterprises. These include likely fluctuations in operating results as the Company reacts to developments in its market, managing its growth and the entry of competitors into the market. We will only be able to pay dividends on any shares once our directors determine that we are financially able to do so. Optiolend, Inc. has incurred a net loss and has had limited revenues generated since inception. There is no assurance that we will be profitable in the next 3 years or generate sufficient revenues to pay dividends to the holders of the shares. We are an early stage company and have limited revenue and operating history The Company has a short history, few customers, and effectively no revenue. If you are investing in this company, it's because you think that our platform of providing commercial real estate borrowers with additional resources and access to capital is a good idea, that the team will be able to successfully market, and sell the product or service, that we can price them right and sell them to enough peoples so that the Company will succeed. Further, we have never turned a profit and there is no assurance that we will ever be profitable. The loss of one or more of our key personnel, or our failure to attract and retain other highly qualified personnel in the future, could harm our business To be successful, the Company requires capable people to run its day-to-day operations. As the Company grows, it will need to attract and hire additional employees in sales, marketing, design, development, operations, finance, legal, human resources and other areas. Depending on the economic environment and the Company's performance, we may not be able to locate or attract qualified individuals for such positions when we need them. We may also make hiring mistakes, which can be costly in terms of resources spent in recruiting, hiring and investing in the incorrect individual and in the time delay in locating the right employee fit. If we are unable to attract, hire and retain the right talent or make too many hiring mistakes, it is likely our business will suffer from not having the right employees in the right positions at the right time. This would likely adversely impact the value of your investment. The amount raised in this offering may include investments from company insiders or immediate family members. Officers, directors, executives, and existing owners with a controlling stake in the company (or their immediate family members) may make investments in this offering. Any such investments will be included in the raised amount reflected on the campaign page.

**RESTRICTIONS ON TRANSFER**

The common stock sold in the Regulation CF offering, may not be transferred by any purchaser, for a period of one-year beginning when the securities were issued, unless such securities are transferred:

- (1) to the Company;
- (2) to an accredited investor;
- (3) as part of an offering registered with the SEC; or
- (4) 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.

**SIGNATURES**

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100-503), the issuer certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form C and has duly caused this Form to be signed on its behalf by the duly authorized undersigned, on April 29, 2024.

**OptioLend, Inc.**

By /s/ Richard Geisenfeld

Name: Optiolend, Inc.

Title: CEO

Exhibit A

**FINANCIAL STATEMENTS**



Optiolend, Inc.  
**Profit and Loss Standard**  
 January through December 2023

03/27/24

	Jan – Dec '23	Jan – Dec '22
Ordinary Income/Expense		
Income		
Reimbursed Expenses	1,298.00	0.00
Sales	25,325.00	36,909.78
Total Income	26,623.00	36,909.78
Expense		
Advertising & Promotion	17,219.74	32,039.88
Amortization Expense	60,579.65	54,224.21
Bank Service Charges	0.00	58.50
Dues and Subscriptions	5,012.28	4,332.88
Postage and Delivery	364.28	376.48
Professional Fees		
Accounting	100.00	3,011.25
Legal Fees	146.00	255.00
Total Professional Fees	246.00	3,266.25
Taxes		
State	829.00	968.00
Total Taxes	829.00	968.00
Telephone	840.00	860.73
Web Development	625.00	2,231.14
Web Hosting	2,677.63	1,812.71
Total Expense	88,393.58	100,170.78
Net Ordinary Income	-61,770.58	-63,261.00
Other Income/Expense		
Other Income		
Other Income	8.48	1.10
Total Other Income	8.48	1.10
Net Other Income	8.48	1.10
Net Income	-61,762.10	-63,259.90



04/26/24

Optiolend, Inc.  
**Balance Sheet**  
As of December 31, 2023

	Dec 31, 23	Dec 31, 22
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
US Bank	145,577.61	154,657.06
Total Checking/Savings	145,577.61	154,657.06
Total Current Assets	145,577.61	154,657.06
Fixed Assets		
Accumulated Amortization	-114,803.86	-54,224.21
Web Development/Construction	177,738.97	158,672.65
Total Fixed Assets	62,935.11	104,448.44
Other Assets		
Organizational Costs	20,000.00	20,000.00
Total Other Assets	20,000.00	20,000.00
<b>TOTAL ASSETS</b>	<b>228,512.72</b>	<b>279,105.50</b>
<b>LIABILITIES &amp; EQUITY</b>		
Equity		
Common Stock	200.00	200.00
Reg CF	173,231.56	162,062.24
Other Additional Paid In Capita	19,600.00	19,600.00
Partner One Equity		
Partner One Investments	10,000.00	10,000.00
Partner One Equity - Other	10,000.00	10,000.00
Total Partner One Equity	20,000.00	20,000.00
Partner Two Equity		
Partner Two Investments	10,000.00	10,000.00
Partner Two Equity - Other	10,000.00	10,000.00
Total Partner Two Equity	20,000.00	20,000.00
Retained Earnings	-132,756.74	-49,745.84
Venture Capital Investments	190,000.00	190,000.00
Net Income	-61,762.10	-83,010.90
Total Equity	228,512.72	279,105.50
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>228,512.72</b>	<b>279,105.50</b>



Optiolend, Inc.

## Statement Of Cash Flows

03/28/24

January through December 2022

Jan – Dec '22

### OPERATING ACTIVITIES

Net Income

-63,259.90

Net cash provided by Operating Activities

-63,259.90

### INVESTING ACTIVITIES

Accumulated Amortization

54,224.21

Web Development/Construction

-3,052.63

Net cash provided by Investing Activities

51,171.58

### FINANCING ACTIVITIES

Reg CF

162,062.24

Net cash provided by Financing Activities

162,062.24

Net cash increase for period

149,973.92

Cash at beginning of period

4,683.14

Cash at end of period

154,657.06



Optiolend, Inc.

## Statement Of Cash Flows

03/28/24

January through December 2023

Jan – Dec '23

### OPERATING ACTIVITIES

Net Income -61,762.10

Net cash provided by Operating Activities -61,762.10

### INVESTING ACTIVITIES

Accumulated Amortization 60,579.65

Web Development/Construction -19,066.32

Net cash provided by Investing Activities 41,513.33

### FINANCING ACTIVITIES

Reg CF 11,169.32

Net cash provided by Financing Activities 11,169.32

Net cash increase for period -9,079.45

Cash at beginning of period 154,657.06

Cash at end of period 145,577.61



# OptioLend, Inc.

## STATEMENT OF CHANGES IN STOCKHOLDERS' EQUITY For the Year Ended December 31, 2023 (Unaudited)

	Common Stock		Additional	Retained	Total
	Shares	Value	Paid In Capital	Earnings/ (Deficit)	Stockholders' Equity
Balance as of December 31, 2022	2,000,000	\$ 200	\$ 249,600	\$ (76,467)	\$ 173,333
Net Income/(Loss)	-	-	-	(61,762)	(61,762)
Prior Period Adjustment	-	-	-	(36,539)	(36,539)
Balance as of December 31, 2023	2,000,000	\$ 200	\$ 249,600	\$ (174,768)	\$ 75,032



## **NOTE 1 – NATURE OF OPERATIONS**

Optiolend, Inc. (which may be referred to as the “Company”, “we,” “us,” or “our”) is an online platform for commercial real estate lenders and borrowers to connect easily. The Company was formed in Delaware on March 5, 2019 under the name Realscore, LLC. On January 1, 2021 the Company amended the name of the entity to Optiolend, LLC. On October 21, 2021 the Company filed a certificate of conversion from a limited liability company to a corporation: the name of the corporation is Optiolend, Inc. The Company’s headquarters are located in Columbus, Ohio.

As of December 31, 2023, the Company had nominal revenue and will likely incur losses prior to launching its subscription-based service expected sometime in Q3 2024. These matters raise substantial concern about the Company's ability to continue as a going concern (see Note 6). As of December 31, 2023, the Company maintains the majority of the cash raised from a crowdfunding campaign and funds from revenue producing activities. If the Company cannot secure additional short-term capital, it may cease operations. These financial statements and related notes thereto do not include any adjustments that might result from these uncertainties.

## **NOTE 2 – SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

### *Basis of Presentation*

The accounting and reporting policies of the Company conform to accounting principles generally accepted in the United States of America ("US GAAP"). Any reference in these notes to applicable guidance is meant to refer to U.S. GAAP as found in the Accounting Standards Codification ("ASC") and Accounting Standards Updates ("ASU") of the Financial Accounting Standards Board ("FASB").

### *Use of Estimates*

The preparation of financial statements in conformity with U.S. GAAP requires management to make certain estimates and assumptions that affect the reported amounts of assets and liabilities, and the reported amount of expenses during the reporting periods. Actual results could materially differ from these estimates. It is reasonably possible that changes in estimates will occur in the near term.

Significant estimates inherent in the preparation of the accompanying financial statements include valuation of provision for refunds and chargebacks, equity transactions and contingencies.

### *Risks and Uncertainties*

The Company has a limited operating history. The Company's business and operations are sensitive to general business and economic conditions in the United States. A host of factors beyond the Company's control could cause fluctuations in these conditions. Adverse conditions may include recession, downturn or otherwise, local competition or changes in consumer taste. These adverse conditions could affect the Company's financial condition and the results of its operations.

### *Concentration of Credit Risk*

The Company maintains its cash with a major financial institution located in the United States of America, which it believes to be credit worthy. The Federal Deposit Insurance Corporation insures balances up to \$250,000. At times, the Company may maintain balances in excess of the federally insured limits.



### *Cash and Cash Equivalents*

The Company considers short-term, highly liquid investment with original maturities of three months or less at the time of purchase to be cash equivalents. Cash consists of funds held in the Company's checking account. As of December 31, 2023 and 2022, the Company had \$145,577 and \$154,657 of cash on hand, respectively.

### *Fixed Assets*

Fixed assets exist in the form of web development. Fixed assets are recorded at cost. Expenditures for renewals and improvements that significantly add to the productive capacity or extend the useful life of an asset are capitalized. Expenditures for maintenance and repairs are charged to expense. When equipment is retired or sold, the cost and related accumulated depreciation are eliminated from the accounts and the resultant gain or loss is reflected in income. In accordance with Financial Accounting Standards Board ("FASB") Accounting Standards Codification ("ASC") 350-40, Accounting for Costs of Computer Software Developed or Obtained for Internal Use, the Company has capitalized external direct costs of material and services developed or obtained for software development projects. Amortization for each software project begins when the computer software is ready for its intended use.

Depreciation is provided using the straight-line method, based on useful lives of the assets which range from three to forty years.

The Company reviews the carrying value of property and equipment for impairment whenever events and circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. In cases where undiscounted expected future cash flows are less than the carrying value, an impairment loss is recognized equal to an amount by which the carrying value exceeds the fair value of assets. The factors considered by management in performing this assessment include current operating results, trends and prospects, the manner in which the property is used, and the effects of obsolescence, demand, competition, and other economic factors. Based on this assessment there was no impairment for December 31, 2023.

### *Fair Value of Financial Instruments*

Generally accepted accounting principles define fair value as the price that would be received to sell an asset or be paid to transfer a liability in an orderly transaction between market participants at the measurement date (exit price) and such principles also establish a fair value hierarchy that prioritizes the inputs used to measure fair value using the following definitions (from highest to lowest priority):

Level 1 - Unadjusted quoted prices in active markets that are accessible at the measurement date for identical, unrestricted assets or liabilities.

Level 2 - Observable inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly, including quoted prices for similar assets and liabilities in active markets; quoted prices for identical or similar assets and liabilities in markets that are not active; or other inputs that are observable or can be corroborated by observable market data by correlation or other means.

Level 3 - Prices or valuation techniques requiring inputs that are both significant to the fair value measurement and unobservable.



### *Income Taxes*

Income taxes are provided for the tax effects of transactions reporting in the financial statements and consist of taxes currently due plus deferred taxes related primarily to differences between the basis of receivables, property and equipment, intangible assets, and accrued expenses for financial and income tax reporting. The deferred tax assets and liabilities represent the future tax return consequences of those differences, which will either be taxable or deductible when the assets and liabilities are recovered or settled. Deferred tax assets are reduced by a valuation allowance when, in the opinion of management, it is more likely than not that some portion or all of the deferred tax assets will not be realized.

The Company evaluates its tax positions that have been taken or are expected to be taken on income tax returns to determine if an accrual is necessary for uncertain tax positions. As of December 31, 2023, the unrecognized tax benefits accrual was \$61,762. The Company will recognize future accrued interest and penalties related to unrecognized tax benefits in income tax expense if incurred.

### *Revenue Recognition*

The Company adopted Accounting Standards Codification 606, Revenue from Contracts with Customers ("ASC 606"). Revenue is recognized when performance obligations under the terms of the contracts with our customers are satisfied. Prior to the adoption of ASC 606, we recognized revenue when persuasive evidence of an arrangement existed, delivery of products had occurred, the sales price was fixed or determinable and collectability was reasonably assured. As of December 31, 2023 and 2022, the Company had recognized \$25,325 and \$36,909 in revenue, respectively.

### *Recent Accounting Pronouncements*

The FASB issues ASUs to amend the authoritative literature in ASC. There have been a number of ASUs to date, including those above, that amend the original text of ASC. Management believes that those issued to date either (i) provide supplemental guidance, (ii) are technical corrections, (iii) are not applicable to us or (iv) are not expected to have a significant impact on our financial statements.

### **NOTE 3 – DEBT**

N/A

### **NOTE 4 – COMMITMENTS AND CONTINGENCIES**

We are currently not involved with or know of any pending or threatening litigation against the Company or any of its officers.

### **NOTE 5 – RELATED PARTY TRANSACTIONS**

N/A

### **NOTE 6 – GOING CONCERN**

These financial statements are prepared on a going concern basis. The Company began operation in 2019 and incurred a loss since inception. The Company's ability to continue is dependent upon management's plan to raise additional funds and achieve profitable operations. The financial statements do not include any adjustments that might be necessary if the Company is not able to continue as a going concern.



**NOTE 7 – PRIOR PERIOD ADJUSTMENT**

The financial statements have been adjusted to correct losses from prior operations and this is reflected in the Statement of Changes in Stockholder Equity as a prior period adjustment.

**NOTE 8 – SUBSEQUENT EVENTS**

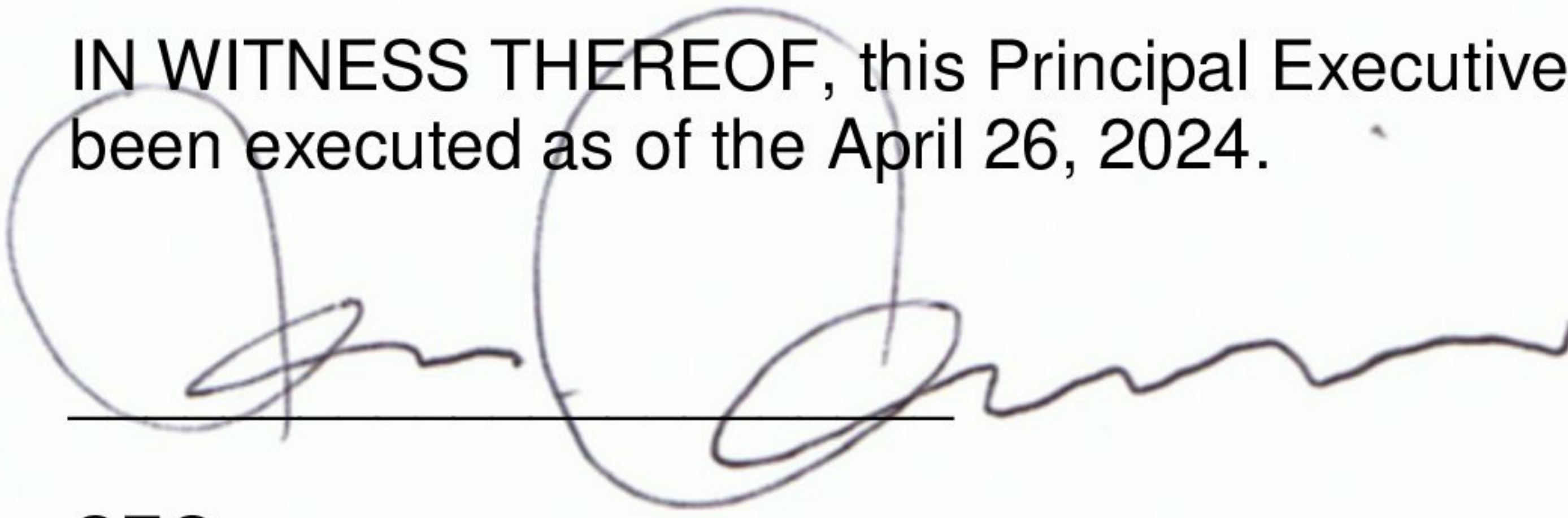
There have been no other events or transactions during this time which would have a material effect on these financial statements.



I, Richard Geisenfeld), the CEO of Optiolend, Inc., hereby certify that the financial statements of Optiolend, Inc. and notes thereto for the periods ending December 31, 2022) and December 31, 2023 included in this Form C offering statement are true and complete in all material respects and that the information below reflects accurately the information reported on our federal income tax returns.

For the year 2023 the amounts reported on our tax returns were total income of \$26,623; taxable income of -\$61,770.58 and total tax of \$0

IN WITNESS THEREOF, this Principal Executive Officer's Financial Statement Certification has been executed as of the April 26, 2024.

A handwritten signature in dark ink, appearing to be 'Richard Geisenfeld', is written over a horizontal line. The signature is fluid and cursive.

CEO

4-26-24



## CERTIFICATION

I, Richard Geisenfeld, Principal Executive Officer of OptioLend, Inc., hereby certify that the financial statements of OptioLend, Inc. included in this Report are true and complete in all material respects.

*Richard Geisenfeld*

CEO