



## OFFERING MEMORANDUM

facilitated by



# Marketing Operations Advisors, Inc.

## FORM C

### OFFERING MEMORANDUM

#### Purpose of This Form

A company that wants to raise money using Regulation Crowdfunding must give certain information to prospective investors, so investors will have a basis for making an informed decision. The Securities and Exchange Commission, or SEC, has issued regulations at 17 CFR §227.201 listing the information companies must provide. This form – Form C – is the form used to provide that information.

Each heading below corresponds to a section of the SEC's regulations under 17 CFR §227.201.

#### (A) The Company

Name of Company	Marketing Operations Advisors, Inc.
State of Organization	KS
Date of Formation	05/15/2008
Entity Type	Corporation
Street Address	14576 S Greenwood St, Olathe KS, 66062
Website Address	www.yummyliciouscookies.com

#### (B) Directors and Officers of the Company

Key Person	Jonathan Umsted
Position with the Company Title First Year	President 2008
Other business experience (last three years)	I worked nearly twenty years in Corporate America before embarking on my entrepreneurial endeavors over fifteen years ago. In my corporate life, I spent time in two Fortune 500 companies working in Engineering, Finance and Marketing Operations roles alongside senior leadership. Those roles prepared me to become a founding executive at two different seven-figure start ups in the consumer goods space.

(C) Each Person Who Owns 20% or More of the Voting Power

Name of Holder	% of Voting Power (Prior to Offering)
Jonathan Umsted	100%

(D) The Company's Business and Business Plan

Our Story

Today's ingredients for baked goods today are mostly highly processed, low-cost ingredients which come in barrels, buckets and bags. When you eat these products, those ingredients digest quickly, giving you the proverbial "sugar rush". This high is short-lived so when your blood sugar comes crashing down, your body sends a signal to your brain telling you to eat more food. It doesn't check your stomach, because crashing blood sugar is a warning to your body which "needs" more food. You eat another cookie/cupcake/donut/muffin/etc. and start the cycle all over again. Does this sound familiar? Fortunately, Yummylicious Cookie Company has the antidote for this problem! We make treats from organic, minimally processed ingredients which means your body has to digest our cookies over hours (instead of minutes). We make "Cookies without the Crash"™

The Competition

Our competition uses the cheapest, most highly refined ingredients to create an addictive product which keep you coming back for "more". This business model is great for their bottom line, but horrible for people's backsides!

- Look at the ingredient list for your favorite cookie franchise to see their list of highly refined ingredients.
- The nutritional panel for your store bought baked goods will contain preservatives and oils to increase shelf life.
- Yummylicious Cookies only uses real butter, and NEVER uses any type of preservatives.

The Team

Jon Umsted, CEO

I worked nearly twenty years in Corporate America before embarking on my entrepreneurial endeavors over fifteen years ago. In my corporate life, I spent time in two Fortune 500 companies working in Engineering, Finance and Marketing Operations roles alongside senior leadership. Those roles prepared me to become a founding executive at two different seven-figure start ups in the consumer goods space.

My current role at Yummylicious is focused on expanding our bakery and sales staff while leveraging our decade of success in the Kansas City market into other cities in the United States. I have been part of Yummylicious Cookies since it's inception and am excited to see the brand and products extend beyond our current geographic foot print of Kansas and Missouri.

Intended Use of Funds

- Complete build out of full retail space in current commercial location

- Complete franchise development documentation for event-based, and/or farmers market-based mobile business.
- Working capital to expand staffing and buy bulk ingredients for upcoming season

‘Cookies without the Crash’™

Both of our trademarked phrases quickly focus our customers to our point of differentiation: Our cookies will keep you full for hours! Our best customers are:

- Mothers who would love to give their kids a cookie, but will not feed them junk filled with highly processed ingredients
- Busy professionals who would like a grab-an-go alternative to packaged granola bars or protein bars.
- Active people who want to take nutrient dense treats on their adventures
- Health-conscious customers who realize they can no longer endlessly indulge in store-bought products, or are looking for products which don’t give them wild fluctuation in blood sugar.

For more information, please refer to the Page View included with this filing.

#### (E) Number of Employees

The Company currently has 1 employees. The Company may hire or discharge employees in the future to meet its objectives.

#### (F) Risks of Investing

A crowdfunding investment involves risk. **YOU SHOULD NOT INVEST ANY FUNDS IN THIS OFFERING UNLESS YOU CAN AFFORD TO LOSE YOUR ENTIRE INVESTMENT.** In making an investment decision, investors must rely on their own examination of the issuer and the terms of the offering, including the merits and risks involved. Please review the [Educational Materials](#) for risks that are common to many of the companies on the MainVest platform.

THESE SECURITIES ARE OFFERED UNDER AN EXEMPTION FROM REGISTRATION UNDER FEDERAL LAW. THE U.S. SECURITIES AND EXCHANGE COMMISSION (THE “SEC”) HAS NOT MADE AN INDEPENDENT DETERMINATION THAT THESE SECURITIES ARE EXEMPT FROM REGISTRATION. THE SEC HAS NOT PASSED UPON THE MERITS OF THE SECURITIES OR THE TERMS OF THE OFFERING, AND HAS NOT PASSED UPON THE ACCURACY OR COMPLETENESS OF THE OFFERING DOCUMENTS OR LITERATURE.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED OR APPROVED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THESE AUTHORITIES HAVE NOT PASSED UPON THE ACCURACY OR ADEQUACY OF THIS DOCUMENT.

Please refer to Appendix A for additional risks to consider when investing in this offering.

#### (G) Target Offering Amount and Offering Deadline

Target Offering Amount	\$90,000
Offering Deadline	May 2, 2024

If the sum of the investment commitments does not equal or exceed the Target Offering Amount

as of the Offering Deadline, no securities will be sold in the offering, investment commitments will be canceled, and all committed funds will be returned. The Company may extend the Offering Deadline and shall treat such an extension as a material change to the original offer and provide Investors with notice and opportunity to reconfirm their investment in accordance with Section (K) of this Memorandum.

#### (H) Commitments that Exceed the Target Offering Amount

Will the Company accept commitments that exceed the Target Offering Amount?	Yes
What is the maximum you will accept in this Offering?	\$124,000
If Yes, how will the Company deal with the oversubscriptions?	We will accept subscriptions on a first-come, first-served basis.

#### (I) How the Company Intends to Use the Money Raised in the Offering

The Company is reasonably sure it will use the money raised in the offering as follows:

Use	Amount (Minimum)	Amount (Maximum)
Retail Storefront	\$20,000	\$25,093
Franchise Documentation	\$60,000	\$60,000
Operating Capital	\$3,925	\$30,537
Mainvest Compensation	\$6,075	\$8,370
TOTAL	\$90,000	\$124,000

The amounts listed estimates and are not intended to be exact description of the Company's expenditures. Exact allocation and use of funds may vary based upon legitimate business expenditures and economic factors.

#### (J) The Investment Process

##### To Invest

- Review this Form C and the [Campaign Page](#)
- If you decide to invest, enter an amount and press the Invest button
- Follow the instructions

##### TO CANCEL YOUR INVESTMENT

Send an email to [info@mainvest.com](mailto:info@mainvest.com) no later than 48 hours before the Offering Deadline or go to the dashboard for your user account to cancel manually. In your email, include your name and the name of the Company.

##### Other Information on the Investment Process

- Investors may cancel an investment commitment until 48 hours prior to the Offering Deadline.
- MainVest will notify investors when and if the Target Offering Amount has been raised.
- If the Company reaches the Target Offering Amount before the Offering Deadline, it may close the offering early if it provides notice about the new Offering Deadline at least five business days before such new Offering Deadline, absent a material change that would require an extension of the offering and reconfirmation of the investment commitment.
- If an investor does not cancel an investment commitment before the 48-hour period before the Offering Deadline, the funds will be released to the Company upon closing of the offering and the investor will receive securities in exchange for his or her investment.

For additional information about the investment and cancellation process, see the [Educational Materials](#).

#### (K) Material Changes

In the event the issuer undergoes a material change, the Investor will be notified of such change. The investor will have five (5) business days from the receipt of such notice to reconfirm their investment. IF AN INVESTOR DOES NOT RECONFIRM HIS OR HER INVESTMENT COMMITMENT WITHIN FIVE (5) DAYS OF THE NOTICE OF MATERIAL CHANGE BEING SENT, THE INVESTOR'S INVESTMENT COMMITMENT WILL BE CANCELLED, THE COMMITTED FUNDS WILL BE RETURNED, AND THE INVESTOR WILL NOT BE ISSUED ANY OF THE SECURITIES REFERENCED IN THIS OFFERING.

#### Explanation

A “material change” means a change that an average, careful investor would want to know about before making an investment decision. If a material change occurs after you make an investment commitment but before the Offering closes, then the Company will notify you and ask whether you want to invest anyway. If you do not affirmatively choose to invest, then your commitment will be cancelled, your funds will be returned to you, and you will not receive any securities.

#### (L) Price of the Securities

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as “Notes.” The Notes are being offered at their face amount. For example, you will pay \$1,000 for a Note with a face amount of \$1,000.

## (M) Terms of the Securities

### Overview

The Company is offering “securities” in the form of revenue sharing notes, which we refer to as the “Notes.” The Terms of the Notes are set forth in the Revenue Share Agreement accompanying this Form C in Appendix A. Copies of the Note and Revenue Sharing Agreement are attached to this Form C.

### Summary of Terms

Revenue Percentage <sup>1</sup>	3.0 - 4.1% <sup>2</sup>
Payment Deadline	2031-12-31
Maximum Payment Multiple <sup>3</sup> - Early Investors - All Other Investors	1.6 x 1.5 x
Sharing Start Date	The first day after disbursement that the company has revenues greater than one (\$1) dollar
First Payment Date	The last day of the calendar quarter ending not less than 90 days after the Sharing Start Date
Seniority	Subordinated
Securitization	Unsecured
Accrual Rate	3.92%

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<sup>1</sup> as defined in the note agreement included in Appendix A

<sup>2</sup> The rate of revenue sharing is calculated on a linear scale with a minimum rate of 3.0% and a maximum rate of 4.1% and is rounded to the nearest 1/10th percent. The final rate is based on the amount raised and is calculated after the offering has successfully closed. As the amount raised in the offering increases, the rate of revenue sharing increases. For example, a hypothetical offering could result in the following revenue sharing percentages, depending on the amount raised:

Amount Raised	Revenue Sharing Percentage
\$90,000	3.0%
\$98,500	3.3%
\$107,000	3.5%
\$115,500	3.8%
\$124,000	4.1%

<sup>3</sup> To reward early participation, the investors who contribute the first \$90,000.0 raised in the offering will receive a 1.6x cap. Investors who contribute after \$90,000.0 has been raised in the offering will receive a 1.5x cap.

### Your Right to Payments under the Note

Your right to payments under the Note is set forth in the Note, together with a separate document

called the Revenue Sharing Agreement. Copies of the Note and Revenue Sharing Agreement are attached to this Form C. Additionally, general terms are outlined below and in the Company's offering page.

#### Obligation to Contribute Capital

Once you pay for your Note, you will have no obligation to contribute more money to the Company, and you will not be personally obligated for any debts of the Company. However, under some circumstances you could be required by law to return some or all of a distribution you receive from the Company.

#### No Right to Transfer

You should plan to hold the Notes until maturity. The Notes will be illiquid (meaning you might not be able to sell them) for at least four reasons:

- The Revenue Sharing Agreement prohibits the sale or other transfer of Notes without the Company's consent.
- If you want to sell your Note the Company will have the first right of refusal to buy it, which could make it harder to find a buyer.
- Even if a sale were permitted, there is no ready market for Notes, as there would be for a publicly-traded stock.
- By law, for a period of one year you won't be allowed to transfer the Investor Shares except (i) to the Company itself, (ii) to an "accredited" investor, (iii) to a family or trust, or (iii) in a public offering of the Company's shares.

#### Security

The Notes are not secured by any assets of the Company or any assets of persons associated with the Company.

#### Modification of Terms of Notes

The terms of the Notes and the Revenue Sharing Agreement may be modified or amended with the consent of Investors holding 50% of the Notes, measured by the total amount outstanding under each Note.

#### Other Classes of Securities

Name of Security	Common Stock
Number of Shares Outstanding	0
Describe Voting Rights of These Securities, Including Any Limitations on Voting Rights	Yes
How these securities differ from the revenue sharing notes being offered to investors	Common stock are an equity interest, whereas Revenue Sharing Notes are a debt obligation of the Company.

#### Dilution of Rights



The Company has the right to create additional classes of securities, both equity securities and debt securities (e.g., other classes of promissory notes). Some of these additional classes of securities could have rights that are superior to those of the Notes. For example, the Company could issue promissory notes that are secured by specific property of the Company.

#### The People Who Control the Company

Each of these people owns 20% or more of the total voting power of the Company:

Name of Holder	% of Voting Power (Prior to Offering)
Jonathan Umsted	100%

#### How the Exercise of Voting Rights Could Affect You

You will receive payments with respect to your Note only if the Company makes enough money to pay you, or, if the Company does not make enough money to pay you, if there is enough value in the collateral the Company pledged as security for the Notes.

The people with voting rights control the Company and make all the decisions about running its business. If they make good business decisions, it is more likely you will be paid. If they make poor business decisions, it is less likely you will be paid. For example, if they hire too many people and/or try to expand too quickly, the business could be harmed. The people with voting rights could also decide to file for bankruptcy protection, making it more difficult for you to be paid.

#### How the Notes are Being Valued

The Notes are being valued at their face value. We don't anticipate that we'll ever need to place a value on the Notes in the future.

#### (N) The Funding Portal

The Company is offering its securities through MainVest, Inc., which is a "Funding Portal" licensed by the Securities and Exchange Commission and FINRA. MainVest Inc.'s Central Index Key (CIK) number is 0001746059, their SEC File number is 007-00162, and their Central Registration Depository (CRD) number is 298384.

#### (O) Compensation of the Funding Portal

Upon successful funding of the Offering, the Funding Portal will receive as the "Revenue Securement Fee"; 4.5% of the amount of the Offering raised by In-Network Users of the Platform plus 9.0% of the amount of the Offering raised by all other investors. "In-Network Users" means a user of Mainvest.com who who have utilized the Company's specified in-network link on the Site.

#### (P) Indebtedness of the Company

Creditor	Amount	Interest Rate	Maturity Date	Other Important Terms
SBA	\$45,000	3.75%	05/12/2050	

#### (Q) Other Offerings of Securities within the Last Three Years

The Company has not made any offerings with other third-party regulation crowdfunding companies in the past three years.

#### (R) Transactions Between the Company and “Insiders”

The Company has not entered into any business transactions, including stock Purchases, salaries, property rentals, consulting arrangements, guaranties, or other agreements with any individual identified in Section 227.201 (r)(1)-(4) of Regulation Crowdfunding during the 12 months preceding this Offering.

#### (S) The Company’s Financial Condition

##### Historical milestones

Yummylicious Cookie Company has been operating since May, 2008 and has since achieved the following milestones:

- Opened location in Olathe, KS
- Achieved revenue of \$40,000 in 2012, which then grew to \$100,000 in 2014.
- Historical financial performance is not necessarily predictive of future performance.

##### Forecasted milestones

Yummylicious Cookie Company forecasts the following milestones:

- Complete Retail Addition in Lenexa, Kansas by April, 2024
- Hire for the following positions by April, 2024: Bakery Operations Manager, Farmer's Market Attendant
- Achieve \$300,000 revenue per year by 2024, through expansion of in-person retail sales and expanding online subscription service
- Achieve \$450,000 in revenue in 2025 with continued expansion of existing business lines
- Our operations will target a net profit margin of 12-15%, which is inline with traditional bakery operations. This number may dip in 2024 as we incur the costs of expansion, but we will take necessary measures to achieve this target level in the ensuing years

##### Other outstanding debt or equity

As of January, 2024, Yummylicious Cookie Company has debt of \$45,000 outstanding. This debt is sourced from an SBA Disaster Loan taken out in 2020 and will be senior to any investment raised on Mainvest. In addition to the Yummylicious Cookie Company’s outstanding debt and the debt raised on Mainvest, Yummylicious Cookie Company may require additional funds from alternate sources at a later date.

##### Additional Financial Statement Information

The attached financial statements are for Marketing Operations Advisors, which is the holding company for Yummylicious Cookies. These historical results contain consulting revenue, which

made up 20% of revenue in 2021 and 50% in 2022. This revenue will be included in the payback calculations for our raise and are expected to decline to below 12% by the end of the term for this raise.

#### (T) The Company's Financial Statements

Please see Appendix B for historical financial statements.

##### Pro Forma Income Statement

In order to illustrate its future earning potential, the Company has provided a summary of its - year financial forecast. The forecast has been developed by the Company using reasonable best efforts based on their understanding of the industry and market they wish to enter. Please refer to Section (F) of this Offering Memorandum for a list of the risks associated with an investment in the Company and utilizing any pro forma provided by the Company for making investment decisions.

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Sales	\$350,000	\$525,000	\$682,500	\$819,000	\$941,850
Cost of Goods Sold	\$87,500	\$131,250	\$170,625	\$204,750	\$235,462
Gross Profit	\$262,500	\$393,750	\$511,875	\$614,250	\$706,388
EXPENSES					
Rent	\$30,000	\$31,200	\$32,400	\$33,600	\$34,800
Utilities	\$6,000	\$6,600	\$7,260	\$7,986	\$8,785
Insurance	\$5,000	\$5,500	\$6,050	\$6,655	\$7,321
Advertising	\$12,000	\$18,000	\$23,400	\$28,080	\$32,292
Legal & Professional	\$10,000	\$10,250	\$10,506	\$10,768	\$11,037
Office & Admin	\$12,000	\$18,000	\$23,400	\$28,080	\$32,292
Repairs & Maintenance	\$10,000	\$15,000	\$19,500	\$23,400	\$26,910
Payroll	\$80,000	\$120,000	\$156,000	\$187,200	\$215,280
Bakery Manager Salary	\$45,000	\$46,125	\$47,278	\$48,459	\$49,670
Retail Manager Salary	\$0	\$45,000	\$46,125	\$47,278	\$48,460
Marketing Manager Salary	\$0	\$0	\$50,000	\$51,250	\$52,531
Operating Profit	\$52,500	\$78,075	\$89,956	\$141,494	\$187,010

#### (U) Disqualification Events

Neither The Company nor any individual identified by Section 227.503(a) of Regulation Crowdfunding is the subject of a disqualifying event as defined by Section 227.503 of Regulation

Crowdfunding.

#### Explanation

A company is not allowed to raise money using Regulation Crowdfunding if certain designated people associated with the Company (including its directors or executive officers) committed certain prohibited acts (mainly concerned with violations of the securities laws) on or after May 16, 2016. (You can read more about these rules in the Educational Materials.) This item requires a company to disclose whether any of those designated people committed any of those prohibited acts before May 16, 2016.

#### (V) Updates on the Progress of the Offering

To track the investment commitments we've received in this Offering, click to see the [Progress Bar](#).

#### (W) Annual Reports for the Company

The Company will file a report with the Securities and Exchange Commission annually and post the report on our website no later than 120 days after the end of each fiscal year. It's possible that at some point, the Company will not be required to file any more annual reports. We will notify you if that happens.

#### (X) Our Compliance with Reporting Obligations

The Company has never raised money using Regulation Crowdfunding before, and therefore has never been required to file any reports.

#### (Y) Other Information Prospective Investors Should Know About

The Issuer may offer "Perks" as a means of showing appreciation to investors for supporting small community businesses. The offering of "Perks" by issuers is done purely on a voluntary basis and have no influence upon the terms of the Offering. As such, Investor "Perks" are not contractual conditions governed by "the Note" and are not enforceable under "the Note".

#### Additional Information Included in the Form C

	Most recent fiscal year-end (tax returns)	Prior fiscal year-end (tax returns)
Total Assets	\$0	\$0
Cash & Cash Equivalents	\$0	\$0
Accounts Receivable	\$0	\$0
Short-term Debt	\$0	\$0
Long-term Debt	\$0	\$0
Revenues/Sales	\$231,372.00	\$146,605.00
Cost of Goods Sold	\$29,187.00	\$32,631.00
Taxes Paid	\$0	\$0
Net Income	\$46,570.00	\$19,387.00

Jurisdictions in which the Company intends to offer the securities:

AL, AK, AZ, AR, CA, CO, CT, DE, DC, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY, B5, GU, PR, VI, 1V