

Part 2A of Form ADV: Firm Brochure  
IVWAY Corporation

Item 1 Cover Page



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[www.ivway.net](http://www.ivway.net)

This brochure provides information about the qualifications and business practices of IVWAY Corporation also known as just IVWAY. Any questions about the content of this brochure should be directed to us through either of the website addresses mentioned above. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority.

Additional information about IVWAY is also available on the SEC's website at  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

IVWAY Corporation is a registered Investment Adviser firm per the laws of the United States. Registration is a legal compliance and does not indicate a certain level of skill or training.

Item 2 Material Changes

IVWAY is in its first year of existence and this is IVWAY's first brochure, so there are no material changes to report.

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

**Table of Contents**

Advisory business .....	3
Fees and compensation .....	4
Performance based fees and side-by-side management .....	4
Types of clients .....	4
Methods of analysis, investment strategies and risk of loss .....	5
Disciplinary information .....	5
Other financial industry activities and affiliations.....	5
Code of ethics, participation or interest in client transactions and personal trading.....	6
Brokerage practices.....	6
Review of accounts.....	7
Client referrals and other compensation.....	7
Custody.....	7
Investment discretion.....	7
Voting client securities.....	7
Financial information.....	8
Requirements for state registered advisers.....	8

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

**Item 4 Advisory Business**

IVWAY was incorporated on June 20<sup>th</sup> of 2011 in the state of Illinois. IVWAY is a privately held business; its majority stock holder is Andrew Juszczak.

IVWAY is an Internet company. IVWAY stands for Internet Value Way. The business model provides potential investors, researchers, and investors with affordable access to data that is material to making well informed investment decisions and includes three product types: a financial news critique, publicly listed company stock analyses, and educational products to help disseminate investing knowledge. IVWAY's business provides services and products designed to help the stock market securities investor identify financially solid companies whose securities may offer investing opportunities at a reduced risk of loss.

Investors must realize that loss does occur. IVWAY fights risk of loss by identifying companies with good management, good market potential, and the ability to withstand recessions rather than trying to predict stock growth. A solid company will have passed IVWAY's qualitative and quantitative stress tests. IVWAY's stress tests seek to assess a given company's ability to grow under adverse economic conditions. What IVWAY will not do is advise the stock market securities investor directly on what to buy or sell.

In summary IVWAY's investment advising services are as follows:

- Investment oriented education products to help increase investor knowledge.
- Financial news critiques to help the investor differentiate between news opinion and fact that might be material to an investor's investment decision making process.
- Bundled subscription access to detailed stock analyses reports on publicly held companies.
- Access to IVWAY's qualitative and quantitative scale (IQQS) indicating the strength of a given company's financial position with respect to its survival in the market and its competitors.

IVWAY does not manage client assets and does not tailor advisory services to client's needs.

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

**Item 5 Fees and Compensation**

IVWAY will offer its products according to the following non-negotiable (unless otherwise stated) fee schedule:

- News critiques will be offered at no charge to the investor, at this time, as IVWAY will seek compensation through advertising on its website.
- Educational services are offered at two levels: Level I consists of explanations and articles that will help the investor clear up specific points (e.g., what is a short sale), these products are offered at no charge. Level II consists of courses (e.g., a course to prepare for the Series 65 Law Exam) and will be charged on a course by course basis, Prices have not been set at this time.
- Access to IVWAY's stock analyses database and IVWAY's qualitative and quantitative scale are offered in combination as prepaid six month individual subscriptions for \$98.95. Multiuser group subscriptions are available and are negotiable for groups of five or more users.
- Cross sector stock analyses data mining features and smart phone access will be provided at an extra charge to be determined as they become available.

**Item 6      *Performance-Based Fees* and Side-By-Side Management**

IVWAY does not charge for performance and does not pay its employees any management incentive based on financial advice provided.

**Item 7      *Types of Clients***

IVWAY's clients consist of all potential and active stock market investors and researchers ranging from the individual to libraries, institutions, and fund managers. IVWAY's main purpose is to make stock analysis affordable to the individual investor.

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

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

IVWAY conducts both qualitative analysis (e.g., length of time a given company's management has been in place, can the given company's legal issues affect its growth, etc.) and quantitative analysis (e.g., is the current ratio at least 2.0, how quickly can the given company pay back its long term debt, etc.). IVWAY computes ratios like the ratio of total equity to total assets, and return on assets ratio, but IVWAY also looks beyond popular ratios. IVWAY's analysis strives to check a given company's ability to withstand financial difficulties.

Can a given company survive a recession, because if it can then an investment's risk of loss may be reduced? For example, IVWAY will look at a given company's coverage of bond interest and current maturities payable and check if the company's income can cover such expenses not just once, but a multiple of times. Multiple coverage suggests that adverse financial events will have a reduced effect on the given company's ability to sustain growth. Further, IVWAY looks at revenue, debt leverage, and other trends over a period of several years in an effort to judge management's ability to sustain market share and profit growth. This is just a sample of IVWAY's analytical approach.

Each investor is confronted with many investing choices some may be profitable, some may result in a loss, and some may provide zero return. IVWAY contends that reducing risk of loss is key to obtaining potential returns. IVWAY uses a two step approach to support its claim.

IVWAY's analysis first strives to establish a given company's current financial strength and market potential. IVWAY defines this as a given company's ability to pay all of its bills and maintain competitive growth along with a reserve for adverse financial events. Second, IVWAY checks to see if a given company's history backs up its current standing.

**Item 9      Disciplinary Information**

IVWAY Corporation does not have any legal or disciplinary procedures currently pending nor any legal or disciplinary procedures scheduled to be brought against it that could be material or otherwise.

**Item 10    Other Financial Industry Activities and Affiliations**

IVWAY does not have any management personnel affiliated with any other financial companies, financial activities, or Securities Regulating Organizations (SROs) material to IVWAY's advisory business that might affect its subscribers' abilities to make informed investment choices.

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

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

IVWAY has adopted a code of ethics for its employees pursuant to the Security and Exchange Commission's (SEC) rule 204A-1. A copy of this ethics code can be found on IVWAY's website available for review by any interested party.

IVWAY recognizes and takes seriously its role as a fiduciary of its clients' investment choices. All of IVWAY's employees, management, and directors, with or without access to investing data are expected to abide by and live their daily lives according to IVWAY's code of ethics regarding IVWAY's fiduciary responsibility to its clients.

IVWAY does not recommend specific securities directly to any of its clients, but realizes that the presentation of conclusions that IVWAY draws about a given company through its stock analysis and company to company comparison via its qualitative and quantitative scale (IQQS) will affect investor investment choices. Therefore, IVWAY will enforce an investing blackout period of thirty minutes for all of its employees, management, and directors for its clients' benefit. That is, IVWAY will post new stock analyses and/ or updates to stock analyses on any business day at 8 AM CST on its website for its clients. IVWAY employees are prohibited from investing as a direct result of any newly posted stock analyses and/or their updates until 8:30 AM CST of that same posting day.

Further, IVWAY recognizes that during its daily business its employees, management, and directors may come in contact with information pertaining to some given company that is not public information and can be material to its clients' investments. IVWAY's code of ethics requires any IVWAY related person to bring this knowledge forth at daily meetings. The insider knowledge, if deemed material to investors, will then be posted on IVWAY's financial news critique web page as a *Good News Alert* or a *Bad News Alert* at the top of a given hour (i.e. 9 AM, 1 PM, etc.) and IVWAY employees, management, and directors will observe a thirty minute blackout if it is good news and a fifteen minute blackout if it is bad news. The information will then be incorporated into IVWAY's stock analyses as seen fit and posted the next day with a thirty minute blackout period as described in the previously above mentioned new stock analyses posting.

**Item 12** Brokerage Practices

Regarding brokerage services IVWAY is not a broker or broker-dealer and **does not**:

1. Recommend brokerage services
2. Provide soft dollars
3. Use brokerage research or any other brokerage produced products
4. Direct client transactions or do brokerage referrals
5. Do any type of directed brokerage

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

**Item 13**    **Review of Accounts**

IVWAY does not oversee client trading accounts at any level (power of attorney, discretionary, or directed). Therefore, IVWAY does not review client accounts or financial plans.

**Item 14**    *Client Referrals and Other Compensation*

IVWAY does not accept any economic benefits other than those mentioned in its fee schedule as described above (see Item 4).

IVWAY does not provide compensation to its employees for referrals nor does it accept any type of compensation from third parties for client referrals.

**Item 15**    *Custody*

IVWAY does not have custody of client funds nor their securities. IVWAY does not issue client statements or reports nor does IVWAY contract with any qualified custodian for any type of investing or investing related service.

**Item 16**    **Investment Discretion**

IVWAY does not accept any discretionary authority of any type over any client accounts nor does IVWAY maintain any type of client investment accounts.

**Item 17**    *Voting Client Securities*

IVWAY does not accept any type of voting authority from any of its clients.

**Part 2A of Form ADV: Firm Brochure**  
**IVWAY Corporation**

**Item 18 Financial Information**

This item does not apply to IVWAY.

**Item 19 Requirements for State-Registered Advisers**

This item does not apply to IVWAY.