

Tickeron, Inc.

Part 2A of Form ADV

Brochure

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This Brochure provides information about the qualifications and business practices of Tickeron, Inc. (“Tickeron”). Tickeron is in the process of registering with the United Securities and Exchange Commission as an investment adviser. That registration does not imply a certain level of skill and training. If you have any questions about the contents of this brochure, please contact us at (408) 499-7971 and/or info@tickeron.com. 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 Tickeron is also available on the SEC’s website at: www.adviserinfo.sec.gov.

Item 2 - Material Changes

This Brochure is our initial brochure and is prepared in accordance with requirements published by the SEC.

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Item 4 - Advisory Business

- A. Tickeron, Inc. ("Tickeron") is a privately-held Nevada corporation formed in 2012 by Sergey Savastiouk and John Jacques. Messrs. Savastiouk and Jacques are the principal owners of Tickeron.
- B. Tickeron offers investment advice to individuals through its secured website, which can be found at www.tickeron.com ("Website"). Specifically, Tickeron provides the members of its Website ("Members") with the ability to create and manage one or more hypothetical investment portfolio(s) of stocks and bonds, as well as a "Diversification Score" for such portfolio(s). A portfolio's Diversification Score allows the Member to determine whether his or her portfolio is adequately diversified or if it needs additional diversification. In addition, the Website offers two types of portfolio allocation tools: (1) Static Allocation, which is what is recommended for Members that reallocate portfolio holdings infrequently, and (2) Dynamic Allocation, which is recommended for Members that reallocate portfolio holdings frequently. A portfolio's Diversification Score, Static Allocation and/or Dynamic Allocation are generated by the Website's proprietary, automated computer algorithm, which analyzes various inputs submitted by the Member, such as the length of investment term, risk tolerance and existing portfolio. The website is currently in private beta testing phase. Tickeron expects that the Website will be made publicly available in early 2014.
- C. Once a Member receives his or her portfolio's Diversification Score, Static Allocation and/or Dynamic Allocation, the Member must determine how or whether to change his or her portfolio by taking independent action or seeking investment advice from third parties.
- D. Tickeron does not participate in wrap fee programs.
- E. Tickeron does not manage Member assets on a discretionary or non-discretionary basis and does not have custody of any Member assets.
- F. In addition to providing Members' portfolio(s)' with Diversification Score(s), Static Allocation(s) and/or Dynamic Allocation(s), the Website also allows certain Members to interact with each other. In particular, the Website has a virtual "mall" (the "Mall"), which allows Members who qualify as "intermediate users" ("Intermediate Users") to subscribe to publications and/or purchase investment-related products from Members who qualify as "experts" ("Expert") and/or Members who qualify as "advisors" ("Advisors"). In addition, Advisors may offer advisory services to Intermediate Users and Experts through the Mall. There is also a default category of Members who are classified as "beginners" ("Beginner Users"). Beginner Users do not have access to the Mall. Tickeron determines, in its sole discretion, whether a particular Member qualifies as an Intermediate User, Expert or Advisor. Generally, an Intermediate User is someone with moderate investment experience; an Expert is someone with substantial investment experience; and an Advisor is someone who is registered as an investment adviser with a state or with the SEC.

Item 5 - Fees and Compensation

- A. Tickeron requires its Members to register with the Website prior to accessing and using the Website's features. Upon registration, Members may access and use the Website free of charge to create and manage one (1) portfolio, utilize the Diversification Score, Static Allocation and/or Dynamic Allocation services, communicate with Other Users and purchase/sell items in the Mall (except for Beginner Users). Members may create and manage additional portfolio(s) by purchasing one or more sets of five (5) separate portfolios (each, a "Portfolio Set") for a fee of \$10.00/month per Portfolio Set, which is payable in arrears ("Portfolio Set Fee").
- B. Tickeron does not deduct fees from a Member's account or assets, however, a Member's credit card shall be charged a monthly fee, as described in Item 5.A., if such Member purchased one or more Portfolio Sets.
- C. Tickeron also charges a 15% transaction fee for each transaction between Members that occur within the Mall. The primary purpose of the Mall is to enable Intermediate Users to seek additional investment-related products, information and/or advice from Experts and/or Advisors. Tickeron does not endorse or recommend any Expert or Advisor.
- D. Members are not charged fees in advance.
- E. Except as provided in this Item 5, neither Tickeron nor any of its supervised persons accepts compensation for the sale of securities or any investment products.

Item 6 - Performance Based Fees and Side-by-Side Management

Tickeron does not charge performance-based fees.

Item 7 - Types of Clients

Although the Diversification Score, Static Allocation and/or Dynamic Allocation are intended primarily for Beginner Users and Intermediate Users, these services, along with the rest of the Website, can be used by Experts and Advisors. All Members, except Beginner Users, may enter into transactions in the Mall.

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

The Website employs a proprietary, automated computer algorithm, which analyzes various inputs submitted by the Member, such as the length of investment term, risk tolerance and existing portfolio. The algorithm was developed by Tickeron engineers and continues to be refined during the beta testing phase. Tickeron's investment advice is limited to generating a Diversification Score, Static Allocation and/or Dynamic Allocation for a Member's portfolio. Once a Member receives his or her portfolio's Diversification Score, Static Allocation and/or Dynamic Allocation, the Member must determine how or whether to change his or her portfolio by taking independent action or seeking investment advice from third parties. The Members do not invest any assets with Tickeron and Tickeron has no discretionary or non-discretionary investment management authority over the Members' assets. To the extent a Member seeks investment advice from a third party Advisor, such Member should understand that all investing

involves a risk of loss, and Members should be prepared to bear losses on any investments they make based upon information obtained from a third party Advisor. Investing is speculative and entails special risks, including general economic, political, regulatory, market, industry, company-specific, concentration, volatility, liquidity, technical, supply, competitive and other risks. No assurance can be given that the advice of an Advisor will be correct and past performance is not a guarantee of future success.

Item 9 - Disciplinary Information

None of Tickeron or its officers or managers have been involved in any legal or disciplinary events that would be material to a Member's evaluation of the firm or its management.

Item 10 - Other Financial Industry Activities and Affiliations

- A. None of Tickeron or its officers or managers are registered (and do not have any application pending to register) as a broker-dealer or a registered representative of a broker-dealer.
- B. None of Tickeron or its officers or managers are registered or have an application pending to register as a futures commission merchant, commodity pool operator, commodity trading advisor or an associated person of any of the foregoing entities.
- C. None of Tickeron or its officers or managers have relationships with related parties in the financial services industry that materially affect Tickeron's investment advisory service or any Member.
- D. None of Tickeron or its officers or managers recommend or select for any Member, or have other business relationships with, other investment advisers.

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

- A. In order to avoid conflicts of interest and protect Members from improper behavior, Tickeron has adopted a Code of Ethics ("Code"), as required under the Advisers Act. Tickeron's Code includes provisions protecting Member confidentiality and prohibiting activities likely to create a conflict of interest. A complete copy of the Code is available upon request to Tickeron's Chief Compliance Officer at the address, telephone or email address on the cover page of this Part 2.
- B. Neither Tickeron nor any related person recommends to Members securities in which Tickeron has a direct material financial interest. Tickeron does not have discretionary or nondiscretionary authority over any Member assets. Neither Tickeron nor any related person shall sell subscriptions to publications, investment-related products or advisory services in the Mall without fully and conspicuously disclosing such activity.

- C. Tickeron is not in the business of investing in securities. Tickeron's officers and employees may purchase securities for their own accounts that are the same as securities in a Member's portfolio. However, because Members make their investment decisions independently and without any disclosure to Tickeron, any purchase of the same securities would be coincidental.
- D. Tickeron does not invest in securities and does not buy or sell securities for Members. Any similarity in the timing of personal investments of Tickeron employees and the investments of Members made after acquiring a portfolio's Diversification Score, Static Allocation and/or Dynamic Allocation is coincidental, immaterial and does not prejudice Members in any way.

Item 12 - Brokerage Practices

Tickeron does not select or recommend broker-dealers for Member transactions.

Item 13 - Review of Accounts

Tickeron's Member accounts are not regularly reviewed or monitored by Tickeron and are only reviewed by Tickeron upon the request of a Member.

Item 14 - Client Referrals and Other Compensation

- A. Tickeron does not receive any benefits from third parties for providing Diversification Scores, Static Allocations and/or Dynamic Allocations. Although Tickeron receives fees from Portfolio Sets and transactions in the Mall, these fees are not directly related to the Diversification Scores, Static Allocations and/or Dynamic Allocations.
- B. Tickeron may conduct marketing campaigns through advertising networks (e.g., Google AdWords/AdSense). When visitors to the Website or potential Members are directed to the Website from an advertising network, Tickeron will compensate such network.

Item 15 - Custody

Tickeron does not have custody of Member funds, securities or other assets.

Item 16 - Investment Discretion

Tickeron does not have discretionary authority to manage the Members' assets.

Item 17 - Voting Client Securities

Tickeron does not have authority to vote Member securities and does not provide advice as to the voting of Member securities.

Item 18 - Financial Information

- A. Tickeron does not require or solicit any prepayment of more than \$1,200 in fees per Member six months or more in advance.
- B. Tickeron is not aware of any financial condition that is reasonably likely to impair its ability to meet its contractual commitments to Members.
- C. Tickeron has not been subject to a bankruptcy petition.