

Form ADV Part 2A

Vuefolio, Inc

718 De Soto Drive

Palo Alto, CA 94303

Contact: info@vuefolio.com

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This brochure provides information about the qualifications and business practices of Vuefolio, Inc. If you have any questions about the contents of the brochure, please contact us at the above email address. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any State Securities authority.

Additional information about Vuefolio, Inc also is available on the SEC's website at www.adviserinfo.sec.gov

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Advisory Business

Vuefolio is a privately owned business which offers personal investment advisory services to our clients. The service is provided to our clients through the Internet as well as the mobile, tablet and other technologies that connect to the internet.

The principal owners of Vuefolio, who each own more than 25% of the company, are Oindrila Ray, Sameer Gupta and Vamsimohan Korrapati.

Vuefolio offers investment advice which is tailored to our individual client's investment goals, risk preference, allocation choices, market exposure and their personal sentiment about their complete aggregated portfolio. Our clients can access their personalized advice through a secured website: <https://www.vuefolio.com> . Vuefolio is currently in beta testing and will be available to the public during 2012.

Vuefolio may request additional investment related information from the client in order to provide the best investment advice to our clients. It is up to the client to provide the additional information. Incomplete and/or incorrect information provided by the client may lead to investment advice which is not personalized or accurate for that particular client.

Vuefolio advice may contain recommendations to buy, sell or exchange certain asset classes. Vuefolio does not have the discretionary management authority to trade on behalf of our client nor make investment decisions for our client, relating to any particular securities. The company does not provide continuous and regular supervisory management services, as distinguished from advice based on the client's individual market position.

Fees and Compensation

The monthly fee for using the services of Vuefolio is \$40.00 and the annual rate is \$ 450.00. The fees are subject to change with Vuefolio notifying its clients of any change at least 30 days in advance. Clients who subscribe to Vuefolio in its early period may receive promotional discounts as compared to later clients. Some of the Vuefolio services such as asset allocation, diversification ratio and the ratio of adherence to the client's stated goals will be available to its clients for no additional cost to its clients upon subscribing to Vuefolio.

The fees will not be deducted from the client's assets. The fees will be paid separately by the client through a recurring billing process.

Account Termination:

Clients may terminate their subscription with Vuefolio at any time, to be effective at the end of the month in which notice of termination is given. Any remaining balance of the annual fee will be refunded to the client after adjusting it to the monthly fee rate.

Performance-Based Fees and Side-By-Side Management

Vuefolio does not charge any performance based fees.

Types of Clients

Vuefolio provides investment advisory services to individuals and families.

Methods of Analysis, Investment Strategies, and Risk of Loss

Vuefolio recommends that its clients maintain a balanced and diversified portfolio of securities. These include U.S. and foreign equities, U.S. corporate and government bonds, foreign corporate and government bonds, as well as mutual funds and ETFs which invest in these and other asset classes. The allocation of assets between different security classes will be recommended by Vuefolio to the client based on our characterization of the client's investment goals and risk tolerance. Vuefolio shall also endeavor to recommend long-term investment holdings to its clients, though this will be subject to the client's investment goals and horizons. Vuefolio may allow its clients to customize and add to the metrics that have been determined by Vuefolio to have an impact on the client's portfolio.

On an as needed basis (as determined by Vuefolio), Vuefolio shall review the client's portfolio and determine whether it is still aligned with the allocation as discussed above. If required, VueFolio will recommend the necessary transactions required to rebalance the portfolio. This analysis will use a proprietary model of risk determination which uses both current and historical fundamental and pricing data

for the securities in the portfolio. Vuefolio will obtain this data from reliable sources in order to ensure that the data used in our models is of high quality and generally error-free. Also, the quality of the advice which Vuefolio provides its clients is dependent on the completeness of the information provided by the client to us.

Vuefolio does not guarantee the results of the investment advice or strategies to its clients. The financial markets change daily and often unpredictably and sometimes have large movements within in a short time frame. Investing in any securities inherently involves risks of loss that clients should be prepared to bear.

Disciplinary Information

Vuefolio and its employees do not have any prior or pending criminal or civil disciplinary actions in a domestic or foreign court of jurisdiction.

There have been no administrative proceedings before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority involving Vuefolio, or its officers and employees.

There have been no proceedings before a self regulatory organization involving Vuefolio.

Other Financial Industry Activities and Affiliations

Vuefolio has no other financial industry activities or affiliations that would create a material conflict of interest with its clients.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Vuefolio has adopted a Code of Ethics ("Code") consistent with Rule 204A-1 under the Investment Advisers Act of 1940. The Code, a copy of which is available upon request by any client or prospective client, establishes rules of business conduct for all employees of Vuefolio. The Code provides guidance related to avoidance of actual or apparent conflicts of interest, insider trading, or other forms of unethical

business conduct. The Code also governs personal securities trading activities in the accounts of Vuefolio's employees, immediate family/household accounts and/or accounts where the employee has a material beneficial interest.

The employees of Vuefolio may buy and/or sell and/or invest in securities owned by its clients. However, Vuefolio does not buy/sell or invest in securities for its own account and there is no potential conflict of interest between Vuefolio and its clients.

Brokerage Practices

Vuefolio does not select or recommend broker-dealers for its clients, and does not execute or direct transactions on behalf of its clients.

Review of Accounts

Vuefolio does not review accounts of its clients on a periodic schedule. When the client chooses to review their accounts, the accounts are reviewed by automated computer algorithms.

Client Referrals and Other Compensation

Currently Vuefolio does not have any client referral relationships. Vuefolio may in the future enter into agreements with third parties for client referrals, and may compensate the third party for referrals. Also, Vuefolio may offer promotions and discounts to existing clients for referring new clients to Vuefolio.

Custody

Vuefolio does not have custody of client assets.

Investment Discretion

Vuefolio does not accept discretionary authority to manage any securities on behalf of its clients.

Voting Client Securities

Vuefolio does not accept authority to vote client securities on behalf of its clients.

Financial Information

- A. Vuefolio does not require prepayment of fees other than the \$450.00 annual fee if selected over the \$ 40.00 monthly fee.
- B. There are no financial conditions that are reasonably likely to impair Vuefolio's ability to meet its contractual commitments to its clients.
- C. Vuefolio has not been subject to a bankruptcy petition.

Education and Business Experience of Principals

The education and business experience of the three principals of Vuefolio, Inc are as follows:

Oindrila Ray

Formal Education after high school:

- 1992: University of Mumbai; B.S, Physics
- 1994: Indian Institute of Technology, Mumbai; M.S, Physics
- 2000: Pennsylvania State University; Ph.D., Physics

Business Background:

- 06/2011 – Present: Vuefolio, Chief Executive Officer
- 2008 – 2010: SiCure Mobile, Vice President, Operations and Co-founder
- 2005 – 2007: various Hardware Startups, Technology and Integration Consultant
- 2000 – 2003: Cypress Semiconductor, Senior Engineer

Sameer Gupta

Formal Education after high school:

- 1994: Indian Institute of Technology, Mumbai; Bachelor of Technology, Engineering Physics
- 2000 Pennsylvania State University; Ph.D., Physics

Business Background:

- 06/2011 – Present: Vuefolio, Chief Investment Officer and Chief Compliance Officer
- 2003 – Present: Lindamar Capital, VP, Research and Co-founder
- 2001–2003: Robertson Stephens, Quantitative Financial Analyst in Equity Derivatives

Vamsimohan Korrapati

Formal Education after high school:

- 1996: Indian Institute of Technology, Mumbai; Bachelor of Technology, Electrical Engineering
- 1999: University of California, Santa Barbara; M.S., Computer Engineering

Business Background:

- 06/2011 – Present: Vuefolio, Chief Technology Officer
- 2005 – 2011: Citrix Systems, Senior Product Manager
- 2002 – 2005: Teros Inc, Senior Software Engineer
- 1999 – 2002: Netscaler Inc, Senior Software Engineer