



# MYSWIMPRO

## 2022 Report

## *Dear investors,*

Thank you for being a part of the MySwimPro journey! Whether you've offered your time, capital, or network, you are making a huge difference in people's lives around the world.

We're making awesome progress as a company to help more swimmers than ever improve their performance and health.

This past year we've focused our efforts on converting new downloads to paying subscribers by improving our subscription packaging and helping members get to their "a-ha" moment with the MySwimPro app: swimming a guided workout with a compatible wearable. We've seen great success with this strategy through removing friction to purchasing and helping members experience the best our product has to offer.

In addition to continued healthy growth of our brand partnerships, we are pursuing a new revenue growth channel of in-person swim camps held at beautiful locations around the world. Our audience has frequently requested this and after a successful trial-run at our last team retreat we are expanding it to a few camps per year, held around the world. Beyond helping the swimmers who are at the camp, in-person camps further advances our brand trust and provides us with content for the app and marketing channels.

### **We need your help!**

Connect us with potential brand partnerships for marketing activations! Partners can reach over 2M swimmers across our channels with Fares, the #1 fitness swimming influencer on YouTube and leverage our trusted brand in the fitness swimming space. If you know a brand with marketing budget available that wants an entrance to the fitness swimming market we'd love to be connected.

And as always, share your love of the app with other swimmers!

*Sincerely,*

*Adam Oxner*

CTO

*Fares Ksebati*

CEO

# Our Mission

We're on a mission to help swimmers train smarter and reach their goals. Swimming is one of the fastest growing sports in the world, but it's difficult and expensive to get personal training. More than 90% of swimmers train by themselves, with no access to professional coaching. MySwimPro changes that. We are democratizing the sport of swimming by helping swimmers and triathletes achieve their goals in a way that's never been possible before.

[See our full profile](#)



## How did we do this year?

### Report Card

B+



#### The Good

Revenue and paying subscriber increasing at pace not seen since 2020, with 12mo revenue increasing 22% YoY

Growth initiative velocity: Running 5 growth hack experiments per month resulting in a 60% increase in conversion

New revenue channel: In-person Swim Camps. Successful MVP last year and 3 planned in coming year



#### The Bad

Not yet fully leveraging new analytics platforms delaying successful paid acquisition channels

Android platform's revenue growth has stagnated and is not yet profitable

Our focus on growth has slowed iteration and innovation on core swimming product features

### 2022 At a Glance

January 1 to December 31



**\$1,674,127** +33%  
Revenue



**-\$591,688**  
Net Loss



**\$630,051** +35%  
Short Term Debt



**\$344,766**  
Raised in 2022



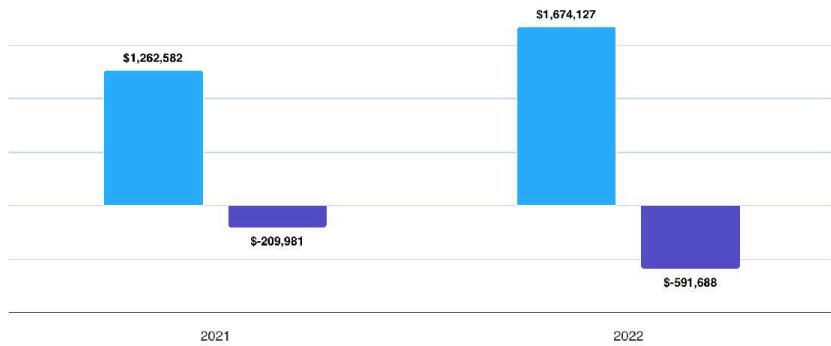
**\$249,492**  
Cash on Hand  
As of 09/24/23

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



Net Margin: -35%    Gross Margin: 85%    Return on Assets: -98%    Earnings per Share: -\$0.33    Revenue per Employee: \$209,266    Cash to Assets: 83%    Revenue to Receivables: 1,632%

Debt Ratio: 104%

MySwimPro\_Financials\_and\_CPA\_Review\_Report\_2021\_and\_2022.pdf

MySwimPro\_Inc.-\_Financial\_Audit\_19\_20.pdf

# We ♥ Our 546 Investors

## Thank You For Believing In Us

- |                             |                              |                           |                             |                            |                           |                             |
|-----------------------------|------------------------------|---------------------------|-----------------------------|----------------------------|---------------------------|-----------------------------|
| Martin Dober                | Fares Ksebati                | Andrew Douglas VanderP... | Maria Aryee                 | Harshad Joshi              | Evan Rowan                | Richard Galarza             |
| Craig J. Vom Lehn           | Francisco Miguel Trigueir... | Nathan Schweitzer         | Madonna Catlis              | Amanda Becker              | Bryan Haas                | William Brunner             |
| Lyle Notico                 | Jack Nelson                  | Haolin Sung               | Scott Gaross                | David Silva Smith          | Andreas Schoonherr        | Jennifer Bisignano          |
| Boudewijn Berendsen         | Tyler Sakos'Is               | Kim Leftwich              | Anton Lobanov               | Krishna Mohan Gummalla     | Brandon Camp              | Faris Alami                 |
| Brandon Chesnutt            | Dr. Ala M Shaqra             | John F. Lannox            | Steven Dunston              | Adam Oxner                 | Carrienne Carstater       | Raymond Brown (Venture...   |
| Jeff Lazcano                | Rebecca Backman              | Gabor Mayer               | Christine Outram            | Hatem Rowaihy              | Christopher Lustrino      | Bryan Tan                   |
| Desiree Robertson           | Morris Zborowski             | Jacqueline Miller         | Richard M Santay            | Yannis Moati               | Corinne Monahan Lettau    | Michael Joseph Antaran      |
| Ethan Loh                   | Abdur Rehman                 | James Michael CRANFORD    | Alberto Jimenez             | Davide Tixi                | Kevin Brown               | Hani Naser                  |
| Juan P Cuevas               | David King                   | Chris Tylanda             | Anthony Rotolo              | Bruce Lockwood             | Glenn Krewson             | Ian Blackburn               |
| Shawn Gage                  | David Kircos                 | Jules Perop               | Jay Mahler                  | Cameron Weaver             | Kyle Ellicott             | Bill Haverland              |
| Patrick Zabawa              | Cindy Jarvis                 | Paul Felton               | Casey Sreenan               | Naonso Wu                  | Matthew Kneiser           | Iteanyi Nwachukwu           |
| Mikhail Borzuykov           | Kyle Mulka                   | Alyce Sigler              | Kevin Dorris                | Ed Wied                    | Patry Deters              | Apoorva Prabhu Verriekar    |
| Tomáš Hnetík                | Robert Wood                  | Raed Al Sulaiti           | Trasey Green                | Kyle Promes                | Andrew Norfolk            | Will Raynor                 |
| Rishi Narayan               | Nste Johnson                 | Ian Colin McCain          | Keoni Mohelona              | Yuanguan Feng              | Mario Marshall            | Christopher Rojas           |
| Benjamin Hendricks          | Eric Platte                  | Timifer J Masters         | Richard Aguilera            | Jangsea Park               | Adam Daniels              | Kurt Olzmann                |
| Lisa A Hyppnar              | Ajay Khanna                  | Timur Panferov            | Douglas Grant McLearn       | Leann Abad                 | Matthew Gunnet            | Adam Thoday                 |
| Mark Turner                 | Andrew Loh                   | A.J. Lawrence             | Paul Jaques                 | Atticus Li                 | Thomas Walker             | Wan Nie Lo                  |
| Jibran Ahmed                | Adolfo Andrade               | Can Dedeoglu              | John Rindlaub               | Scott Olthoff              | Cesare Tagliafferri       | Beau Yavor                  |
| Scott Macdonald             | David Knight                 | ian Briggmann             | Shane Bllemaster            | Paul S. Lee                | Azam Mo                   | Mel Lott                    |
| Janae' Carey                | Bryan Cheong                 | Rob Fetty                 | Alan Christy                | Heather Bentley            | Isabella Dadsorshit       | Keiji Oenoiki               |
| Andrew Goliense             | Susie F Chin                 | Dan N Christina Davis     | Jerry Pedersen              | Andrew Bocharov            | Omar Iskandarani          | Rhett McLaren               |
| Cedric Ng                   | David Brooks III             | Keith Nelson              | Jerry Wilkinson             | Nikita Rvachev             | Qin Ling                  | Andrew Graele               |
| Javier Evelyn               | Carlos J DeCisneros          | Louis Luangkesorn         | Diana Brodeur               | Timotej Stern              | Ablsayo Sadipe            | Josh Hunter                 |
| Kandi Clark                 | E. Frischhut                 | Vasily Levchenko          | Katy Lind                   | Sora Sibol                 | Fei Ying Pol              | Kwaku Osei                  |
| Arthur Shi                  | Ere Vendrell                 | Lovro Soligo              | Eric Palumbo                | Jon Swan                   | Anna Marie Forest         | Paco Garcia Gonzalez        |
| Nick Najor                  | Ravi Kumar Commuri           | Andrew Zick               | Cameron Grablo              | Paul Vorkey                | Michael Witt              | Robert Rossbach             |
| Holger Pilmann              | Robert Seeman                | Ryan Gregg                | Assaf Naveh                 | Reggie Edmond              | Bruce E. Hopson           | Edward Vitkin               |
| Isaac Gilman                | Todd Sullivan                | Marlene Shirley           | Tim Hochradel               | Eric Schele                | Dan Allon                 | James Izzi                  |
| David Kristick              | Dimitry Srezhkov             | Doug Gard                 | Midhat Qidwai               | William Melville           | William Ferrara           | Shuiqin Yu                  |
| Sean Oxner                  | John Flynn                   | Raoul Sreenivasan         | Matthew Seymour             | Luis Gozueto               | Amelia Hill               | Ryan McGreal-Miller         |
| Michael Kling               | Angela Peat                  | Bonnie Sevakis            | Peter Boniface              | Tim Weaver                 | Hugo Breton               | Colin Casey                 |
| Eric Allen                  | Sara Furman                  | Cason Thorsby             | Lorenzo Dal Bianco          | Jasmyin Samaroo            | Carolyn J. Doyle          | Kevin Hatch                 |
| Ahmet Kursat Alparslan      | Duncan Douglass              | Shannon Carrier           | Kathleen Ann Straub         | Nicole Sunderland          | Thomas Coppola            | Venkata Sanyasi Rama Sa...  |
| Sheron Johnston             | Jean Libutti                 | Van Duc Nguyen            | Gregg Durkin                | Rueben Rosario             | Craig Askins              | Jeffrey J Stoitman          |
| Phillipe Pruffer            | Kate Dorris                  | Francis Glorie            | Oscar Gamarra               | Patrick Podgett            | Mike Wilner               | Stewart Nelson              |
| Christopher Peacock         | Michael Simanlian            | Amber Hudson              | Michael J. Hutchinson       | Timothy Ross               | Nancy Norrell             | Douglas Ver Mulm            |
| Beth Smith                  | Stefan Sysko                 | Tom Fratini               | Kenneth Olsen               | Kaitlyn Fries              | Kevin McCurry             | Daniel Cox                  |
| Kent Hamilton               | Mark Rogers                  | Abraham Awwad             | Joseph Francisco Ramos      | Ryan Landau                | Luis Daniel Orozco        | Justin L. Cashman           |
| Dzu Do                      | Jacob Hkeik                  | David Mehl                | Alan Coldwell               | Ziad Faras                 | Aaron Helander            | David Pauwals               |
| David O'Hern                | David Foster                 | Samuel Todd               | Thomas J. Schwartzzenber... | John Huggle                | Will Riley Robbins        | Cian Walsh                  |
| Sergei ProSwimming          | Suninder Singh Chauhan       | James Hardwick            | Walter Rowntree             | Michael Curran             | Ron Barry                 | Karina Ho                   |
| Michael J. Madison          | Adam Shilolaq                | Michael O'Meara           | Caleb Bowen                 | Jose Daniel Gonzalez Do... | Ionut Razvan Ionita       | John Feehan                 |
| Robert Hodson               | Barbara Church               | Marat Usmanov             | Loif Clark                  | Mark Carroll               | Zach Dolus                | Katie Johnson               |
| Michael Brooks              | Michael O'Meara              | Ben Brasher               | Andy Cohen                  | Joshua LEMKE               | Salim Hussain Aiyafei     | Salim Hussain Aiyafei       |
| Sanjna Thaker               | Marat Usmanov                | Dirk Andre Hass           | Tim Igo                     | Jimmy Daniel Moore         | Michael Chang             | Peter Biskaduros            |
| Ramiro Gonzalez             | Loif Clark                   | Holly K Smith             | Bikesh Kawan                | David D. Leitner           | Jennifer Edwards          | Pat McCurry                 |
| Don Mohan Chandorajith L... | Loif Clark                   | Holly K Smith             | Bikesh Kawan                | Samuel Hallu-Cross         | Jeffrey Siolo             | James Yearly                |
| Michael Kratz               | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Krzysztof Piernicki        | John A Yearly             | Silas Porterfield           |
| Dr Karim Jundi              | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | James F Dagley             | Jeewan Pendli             | Shane Trexler               |
| Laboris François-René       | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Jake Westerman             | Kimberly D Hales          | Michael Skoff               |
| Madhusoodan Kandil          | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Jason Risk                 | Miranda V Remsburg        | Stephen Brovman             |
| Robert A. DeMarco           | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Janet Byrne Smith          | Matthew Horne             | David Gluckman              |
| Deb Waszak                  | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Wendy Dueri                | Michael Camp              | Ole Nordrum                 |
| Anthony A. Burke            | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Alexis Berra               | Matthew Hopf              | Malte Skambath              |
| Roger Fung                  | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Reid Pezawski              | Laurie Ross               | Jess Cooper                 |
| K H                         | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Susanne Rublein            | Greg O'Rourke             | Martina Junger              |
| B Hall                      | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Gaurav Bhardwaj            | Mark Nicolls              | Gillian Benton              |
| Brian Regan                 | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Antonio Matias             | Doug Acker                | Elizabeth Kopacz            |
| Andrew Okwara               | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Maria Boshnacova           | Chad Porterfield          | Magdalena Nowson            |
| Christopher Da Sie          | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Mark Borden                | Patry Deters              | Frank FAMOSE                |
| Barbara Belfiore            | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Frederic Chansel           | Annamie Sprenger De Ro... | Sébastien Romaire-Denizet   |
| Olivier Jouan               | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Tyrone Evans               | Constance Bekeny          | Matt Pruitt                 |
| James Siolo                 | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Nelson Ballon Filho        | Kimberly D Hales          | Manuel Felipe Rodriguez ... |
| Madhusoodan Kandil          | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Susan Peterson             | Miranda V Remsburg        | Margaret Johns              |
| Robert A. DeMarco           | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Susan Gorski               | Sejia Kulagic             | Katie Minster               |
| Deb Waszak                  | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Sokratis Theocharatos      | Kristen Toehny            | Christopher Royce Boll      |
| Anthony A. Burke            | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Gregory Robin              | Gabriel Torres-Brown      | Joanna Wu                   |
| Roger Fung                  | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Will Yen                   | Alon Mandel               | Michael Wasco               |
| K H                         | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Peter Tomka                | Sue Hyatt                 | Erin FISHER                 |
| B Hall                      | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Francesco Giovanni Bianchi | Adrian Russell            | Michael Grass               |
| Brian Regan                 | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Marjorie A High            | Quinn Burke               | Steven Horneyman            |
| Andrew Okwara               | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Diego Sarmiento            | Daniel Hicks              | Noelle Lopopolo             |
| Christopher Da Sie          | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Clifton Wu                 | Baba Aciadapo             | David Walker                |
| Barbara Belfiore            | Holly K Smith                | Bikesh Kawan              | Bikesh Kawan                | Julie Davidow              |                           |                             |

Eric Gunderson  
Hani Sindi  
Yamen Tayara  
Wendy Sadeh  
Valentine Ledour

Jason Motes  
James Ponder  
Ariel Rivkin  
Emmanuel Wombu  
Sasha Alexandrovich

Roger Parsons  
Sam Israelit  
Edgar Vazquez-Sierra  
Anthony Dervey  
Life Of A Docpreneur L.O...

Steven Vasquez  
Angela Wong  
Michael Dunkle  
Murry ZBOROWSKI  
Oliver Wilkinson

Soo Jin Um  
Sarah Turnage  
Mohamed Ibrahim  
Anker Lerret  
Arnaud Hannir

David Biette  
Jack Pollard  
Karen Arnone  
Guido Marcon  
Cesar Ortiz

Michael Knolker  
Terry Flenniken  
M Ichael Horak  
Benjamin Goins  
Jeff Kline

# Thank You!

## From the MySwimPro Team



**Fares Ksebati**  
CEO

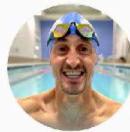


**Adam Oxner**  
CTO



**Paige Walters**  
VP of Marketing

*Paige was MySwimPro's 1st full-time employee and today she leads the marketing team! She loves the water, played Water Polo at Arizona State University, and continues to compete in Masters Water Polo today!*



**Nick Newell**  
VP of Engineering

*Nick is a software engineering leader with 20 years experience, cloud native creator, and inventor of 90 patented technologies. He loves swimming with his kids at 1 mile high and biking with his friends at 2,6516 miles high.*



**Charlie Brown**  
Community Champion

*Charlie has helped thousands of swimmers improve over the last 5 years working at MySwimPro. He's been a swimmer almost his entire life. He is passionate about swimming and great customer service.*



## Details

### The Board of Directors

DIRECTOR	OCCUPATION	JOINED
<a href="#">Fares Ksebati</a>	CEO of MySwimPro @ MySwimPro	2015
<a href="#">Adam Oxner</a>	CTO at MySwimPro @ MySwimPro	2015

### Officers

OFFICER	TITLE	JOINED
<a href="#">Fares Ksebati</a>	President CEO Treasurer	2015
<a href="#">Adam Oxner</a>	Secretary	2015

### Voting Power <sup>2</sup>

HOLDER	SECURITIES HELD	VOTING POWER
Adam Oxner	450,000 Common	25.0%
Fares Ksebati	930,000 Common	51.7%

### Past Equity Fundraises

DATE	AMOUNT	SECURITY	EXEMPTION
09/2016	\$50,000	Safe	4(a)(2)
09/2017	\$130,530		4(a)(6)
04/2019	\$465,746		4(a)(6)
11/2019	\$50,000	Safe	Section 4(a)(2)
06/2020	\$80,000		Section 4(a)(2)
03/2022	\$344,766		4(a)(6)

The use of proceeds is to fund general operations.

### Convertible Notes Outstanding

ISSUED	AMOUNT	INTEREST	DISCOUNT	VALUATION CAP	MATURITY
06/02/2020	\$80,000 <sup>2</sup>	6.0%	20.0%	\$10,000,000	06/02/2022 <sup>2</sup>

### Outstanding Debts

None.

### Related Party Transactions

Name	Fares Ksebati
Amount Invested	\$0
Transaction type	Other
Issued	10/01/2022
Relationship	CEO, President, Chairman

N/A. Deal between Fares Ksebati and the Company, including ownership of the Couch Fares YouTube Channel. Summary of the contract's main points is below:

- Ownership of the YouTube channel previously named "MySwimPro" and owned by the Company has transferred ownership to Fares Ksebati.
- While Fares is employed by MySwimPro Inc, the Company retains control of the Channel's content and revenue, with the exception that moving forward, Fares gets a 35% commission for sponsorship and affiliate deals where he is the main actor.
- After Fares' employment ends, the Company retains 20% of ad revenue from the Channel in perpetuity.
- If Fares departs the Company within 18 months of the agreement's effective date, the Company is owed an Early Termination Fee.
- This agreement does not affect or change any channels or assets other than this YouTube channel (the other YouTube channel, the app, Instagram, Facebook, etc.).

### Capital Structure

CLASS OF SECURITY	SECURITIES (OR AMOUNT) AUTHORIZED	SECURITIES (OR AMOUNT) OUTSTANDING	VOTING RIGHTS
Common	5,000,000	1,800,000	Yes

SECURITIES RESERVED FOR ISSUANCE UPON EXERCISE OR CONVERSION

Warrants:

Options: 0

### Risks

The Company may never receive a future equity financing or elect to convert the Securities upon such future financing. In addition, the Company may never undergo a liquidity event such as a sale of the Company or an IPO. If neither the conversion of the Securities nor a liquidity event occurs, the Purchasers could be left holding the Securities in perpetuity. The Securities have numerous transfer restrictions and will likely be highly illiquid, with no secondary market on which to sell them. The Securities are not equity interests, have no ownership rights, have no rights to the Company's assets or profits and have no voting rights or ability to direct the Company or its actions.

A shift in market dynamics or the competitive landscape could cause the product offering or services to become obsolete and unnecessary by the target demographic.

The Company's team members may leave and suitable replacements may not be hired quickly enough resulting in a poor experience for existing customers, and potentially even the closure of services and the business.

The total market of swimmers willing and able to pay for the Company's paid services may in fact be much smaller than initially anticipated.

A small portion of the company's cash reserves (< 10%) have been allocated to BTC (Bitcoin) and the value could depreciate relative to the US Dollar in the future.

Our future success depends on the efforts of a small management team. The loss of services of the members of the management team may have an adverse effect on the company. There can be no assurance that we will be successful in attracting and retaining other personnel we require to successfully grow our business.

The global pandemic (covid-19) may extend well beyond 2022 and keep many swimming facilities closed over the next few years.

### Description of Securities for Prior Reg CF Raise

Additional issuances of securities. Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured. The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

Issuer repurchases of securities. The Company may have authority to repurchase its securities from shareholders, which may serve to decrease any liquidity in the market for such securities, decrease the percentage interests held by other similarly situated investors to the Investor, and create pressure on the Investor to sell its securities to the Company concurrently.

A sale of the issuer or of assets of the issuer. As a minority owner of the Company, the Investor will have limited or no ability to influence a potential sale of the Company or a substantial portion of its assets. Thus, the Investor will rely upon the executive management of the Company and the Board of Directors of the Company to manage the Company so as to maximize value for shareholders. Accordingly, the success of the Investor's investment in the Company will depend in large part upon the skill and expertise of the executive management of the Company and the Board of Directors of the Company. If the Board Of Directors of the Company authorizes a sale of all or a part of the Company, or a disposition of a substantial portion of the Company's assets, there can be no guarantee that the value received by the Investor, together with the fair market estimate of the value remaining in the Company, will be equal to or exceed the value of the Investor's initial investment in the Company.

Transactions with related parties. The Investor should be aware that there will be occasions when the Company may encounter potential conflicts of interest in its operations. On any issue involving conflicts of interest, the executive management and Board of Directors of the Company will be guided by their good faith judgement as to the Company's best interests. The Company may engage in transactions with affiliates, subsidiaries or other related parties, which may be on terms which are not arm's-length, but will be in all cases consistent with the duties of the management of the Company to its shareholders. By acquiring an interest in the Company, the Investor will be deemed to have acknowledged the existence of any such actual or potential conflicts of interest and to have waived any claim with respect to any liability arising from the existence of any such conflict of interest.

#### Minority Ownership

An Investor in the Company will likely hold a minority position in the Company, and thus be limited as to its ability to control or influence the governance and operations of the Company.

The marketability and value of the Investor's interest in the Company will depend upon many factors outside the control of the Investor. The Company will be managed by its officers and be governed in accordance with the strategic direction and decision-making of its Board Of Directors, and the Investor will have no independent right to name or remove an officer or member of the Board Of Directors of the Company.

Following the Investor's investment in the Company, the Company may sell interests to additional investors, which will dilute the percentage interest of the Investor in the Company. The Investor may have the opportunity to increase its investment in the Company in such a transaction, but such opportunity cannot be assured.

The amount of additional financing needed by the Company, if any, will depend upon the maturity and objectives of the Company. The declining of an opportunity or the inability of the Investor to make a follow-on investment, or the lack of an opportunity to make such a follow-on investment, may result in substantial dilution of the Investor's interest in the Company.

#### Exercise of Rights Held by Principal Shareholders

As holders of a majority-in-interest of voting rights in the Company, the shareholders may make decisions with which the Investor disagrees, or that negatively affect the value of the Investor's securities in the Company, and the Investor will have no recourse to change these decisions. The Investor's interests may conflict with those of other investors, and there is no guarantee that the Company will develop in a way that is optimal for or advantageous to the Investor. For example, the shareholders may change the terms of the articles of incorporation for the company, change the terms of securities issued by the Company, change the management of the Company, and even force out minority holders of securities. The shareholders may make changes that affect the tax treatment of the Company in ways that are unfavorable to you but favorable to them. They may also vote to engage in new offerings and/or to register certain of the Company's securities in a way that negatively affects the value of the securities the Investor owns. Other holders of securities of the Company may also have access to more information than the Investor, leaving the Investor at a disadvantage with respect to any decisions regarding the securities he or she owns. The shareholders have the right to redeem their securities at any time. Shareholders could decide to force the Company to redeem their securities at a time that is not favorable to the Investor and is damaging to the Company. Investors' exit may affect the value of the Company and/or its viability. In cases where the rights of holders of convertible debt, SAFES, or other outstanding options or warrants are exercised, or if new awards are granted under our equity compensation plans, an Investor's interests in the Company may be diluted. This means that the pro-rata portion of the Company represented by the Investor's securities will decrease, which could also diminish the Investor's voting and/or economic rights. In addition, as discussed above, if a majority-in-interest of holders of securities with voting rights cause the Company to issue additional stock, an Investor's interest will typically also be diluted.

#### Restrictions on Transfer

The securities offered via Regulation Crowdfunding may not be transferred by any purchaser of such securities during the one year period beginning when the securities were issued, unless such securities are transferred:

- to the issuer;
- to an accredited investor<sup>®</sup>;
- as part of an offering registered with the U.S. Securities and Exchange Commission; or
- 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.

#### Valuation Methodology for Prior Reg CF Raise

The offering price for the securities offered pursuant to this Form C has been determined arbitrarily by the Company, and does not necessarily bear any relationship to the Company's book value, assets, earnings or other generally accepted valuation criteria. In determining the offering price, the Company did not employ investment banking firms or other outside organizations to make an independent appraisal or evaluation. Accordingly, the offering price should not be considered to be indicative of the actual value of the securities offered hereby.

The initial amount invested in a SAFE is determined by the investor, and we do not guarantee that the SAFE will be converted into any particular number of shares of Preferred Stock. As discussed in Question 13, when we engage in an offering of equity interests involving Preferred Stock, Investors may receive a number of shares of Preferred Stock calculated as either (i) the total value of the Investor's investment, divided by the price of the Preferred Stock being issued to new Investors, or (ii) if the valuation for the company is more than the Valuation Cap, the amount invested divided by the quotient of (a) the Valuation Cap divided by (b) the total amount of the Company's capitalization at that time. Because there will likely be no public market for our securities prior to an initial public offering or similar liquidity event, the price of the Preferred Stock that Investors will receive, and/or the total value of the Company's capitalization, will be determined by our board of directors. Among the factors we may consider in determining the price of Preferred Stock are prevailing market conditions, our financial information, market valuations of other companies that we believe to be comparable to us, estimates of our business potential, the present state of our development and other factors deemed relevant. In the future, we will perform valuations of our stock (including both common stock and Preferred Stock) that take into account, as applicable, factors such as the following:

- unrelated third party valuations;
- the price at which we sell other securities in light of the relative rights, preferences and privileges of those securities;
- our results of operations, financial position and capital resources;
- current business conditions and projections;
- the marketability or lack thereof of the securities;
- the hiring of key personnel and the experience of our management;
- the introduction of new products;
- the risk inherent in the development and expansion of our products;
- our stage of development and material risks related to our business;
- the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the prevailing market conditions and the nature and history of our business;
- industry trends and competitive environment;
- trends in consumer spending, including consumer confidence;
- overall economic indicators, including gross domestic product, employment, inflation and interest rates; and
- the general economic outlook.

We will analyze factors such as those described above using a combination of financial and market-based methodologies to determine our business enterprise value. For example, we may use methodologies that assume that businesses operating in the same industry will share similar characteristics and that the Company's value will correlate to those characteristics, and/or methodologies that compare transactions in similar securities issued by us that were conducted in the market.

#### Company

MySwimPro, Inc.  
 - Delaware Corporation  
 - Organized March 2015  
 - 8 employees

206 East Huron Street  
 Ann Arbor MI 48104

<https://myswimpro.com>

#### Business Description

Refer to the [MySwimPro](#) profile.

#### EDGAR Filing

The Securities and Exchange Commission hosts the [official version of this annual report](#) on their EDGAR web site. It looks like it was built in 1989.

#### Compliance with Prior Annual Reports

MySwimPro has previously not complied with the reporting requirements under Rule 202 of Regulation Crowdfunding.

Late to file C-AR.

**All prior investor updates**

You can refer to the company's [updates page](#) to view all updates to date. Updates are for investors only and will require you to log in to the Wefunder account used to make the investment.