

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM C

UNDER THE SECURITIES ACT OF 1933

(Mark one.)

- Form C: Offering Statement
- Form C-U: Progress Update
- Form C/A: Amendment to Offering Statement
 - Check box if Amendment is material and investors must reconfirm within five business days.
- Form C-AR: Annual Report
- Form C-AR/A: Amendment to Annual Report
- Form C-TR: Termination of Reporting

Name of issuer

Leaping Harts, Inc.

Legal status of issuer

Form

Corporation

Jurisdiction of Incorporation/Organization

Delaware

Date of organization

March 1, 2018

Physical address of issuer

117 NE 1st Avenue, Miami, Florida 33132

Website of issuer

www.kiddiekredit.com

Address of counsel to the issuer for copies of notices

BEVILACQUA PLLC
1050 Connecticut Avenue, NW
Suite 500
Washington, DC 20036
Attention: Louis A. Bevilacqua, Esq.

Email: lou@bevilacquaplbc.com

Name of intermediary through which the Offering will be conducted

MicroVenture Marketplace, Inc.

CIK number of intermediary

0001478147

SEC file number of intermediary

008-68458

CRD number, if applicable, of intermediary

152513

Amount of compensation to be paid to the intermediary, whether as a dollar amount or a percentage of the Offering amount, or a good faith estimate if the exact amount is not available at the time of the filing, for conducting the Offering, including the amount of referral and any other fees associated with the Offering

At the conclusion of the Offering, the Issuer shall pay to the Intermediary a fee consisting of five percent (5%) commission based on the amount of investments raised in the Offering and paid upon distribution of funds from escrow at the time of closing.

Any other direct or indirect interest in the issuer held by the intermediary, or any arrangement for the intermediary to acquire such an interest

The Intermediary will receive a number of Crowd Notes of the Issuer equal to two percent (2%) of the total number of Securities sold by the Issuer in the Offering.

Name of qualified third party "Escrow Agent" which the Offering will utilize

Evolve Bank & Trust

Type of security offered

Crowd Note

Target number of Securities to be offered

25,000

Price (or method for determining price)

\$1.00

Target offering amount

\$25,000.00

Oversubscriptions accepted:

Yes

No

Oversubscriptions will be allocated:

Pro-rata basis

First-come, first-served basis

Other: At the Company's discretion

Maximum offering amount (if different from target offering amount)

\$250,000.00

Deadline to reach the target offering amount

September 14, 2020

NOTE: If the sum of the investment commitments does not equal or exceed the target offering amount at the Offering deadline, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned.

Current number of employees

2

	Most recent fiscal year-end	Prior fiscal year-end
Total Assets	\$126.92	\$0.00
Cash & Cash Equivalents	\$126.92	\$0.00
Accounts Receivable	\$0.00	\$0.00
Short-term Debt	\$0.00	\$0.00
Long-term Debt	\$0.00	\$0.00
Revenues/Sales	\$0.00	\$0.00
Cost of Goods Sold	\$0.00	\$0.00
Taxes Paid	\$0.00	\$0.00
Net Income	-\$46,076.79	-\$8,657.57

The jurisdictions in which the issuer intends to offer the Securities:

Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District Of Columbia, Florida, Georgia, Guam, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virgin Islands, U.S., Virginia, Washington, West Virginia, Wisconsin, Wyoming, American Samoa, and Northern Mariana Islands

August 18, 2020

FORM C/A

Up to \$250,000.00

Leaping Harts, Inc.



Explanatory Note

Leaping Harts Inc., (the “Company”) is filing an amendment to its Form C, which was initially filed with the Securities and Exchange Commission on June 24, 2020. The Company previously filed an amendment on July 15, 2020 to include the 2018 and 2019 financial statements for the Company. This amendment is filed to add a webinar transcript attached hereto as (Exhibit G).

Crowd Note

This Form C/A (including the cover page and all exhibits attached hereto, the "Form C/A") is being furnished by Leaping Harts, Inc., a Delaware corporation (the "Company," as well as references to "we," "us," or "our"), to prospective investors for the sole purpose of providing certain information about a potential investment in Crowd Note of the Company (the "Securities"). Investors in Securities are sometimes referred to herein as "Purchasers." The Company intends to raise at least \$25,000.00 and up to \$250,000.00 from Investors in the offering of Securities described in this Form C/A (this "Offering"). The minimum amount of Securities that can be purchased is \$100.00 per Investor (which may be waived by the Company, in its sole and absolute discretion). The offer made hereby is subject to modification, prior sale and withdrawal at any time.

The rights and obligations of the holders of Securities of the Company are set forth below in the section entitled " *The Offering and the Securities--The Securities*". In order to purchase Securities, a prospective investor must complete the subscription process through the Intermediary’s platform, which may be accepted or rejected by the Company, in its sole and absolute discretion. The Company has the right to cancel or rescind its offer to sell the Securities at any time and for any reason.

The Offering is being made through MicroVenture Marketplace, Inc. (the "Intermediary"). At the conclusion of the Offering, the Issuer shall pay to the Intermediary a fee consisting of five percent (5%) commission based on the amount of investments raised in the Offering and paid upon distribution of funds from escrow at the time of closing. The Intermediary will receive a number of Crowd Notes of the Issuer equal to two percent (2%) of the total number of Securities sold by the Issuer in the Offering

	Price to Investors	Service Fees and Commissions ⁽¹⁾⁽²⁾	Net Proceeds
Minimum Individual Purchase Amount	\$100.00	\$5.00	\$95.00
Aggregate Minimum Offering Amount	\$25,000.00	\$1,250.00	\$23,750.00
Aggregate Maximum Offering Amount	\$250,000.00	\$12,500.00	\$237,500.00

- (1) This excludes fees to Company’s advisors, such as attorneys and accountants.
- (2) The Intermediary will receive a commission equal to five percent (5%) of the amount of investments raised in the Offering and paid upon distribution of funds from escrow at the time of Closing.

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. 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. The U.S. Securities and Exchange Commission does not pass upon the merits of any Securities offered or the terms of the Offering, nor does it pass upon the accuracy or completeness of any Offering document or other materials. These Securities are offered under an exemption from registration; however, neither the U.S. Securities and Exchange Commission nor any state securities authority has made an independent determination that these Securities are exempt from registration. The Company filing this Form C/A for an offering in reliance on Section 4(a)(6) of the Securities Act and pursuant to Regulation CF (§ 227.100 et seq.) must file a report with the Commission annually and post the report on its website at www.kiddiekredit.com no later than 120 days after the end of the company’s fiscal year. The Company may terminate its reporting obligations in the future in accordance with Rule 202(b) of Regulation CF (§ 227.202(b)) by 1) being required to file reports under Section 13(a) or Section 15(d) of the Exchange Act of 1934, as amended, 2) filing at least one annual report pursuant to Regulation CF and having fewer than 300 holders of record, 3) filing annual reports for three years pursuant to Regulation CF and having assets equal to or less than \$10,000,000, 4) the repurchase of all the Securities sold in this Offering by the Company or another party, or 5) the liquidation or dissolution of the Company.

The date of this Form C/A is August 18, 2020

The Company has certified that all of the following statements are TRUE for the Company in connection with this Offering:

- 1) Is organized under, and subject to, the laws of a State or territory of the United States or the District of Columbia;
- 2) Is not subject to the requirement to file reports pursuant to section 13 or section 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m or 78o(d));
- 3) Is not an investment company, as defined in section 3 of the Investment Company Act of 1940 (15 U.S.C. 80a-3), or excluded from the definition of investment company by section 3(b) or section 3(c) of that Act (15 U.S.C. 80a-3(b) or 80a-3(c));
- 4) Is not ineligible to offer or sell securities in reliance on section 4(a)(6) of the Securities Act (15 U.S.C. 77d(a)(6)) as a result of a disqualification as specified in § 227.503(a);
- 5) Has filed with the Commission and provided to investors, to the extent required, any ongoing annual reports required by law during the two years immediately preceding the filing of this Form C/A; and
- 6) Has a specific business plan, which is not to engage in a merger or acquisition with an unidentified company or companies.

THERE ARE SIGNIFICANT RISKS AND UNCERTAINTIES ASSOCIATED WITH AN INVESTMENT IN THE COMPANY AND THE SECURITIES. THE SECURITIES OFFERED HEREBY ARE NOT PUBLICLY-TRADED AND ARE SUBJECT TO TRANSFER RESTRICTIONS. THERE IS NO PUBLIC MARKET FOR THE SECURITIES AND ONE MAY NEVER DEVELOP. AN INVESTMENT IN THE COMPANY IS HIGHLY SPECULATIVE. THE SECURITIES SHOULD NOT BE PURCHASED BY ANYONE WHO CANNOT BEAR THE FINANCIAL RISK OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME AND WHO CANNOT AFFORD THE LOSS OF THEIR ENTIRE INVESTMENT. SEE THE SECTION OF THIS FORM C/A ENTITLED "RISK FACTORS."

THESE SECURITIES INVOLVE A HIGH DEGREE OF RISK THAT MAY NOT BE APPROPRIATE FOR ALL INVESTORS.

THIS FORM C/A DOES NOT CONSTITUTE AN OFFER IN ANY JURISDICTION IN WHICH AN OFFER IS NOT PERMITTED.

PRIOR TO CONSUMMATION OF THE PURCHASE AND SALE OF ANY SECURITY THE COMPANY WILL AFFORD PROSPECTIVE INVESTORS AN OPPORTUNITY TO ASK QUESTIONS OF AND RECEIVE ANSWERS FROM THE COMPANY AND ITS MANAGEMENT CONCERNING THE TERMS AND CONDITIONS OF THIS OFFERING AND THE COMPANY. NO SOURCE OTHER THAN THE INTERMEDIARY HAS BEEN AUTHORIZED TO GIVE ANY INFORMATION OR MAKE ANY REPRESENTATIONS OTHER THAN THOSE CONTAINED IN THIS FORM C/A, AND IF GIVEN OR MADE BY ANY OTHER SUCH PERSON OR ENTITY, SUCH INFORMATION MUST NOT BE RELIED ON AS HAVING BEEN AUTHORIZED BY THE COMPANY.

PROSPECTIVE INVESTORS ARE NOT TO CONSTRUE THE CONTENTS OF THIS FORM C/A AS LEGAL, ACCOUNTING OR TAX ADVICE OR AS INFORMATION NECESSARILY APPLICABLE TO EACH PROSPECTIVE INVESTOR'S PARTICULAR FINANCIAL SITUATION. EACH INVESTOR SHOULD CONSULT HIS OR HER OWN FINANCIAL ADVISER, COUNSEL AND ACCOUNTANT AS TO LEGAL, TAX AND RELATED MATTERS CONCERNING HIS OR HER INVESTMENT.

THE SECURITIES OFFERED HEREBY WILL HAVE TRANSFER RESTRICTIONS. NO SECURITIES MAY BE PLEDGED, TRANSFERRED, RESOLD OR OTHERWISE DISPOSED OF BY ANY INVESTOR EXCEPT PURSUANT TO RULE 501 OF REGULATION CF. INVESTORS SHOULD BE AWARE THAT THEY WILL BE REQUIRED TO BEAR THE FINANCIAL RISKS OF THIS INVESTMENT FOR AN INDEFINITE PERIOD OF TIME.

NASAA UNIFORM LEGEND

IN MAKING AN INVESTMENT DECISION INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE PERSON OR ENTITY ISSUING THE SECURITIES AND THE TERMS OF THE OFFERING, INCLUDING THE MERITS AND RISKS INVOLVED.

THESE SECURITIES HAVE NOT BEEN RECOMMENDED BY ANY FEDERAL OR STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY. FURTHERMORE, THE FOREGOING AUTHORITIES HAVE NOT CONFIRMED THE ACCURACY OR DETERMINED THE ADEQUACY OF THIS DOCUMENT. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

SPECIAL NOTICE TO FOREIGN INVESTORS

IF THE INVESTOR LIVES OUTSIDE THE UNITED STATES, IT IS THE INVESTOR'S RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF ANY RELEVANT TERRITORY OR JURISDICTION OUTSIDE THE UNITED STATES IN CONNECTION WITH ANY PURCHASE OF THE SECURITIES, INCLUDING OBTAINING REQUIRED GOVERNMENTAL OR OTHER CONSENTS OR OBSERVING ANY OTHER REQUIRED LEGAL OR OTHER FORMALITIES. THE COMPANY RESERVES THE RIGHT TO DENY THE PURCHASE OF THE SECURITIES BY ANY FOREIGN INVESTOR.

SPECIAL NOTICE TO CANADIAN INVESTORS

IF THE INVESTOR LIVES WITHIN CANADA, IT IS THE INVESTOR'S RESPONSIBILITY TO FULLY OBSERVE THE LAWS OF A CANADA, SPECIFICALLY WITH REGARD TO THE TRANSFER AND RESALE OF ANY SECURITIES ACQUIRED IN THIS OFFERING.

NOTICE REGARDING ESCROW AGENT

EVOLVE BANK & TRUST, THE ESCROW AGENT SERVICING THE OFFERING, HAS NOT INVESTIGATED THE DESIRABILITY OR ADVISABILITY OF AN INVESTMENT IN THIS OFFERING OR THE SECURITIES OFFERED HEREIN. THE ESCROW AGENT MAKES NO REPRESENTATIONS, WARRANTIES, ENDORSEMENTS, OR JUDGEMENT ON THE MERITS OF THE OFFERING OR THE SECURITIES OFFERED

HEREIN. THE ESCROW AGENT'S CONNECTION TO THE OFFERING IS SOLELY FOR THE LIMITED PURPOSES OF ACTING AS A SERVICE PROVIDER.

Forward Looking Statement Disclosure

This Form C/A and any documents incorporated by reference herein or therein contain forward-looking statements and are subject to risks and uncertainties. All statements other than statements of historical fact or relating to present facts or current conditions included in this Form C/A are forward-looking statements. Forward-looking statements give the Company's current reasonable expectations and projections relating to its financial condition, results of operations, plans, objectives, future performance and business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "project," "plan," "intend," "believe," "may," "should," "can have," "likely" and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

The forward-looking statements contained in this Form C/A and any documents incorporated by reference herein or therein are based on reasonable assumptions the Company has made in light of its industry experience, perceptions of historical trends, current conditions, expected future developments and other factors it believes are appropriate under the circumstances. As you read and consider this Form C/A, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties (many of which are beyond the Company's control) and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual operating and financial performance and cause its performance to differ materially from the performance anticipated in the forward-looking statements. Should one or more of these risks or uncertainties materialize, or should any of these assumptions prove incorrect or change, the Company's actual operating and financial performance may vary in material respects from the performance projected in these forward-looking statements.

Any forward-looking statement made by the Company in this Form C/A or any documents incorporated by reference herein or therein speaks only as of the date of this Form C/A. Factors or events that could cause our actual operating and financial performance to differ may emerge from time to time, and it is not possible for the Company to predict all of them. The Company undertakes no obligation to update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

ONGOING REPORTING

The Company will file a report electronically with the Securities & Exchange Commission annually and post the report on its website, no later than 120 days after the end of the company's fiscal year.

Once posted, the annual report may be found on the Company's website at: www.kiddiekredit.com

The Company must continue to comply with the ongoing reporting requirements until:

- 1) the Company is required to file reports under Section 13(a) or Section 15(d) of the Exchange Act;
- 2) the Company has filed at least three annual reports pursuant to Regulation CF and has total assets that do not exceed \$10,000,000;
- 3) the Company has filed at least one annual report pursuant to Regulation CF and has fewer than 300 holders of record;
- 4) the Company or another party repurchases all of the Securities issued in reliance on Section 4(a)(6) of the Securities Act, including any payment in full of debt securities or any complete redemption of redeemable securities; or
- 5) the Company liquidates or dissolves its business in accordance with state law.

About this Form C/A

You should rely only on the information contained in this Form C/A. We have not authorized anyone to provide you with information different from that contained in this Form C/A. We are offering to sell, and seeking offers to buy the Securities only in jurisdictions where offers and sales are permitted. You should assume that the information contained in this Form C/A is accurate only as of the date of this Form C/A, regardless of the time of delivery of this Form C/A or of any sale of Securities. Our business, financial condition, results of operations, and prospects may have changed since that date.

Statements contained herein as to the content of any agreements or other document are summaries and, therefore, are necessarily selective and incomplete and are qualified in their entirety by the actual agreements or other documents. The Company will provide the opportunity to ask questions of and receive answers from the Company's management concerning terms and conditions of the Offering, the Company or any other relevant matters and any additional reasonable information to any prospective Investor prior to the consummation of the sale of the Securities.

This Form C/A does not purport to contain all of the information that may be required to evaluate the Offering and any recipient hereof should conduct its own independent analysis. The statements of the Company contained herein are based on information believed to be reliable. No warranty can be made as to the accuracy of such information or that circumstances have not changed since the date of this Form C/A. The Company does not expect to update or otherwise revise this Form C/A or other materials supplied herewith. The delivery of this Form C/A at any time does not imply that the information contained herein is correct as of any time subsequent to the date of this Form C/A. This Form C/A is submitted in connection with the Offering described herein and may not be reproduced or used for any other purpose.

SUMMARY

The following summary is qualified in its entirety by more detailed information that may appear elsewhere in this Form C/A and the Exhibits hereto. Each prospective Investor is urged to read this Form C/A and the Exhibits hereto in their entirety.

Leaping Harts, Inc. (the "Company") is a Delaware corporation, formed on March 1, 2018. The Company is currently also conducting business under the name of Kiddie Kredit.

The Company is located at 117 NE 1st Avenue, Miami, Florida 33132.

The Company's website is www.kiddiekredit.com.

The information available on or through our website is not a part of this Form C/A. In making an investment decision with respect to our Securities, you should only consider the information contained in this Form C/A.

The Business

Kiddie Kredit is a financial literacy tool designed to teach kids (K-8) about credit by incentivizing productivity and good behavior. The premise of the app is that the better a child performs their duties/activities, the better their score.

Exhibit B to this Form C/A contains a detailed description of the Company's business and the industry within which it operates. Such description is incorporated herein by reference. Purchasers are encouraged to carefully review **Exhibit B** to this Form C/A.

The Offering

Minimum amount of Crowd Note being offered	\$25,000 Principal Amount
Total Crowd Note outstanding after Offering (if minimum amount reached)	\$25,000 Principal Amount
Maximum amount of Crowd Note	\$250,000 Principal Amount
Total Crowd Note outstanding after Offering (if maximum amount reached)	\$250,000 Principal Amount
Purchase price per Security	\$1.00
Minimum investment amount per investor	\$100.00
Offering deadline	September 14, 2020
Use of proceeds	See the description of the use of proceeds on page 24 hereof.
Voting Rights	See the description of the voting rights on page 35 hereof.

The price of the Securities has been determined by the Company and does not necessarily bear any relationship to the assets, book value, or potential earnings of the Company or any other recognized criteria or value.

RISK FACTORS

Risks Related to the Company's Business and Industry

In order for the Company to compete and grow, it must attract, recruit, retain and develop the necessary personnel who have the needed experience.

Recruiting and retaining highly qualified personnel is critical to our success. These demands may require us to hire additional personnel and will require our existing management personnel to develop additional expertise. We face intense competition for personnel. The failure to attract and retain personnel or to develop such expertise could delay or halt the development and commercialization of our product candidates. If we experience difficulties in hiring and retaining personnel in key positions, we could suffer from delays in product development, loss of customers and sales and diversion of management resources, which could adversely affect operating results. Our consultants and advisors may be employed by third parties and may have commitments under consulting or advisory contracts with third parties that may limit their availability to us.

The development and commercialization of our products and services is highly competitive.

We face competition with respect to any products that we may seek to develop or commercialize in the future. Our competitors include major companies worldwide. Many of our competitors have significantly greater financial, technical and human resources than we have and superior expertise in research and development and marketing approved products and services and thus may be better equipped than us to develop and commercialize products and services. These competitors also compete with us in recruiting and retaining qualified personnel and acquiring technologies. Smaller or early stage companies may also prove to be significant competitors, particularly through collaborative arrangements with large and established companies. Accordingly, our competitors may commercialize products more rapidly or effectively than we are able to, which would adversely affect our competitive position, the likelihood that our products and services will achieve initial market acceptance and our ability to generate meaningful additional revenues from our products.

The use of individually identifiable data by our business, our business associates and third parties is regulated at the state, federal and international levels.

Costs associated with information security – such as investment in technology, the costs of compliance with consumer protection laws and costs resulting from consumer fraud – could cause our business and results of operations to suffer materially. Additionally, the success of our online operations depends upon the secure transmission of confidential information over public networks, including the use of cashless payments. The intentional or negligent actions of employees, business associates or third parties may undermine our security measures. As a result, unauthorized parties may obtain access to our data systems and misappropriate confidential data. There can be no assurance that advances in computer capabilities, new discoveries in the field of cryptography or other developments will prevent the compromise of our customer transaction processing capabilities and personal data. If any such compromise of our security or the security of information residing with our business associates or third parties were to occur, it could have a material adverse effect on our reputation, operating results and financial condition. Any compromise of our data security may materially increase the costs we incur to protect against such breaches and could subject us to additional legal risk.

The collection, processing, storage, use and disclosure of personal data could give rise to liabilities as a result of governmental regulation, conflicting legal requirements or differing views of personal privacy rights.

We receive, collect, process, transmit, store and use a large volume of personally identifiable information and other sensitive data from customers and potential customers. There are federal, state and foreign laws regarding privacy, recording telephone calls and the storing, sharing, use, disclosure and protection of personally identifiable information and sensitive data. Specifically,

personally identifiable information is increasingly subject to legislation and regulations to protect the privacy of personal information that is collected, processed and transmitted. Any violations of these laws and regulations may require us to change our business practices or operational structure, address legal claims and sustain monetary penalties and/or other harms to our business.

The regulatory framework for privacy issues in the United States and internationally is constantly evolving and is likely to remain uncertain for the foreseeable future. The interpretation and application of such laws is often uncertain, and such laws may be interpreted and applied in a manner inconsistent with our current policies and practices or require changes to the features of our platform. If either we or our third party service providers are unable to address any privacy concerns, even if unfounded, or to comply with applicable laws and regulations, it could result in additional costs and liability, damage our reputation and harm our business.

Security breaches and other disruptions could compromise our information and expose us to liability, which would cause our business and reputation to suffer.

We collect and store sensitive data, including intellectual property, our proprietary business information and that of our customers, business partners, and personally identifiable information of our customers and employees, in our data centers and on our networks. The secure processing, maintenance and transmission of this information is critical to our operations and business strategy. Despite our security measures, our information technology and infrastructure may be vulnerable to attacks by hackers or breached due to employee error, malfeasance or other disruptions. Any such breach could compromise our networks and the information stored there could be accessed, publicly disclosed, lost or stolen. Any such access, disclosure or other loss of information could result in legal claims or proceedings, liability under laws that protect the privacy of personal information, and regulatory penalties, disrupt our operations and the services we provide to customers, and damage our reputation, and cause a loss of confidence in our products and services, which could adversely affect our business/operating margins, revenues and competitive position.

The secure processing, maintenance and transmission of this information is critical to our operations and business strategy, and we devote significant resources to protecting our information by keeping all personal information securely stored in an encrypted data base and working with partners to make sure our data collection and storing processes are both secure and COPPA compliant. The expenses associated with protecting our information/ these steps could reduce our operating margins.

An intentional or unintentional disruption, failure, misappropriation or corruption of our network and information systems could severely affect our business.

Such an event might be caused by computer hacking, computer viruses, worms and other destructive or disruptive software, "cyber attacks" and other malicious activity, as well as natural disasters, power outages, terrorist attacks and similar events. Such events could have an adverse impact on us and our customers, including degradation of service, service disruption, excessive call volume to call centers and damage to our plant, equipment and data. In addition, our future results could be adversely affected due to the theft, destruction, loss, misappropriation or release of confidential customer data or intellectual property. Operational or business delays may result from the disruption of network or information systems and the subsequent remediation activities. Moreover, these events may create negative publicity resulting in reputation or brand damage with customers.

The Company's success depends on the experience and skill of the board of directors, its executive officers and key employees.

In particular, the Company is dependent on Evan Leaphart, Michael Gross, and Matt Cohen who are Board of Directors of the company. The Company has or intends to enter into employment agreements with Evan Leaphart and Michael Gross although there can be no assurance that it will do so or that they will continue to be employed by the Company for a particular period of time. The loss of Evan Leaphart, Michael Gross, Matt Cohen, or any member of the board of directors or executive officer could harm the Company's business, financial condition, cash flow and results of operations.

Our key personnel also includes those individuals providing services to the company on a contractual basis. These individuals may eventually enter into employment agreements. Victor Moreno, Chief Technology Officer is responsible for building and coding our mobile application and has agreed to serve in an interim CTO role until he can either be replaced fully or retained full time. John Saunders, our Chief Marketing Officer, serves as interim CMO offering digital marketing services through his digital marketing company 5Four Digital, he will remain in this position until he can either be replaced fully or retained full time. Natasha Valley coordinates social media and PR efforts; key milestones have been put in place to ensure that she will be offered a full time position if all milestones are met.

The amount of capital the Company is attempting to raise in this Offering is not enough to sustain the Company's current business plan.

In order to achieve the Company's near and long-term goals, the Company will need to procure funds in addition to the amount raised in the Offering. There is no guarantee the Company will be able to raise such funds on acceptable terms or at all. If we are not able to raise sufficient capital in the future, we will not be able to execute our business plan, our continued operations will be in jeopardy and we may be forced to cease operations and sell or otherwise transfer all or substantially all of our remaining assets, which could cause an Investor to lose all or a portion of his or her investment.

Although dependent on certain key personnel, the Company does not have any key man life insurance policies on any such people.

The Company is dependent on Evan Leaphart, Michael Gross, and Matt Cohen in order to conduct its operations and execute its business plan, however, the Company has not purchased any insurance policies with respect to those individuals in the event of their death or disability. Therefore, if any of Evan Leaphart, Michael Gross, or Matt Cohen die or become disabled, the Company will not receive any compensation to assist with such person's absence. The loss of such person could negatively affect the Company and its operations.

We are not subject to Sarbanes-Oxley regulations and lack the financial controls and safeguards required of public companies.

We do not have the internal infrastructure necessary, and are not required, to complete an attestation about our financial controls that would be required under Section 404 of the Sarbanes-Oxley Act of 2002. There can be no assurance that there are no significant deficiencies or material weaknesses in the quality of our financial controls. We expect to incur additional expenses and diversion of management's time if and when it becomes necessary to perform the system and process evaluation, testing and remediation required in order to comply with the management certification and auditor attestation requirements.

Changes in employment laws or regulation could harm our performance.

Various federal and state labor laws govern our relationship with our employees and affect operating costs. These laws include minimum wage requirements, overtime pay, healthcare reform

and the implementation of the Patient Protection and Affordable Care Act, unemployment tax rates, workers' compensation rates, citizenship requirements, union membership and sales taxes. A number of factors could adversely affect our operating results, including additional government-imposed increases in minimum wages, overtime pay, paid leaves of absence and mandated health benefits, mandated training for employees, increased tax reporting and tax payment, changing regulations from the National Labor Relations Board and increased employee litigation including claims relating to the Fair Labor Standards Act.

Negative public opinion could damage our reputation and adversely affect our business.

Reputation risk, or the risk to our business from negative public opinion, is inherent in our business. Negative public opinion can result from our actual or alleged conduct in any number of activities, including corporate governance, and actions taken by government regulators and community organizations in response to those activities. Negative public opinion can also result from media coverage, whether accurate or not. Negative public opinion can adversely affect our ability to attract and retain customers and employees and can expose us to litigation and regulatory action.

The Company could be negatively impacted if found to have infringed on intellectual property rights.

Technology companies, including many of the Company's competitors, frequently enter into litigation based on allegations of patent infringement or other violations of intellectual property rights. In addition, patent holding companies seek to monetize patents they have purchased or otherwise obtained. As the Company grows, the intellectual property rights claims against it will likely increase. The Company intends to vigorously defend infringement actions in court and before the U.S. International Trade Commission. The plaintiffs in these actions frequently seek injunctions and substantial damages. Regardless of the scope or validity of such patents or other intellectual property rights, or the merits of any claims by potential or actual litigants, the Company may have to engage in protracted litigation. If the Company is found to infringe one or more patents or other intellectual property rights, regardless of whether it can develop non-infringing technology, it may be required to pay substantial damages or royalties to a third-party, or it may be subject to a temporary or permanent injunction prohibiting the Company from marketing or selling certain products. In certain cases, the Company may consider the desirability of entering into licensing agreements, although no assurance can be given that such licenses can be obtained on acceptable terms or that litigation will not occur. These licenses may also significantly increase the Company's operating expenses.

Regardless of the merit of particular claims, litigation may be expensive, time-consuming, disruptive to the Company's operations and distracting to management. In recognition of these considerations, the Company may enter into arrangements to settle litigation. If one or more legal matters were resolved against the Company's consolidated financial statements for that reporting period could be materially adversely affected. Further, such an outcome could result in significant compensatory, punitive or trebled monetary damages, disgorgement of revenue or profits, remedial corporate measures or injunctive relief against the Company that could adversely affect its financial condition and results of operations.

Indemnity provisions in various agreements potentially expose us to substantial liability for intellectual property infringement and other losses.

Our agreements with advertisers, advertising agencies, customers and other third parties may include indemnification provisions under which we agree to indemnify them for losses suffered or incurred as a result of claims of intellectual property infringement, damages caused by us to

property or persons, or other liabilities relating to or arising from our products, services or other contractual obligations. The term of these indemnity provisions generally survives termination or expiration of the applicable agreement. Large indemnity payments would harm our business, financial condition and results of operations. In addition, any type of intellectual property lawsuit, whether initiated by us or a third party, would likely be time consuming and expensive to resolve and would divert management's time and attention.

We rely heavily on our technology and intellectual property, but we may be unable to adequately or cost-effectively protect or enforce our intellectual property rights, thereby weakening our competitive position and increasing operating costs.

To protect our rights in our services and technology, we rely on a combination of copyright and trademark laws, patents, trade secrets, confidentiality agreements with employees and third parties, and protective contractual provisions. We also rely on laws pertaining to trademarks and domain names to protect the value of our corporate brands and reputation. Despite our efforts to protect our proprietary rights, unauthorized parties may copy aspects of our services or technology, obtain and use information, marks, or technology that we regard as proprietary, or otherwise violate or infringe our intellectual property rights. In addition, it is possible that others could independently develop substantially equivalent intellectual property. If we do not effectively protect our intellectual property, or if others independently develop substantially equivalent intellectual property, our competitive position could be weakened.

Effectively policing the unauthorized use of our services and technology is time-consuming and costly, and the steps taken by us may not prevent misappropriation of our technology or other proprietary assets. The efforts we have taken to protect our proprietary rights may not be sufficient or effective, and unauthorized parties may copy aspects of our services, use similar marks or domain names, or obtain and use information, marks, or technology that we regard as proprietary. We may have to litigate to enforce our intellectual property rights, to protect our trade secrets, or to determine the validity and scope of others' proprietary rights, which are sometimes not clear or may change. Litigation can be time consuming and expensive, and the outcome can be difficult to predict.

We rely on agreements with third parties to provide certain services, goods, technology, and intellectual property rights necessary to enable us to implement some of our applications.

Our ability to implement and provide our applications and services to our clients depends, in part, on services, goods, technology, and intellectual property rights owned or controlled by third parties. These third parties may become unable to or refuse to continue to provide these services, goods, technology, or intellectual property rights on commercially reasonable terms consistent with our business practices, or otherwise discontinue a service important for us to continue to operate our applications. If we fail to replace these services, goods, technologies, or intellectual property rights in a timely manner or on commercially reasonable terms, our operating results and financial condition could be harmed. In addition, we exercise limited control over our third-party vendors, which increases our vulnerability to problems with technology and services those vendors provide. If the services, technology, or intellectual property of third parties were to fail to perform as expected, it could subject us to potential liability, adversely affect our renewal rates, and have an adverse effect on our financial condition and results of operations.

We must acquire or develop new products, evolve existing ones, address any defects or errors, and adapt to technology change.

Technical developments, client requirements, programming languages, and industry standards change frequently in our markets. As a result, success in current markets and new markets will

depend upon our ability to enhance current products, address any product defects or errors, acquire or develop and introduce new products that meet client needs, keep pace with technology changes, respond to competitive products, and achieve market acceptance. Product development requires substantial investments for research, refinement, and testing. We may not have sufficient resources to make necessary product development investments. We may experience technical or other difficulties that will delay or prevent the successful development, introduction, or implementation of new or enhanced products. We may also experience technical or other difficulties in the integration of acquired technologies into our existing platform and applications. Inability to introduce or implement new or enhanced products in a timely manner could result in loss of market share if competitors are able to provide solutions to meet customer needs before we do, give rise to unanticipated expenses related to further development or modification of acquired technologies as a result of integration issues, and adversely affect future performance.

Our failure to deliver high quality server solutions could damage our reputation and diminish demand for our products, and subject us to liability.

Our customers require our products to perform at a high level, contain valuable features and be extremely reliable. The design of our server solutions is sophisticated and complex, and the process for manufacturing, assembling and testing our server solutions is challenging. Occasionally, our design or manufacturing processes may fail to deliver products of the quality that our customers require. For example, a vendor may provide us with a defective component that failed under certain heavy use applications. As a result, our product would need to be repaired. The vendor may agree to pay for the costs of the repairs, but we may incur costs in connection with the recall and diverted resources from other projects. New flaws or limitations in our products may be detected in the future. Part of our strategy is to bring new products to market quickly, and first-generation products may have a higher likelihood of containing undetected flaws. If our customers discover defects or other performance problems with our products, our customers' businesses, and our reputation, may be damaged. Customers may elect to delay or withhold payment for defective or underperforming products, request remedial action, terminate contracts for untimely delivery, or elect not to order additional products. If we do not properly address customer concerns about our products, our reputation and relationships with our customers may be harmed. In addition, we may be subject to product liability claims for a defective product. Any of the foregoing could have an adverse effect on our business and results of operations.

Cyclical and seasonal fluctuations in the economy, in internet usage and in traditional retail shopping may have an effect on our business.

Both cyclical and seasonal fluctuations in internet usage and traditional retail seasonality may affect our business. Internet usage generally slows during the summer months, and queries typically increase significantly in the fourth quarter of each year. These seasonal trends may cause fluctuations in our quarterly results, including fluctuations in revenues.

The products we sell are advanced, and we need to rapidly and successfully develop and introduce new products in a competitive, demanding and rapidly changing environment.

To succeed in our intensely competitive industry, we must continually improve, refresh and expand our product and service offerings to include newer features, functionality or solutions, and keep pace with price-to-performance gains in the industry. Shortened product life cycles due to customer demands and competitive pressures impact the pace at which we must introduce and implement new technology. This requires a high level of innovation by both our software developers and the suppliers of the third-party software components included in our systems. In addition, bringing new solutions to the market entails a costly and lengthy process, and requires us to accurately anticipate customer needs and technology trends. We must continue to respond to

market demands, develop leading technologies and maintain leadership in analytic data solutions performance and scalability, or our business operations may be adversely affected.

We must also anticipate and respond to customer demands regarding the compatibility of our current and prior offerings. These demands could hinder the pace of introducing and implementing new technology. Our future results may be affected if our products cannot effectively interface and perform well with software products of other companies and with our customers' existing IT infrastructures, or if we are unsuccessful in our efforts to enter into agreements allowing integration of third-party technology with our database and software platforms. Our efforts to develop the interoperability of our products may require significant investments of capital and employee resources. In addition, many of our principal products are used with products offered by third parties and, in the future, some vendors of non-Company products may become less willing to provide us with access to their products, technical information and marketing and sales support. As a result of these and other factors, our ability to introduce new or improved solutions could be adversely impacted and our business would be negatively affected.

Industry consolidation may result in increased competition, which could result in a loss of customers or a reduction in revenue.

Some of our competitors have made or may make acquisitions or may enter into partnerships or other strategic relationships to offer more comprehensive services than they individually had offered or achieve greater economies of scale. In addition, new entrants not currently considered to be competitors may enter our market through acquisitions, partnerships or strategic relationships. We expect these trends to continue as companies attempt to strengthen or maintain their market positions. The potential entrants may have competitive advantages over us, such as greater name recognition, longer operating histories, more varied services and larger marketing budgets, as well as greater financial, technical and other resources. The companies resulting from combinations or that expand or vertically integrate their business to include the market that we address may create more compelling service offerings and may offer greater pricing flexibility than we can or may engage in business practices that make it more difficult for us to compete effectively, including on the basis of price, sales and marketing programs, technology or service functionality. These pressures could result in a substantial loss of our customers or a reduction in our revenue.

Our business could be negatively impacted by cyber security threats, attacks and other disruptions.

Like others in our industry, we continue to face advanced and persistent attacks on our information infrastructure where we manage and store various proprietary information and sensitive/confidential data relating to our operations. These attacks may include sophisticated malware (viruses, worms, and other malicious software programs) and phishing emails that attack our products or otherwise exploit any security vulnerabilities. These intrusions sometimes may be zero-day malware that are difficult to identify because they are not included in the signature set of commercially available antivirus scanning programs. Experienced computer programmers and hackers may be able to penetrate our network security and misappropriate or compromise our confidential information or that of our customers or other third-parties, create system disruptions, or cause shutdowns. Additionally, sophisticated software and applications that we produce or procure from third-parties may contain defects in design or manufacture, including "bugs" and other problems that could unexpectedly interfere with the operation of the information infrastructure. A disruption, infiltration or failure of our information infrastructure systems or any of our data centers as a result of software or hardware malfunctions, computer viruses, cyber attacks, employee theft or misuse, power disruptions, natural disasters or accidents could cause

breaches of data security, loss of critical data and performance delays, which in turn could adversely affect our business.

If we do not respond to technological changes or upgrade our websites and technology systems, our growth prospects and results of operations could be adversely affected.

To remain competitive, we must continue to enhance and improve the functionality and features of our websites and technology infrastructure. As a result, we will need to continue to improve and expand our hosting and network infrastructure and related software capabilities. These improvements may require greater levels of spending than we have experienced in the past. Without such improvements, our operations might suffer from unanticipated system disruptions, slow application performance or unreliable service levels, any of which could negatively affect our reputation and ability to attract and retain customers and contributors. Furthermore, in order to continue to attract and retain new customers, we are likely to incur expenses in connection with continuously updating and improving our user interface and experience. We may face significant delays in introducing new services, products and enhancements. If competitors introduce new products and services using new technologies or if new industry standards and practices emerge, our existing websites and our proprietary technology and systems may become obsolete or less competitive, and our business may be harmed. In addition, the expansion and improvement of our systems and infrastructure may require us to commit substantial financial, operational and technical resources, with no assurance that our business will improve.

Our business will need to remain in compliance with the Child Online Privacy Protection Act (“COPPA”).

COPPA imposes certain requirements on operators of websites or online services directed to children under 13 years of age, and on operators of other websites or online services that have actual knowledge that they are collecting personal information online from a child under 13 years of age. At all times, we will need to ensure that we are compliant with COPPA alongside the requirements to keep our app listed within the Apple App Store and GooglePlay Store. Violations of any of these regulations or policies could lead to our products being removed from their marketplace, which would hurt our revenues.

Our business, results of operations, and financial condition may be impacted by the recent coronavirus (COVID-19) outbreak.

The ongoing and evolving coronavirus (COVID-19) outbreak, which was designated as a pandemic by the World Health Organization on March 11, 2020, has caused substantial disruption in international and U.S. economies and markets. If repercussions of the outbreak are prolonged, they could have a materially significant adverse impact on our business. The Company’s management cannot at this point estimate the impact of the outbreak on its business, and no provision for this outbreak is reflected in the accompanying financial statements.

Affiliates of the Company, including officers, directors and existing shareholders of the Company, may invest in this Offering and their funds will be counted toward the Company achieving the Minimum Amount.

There is no restriction on affiliates of the Company, including its officers, directors and existing shareholders, investing in the Offering. As a result, it is possible that if the Company has raised some funds, but not reached the Minimum Amount, affiliates can contribute the balance so that there will be a closing. The Minimum Amount is typically intended to be a protection for investors and gives investors confidence that other investors, along with them, are sufficiently interested in the Offering and the Company and its prospects to make an investment of at least the Minimum Amount. By permitting affiliates to invest in the offering and make up any shortfall between what

non-affiliate investors have invested and the Minimum Amount, this protection is largely eliminated. Investors should be aware that no funds other than their own and those of affiliates investing along with them may be invested in this Offering.

Risks Related to the Securities

The Crowd Note will not be freely tradable until one year from the initial purchase date. Although the Crowd Note may be tradable under federal securities law, state securities regulations may apply and each Purchaser should consult with his or her attorney.

You should be aware of the long-term nature of this investment. There is not now and likely will not be a public market for the Crowd Note. Because the Crowd Note have not been registered under the Securities Act or under the securities laws of any state or non-United States jurisdiction, the Crowd Note have transfer restrictions and cannot be resold in the United States except pursuant to Rule 501 of Regulation CF. It is not currently contemplated that registration under the Securities Act or other securities laws will be effected. Limitations on the transfer of the Crowd Note may also adversely affect the price that you might be able to obtain for the Crowd Note in a private sale. Purchasers should be aware of the long-term nature of their investment in the Company. Each Purchaser in this Offering will be required to represent that it is purchasing the Securities for its own account, for investment purposes and not with a view to resale or distribution thereof.

Neither the Offering nor the Securities have been registered under federal or state securities laws, leading to an absence of certain regulation applicable to the Company.

No governmental agency has reviewed or passed upon this Offering, the Company or any Securities of the Company. The Company also has relied on exemptions from securities registration requirements under applicable state securities laws. Investors in the Company, therefore, will not receive any of the benefits that such registration would otherwise provide. Prospective investors must therefore assess the adequacy of disclosure and the fairness of the terms of this Offering on their own or in conjunction with their personal advisors.

No Guarantee of Return on Investment

There is no assurance that a Purchaser will realize a return on its investment or that it will not lose its entire investment. For this reason, each Purchaser should read the Form C/A and all Exhibits carefully and should consult with its own attorney and business advisor prior to making any investment decision.

A majority of the Company is owned by a small number of owners.

Prior to the Offering the Company's current owners of 20% or more beneficially own up to 68.71% of the Company. Subject to any fiduciary duties owed to our other owners or investors under Delaware law, these owners may be able to exercise significant influence over matters requiring owner approval, including the election of directors or managers and approval of significant Company transactions, and will have significant control over the Company's management and policies. Some of these persons may have interests that are different from yours. For example, these owners may support proposals and actions with which you may disagree. The concentration of ownership could delay or prevent a change in control of the Company or otherwise discourage a potential acquirer from attempting to obtain control of the Company, which in turn could reduce the price potential investors are willing to pay for the Company. In addition, these owners could use their voting influence to maintain the Company's existing management, delay or prevent changes in control of the Company, or support or reject other management and board proposals that are subject to owner approval.

The Company has the right to extend the Offering deadline.

The Company may extend the Offering deadline beyond what is currently stated herein. This means that your investment may continue to be held in escrow while the Company attempts to raise the Minimum Amount even after the Offering deadline stated herein is reached. Your investment will not be accruing interest during this time and will simply be held until such time as the new Offering deadline is reached without the Company receiving the Minimum Amount, at which time it will be returned to you without interest or deduction, or the Company receives the Minimum Amount, at which time it will be released to the Company to be used as set forth herein. Upon or shortly after release of such funds to the Company, the Securities will be issued and distributed to you.

There is no present market for the Securities and we have arbitrarily set the price.

We have arbitrarily set the price of the Securities with reference to the general status of the securities market and other relevant factors. The Offering price for the Securities should not be considered an indication of the actual value of the Securities and is not based on our net worth or prior earnings. We cannot assure you that the Securities could be resold by you at the Offering price or at any other price.

You will not have a vote or influence on the management of the Company.

All decisions with respect to the management of the Company will be made exclusively by the officers, directors, managers or employees of the Company. You, as a Purchaser of Crowd Notes, will have no ability to vote on issues of Company management and will not have the right or power to take part in the management of the company and will not be represented on the board of directors or managers of the Company. Accordingly, no person should purchase a Security unless he or she is willing to entrust all aspects of management to the Company.

Upon conversion of the Crowd Notes, Purchasers who are not “Major Investors” will grant a proxy to vote their underlying securities to the intermediary or its affiliate, and, thus, will not have the right to vote on any matters coming before the shareholders of the Company for a vote. By granting this proxy you are giving up your right to vote on important matters, including significant corporate actions like mergers, amendments to our certificate of incorporation, a liquidation of our company and the election of our directors.

Upon conversion of the Crowd Notes and by virtue of a provision contained in the Crowd Notes, if you are not a Major Investor, that is, an investor who has purchased at least \$25,000 in principal amount of the Crowd Notes, you will grant a proxy to the intermediary or its affiliate to vote the underlying securities that you will acquire upon conversion on all matters coming before the shareholders for a vote. The intermediary does not have any fiduciary duty to you to vote shares in a manner that is in your best interests. Accordingly, the intermediary may vote its proxy in a manner that may not be in the best interests of you as a security holder. For example, the intermediary may vote the proxy in favor of an amendment to our charter that adversely affects the rights of the holders of your class of securities in order to allow for a new investment to occur where the new investor requires senior rights.

The Company may never elect to convert the Securities or undergo a liquidity event.

The Company may never receive a future equity financing or, with respect to those Purchasers who invest less than \$25,000, 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.

Purchasers will be unable to declare the Security in “default” and demand repayment.

Unlike convertible notes and some other securities, the Securities do not have any “default” provisions upon which the Purchasers will be able to demand repayment of their investment. With respect to Purchasers who invest less than \$25,000 in the Securities, the Company has ultimate discretion as to whether or not to convert the Securities upon a future equity financing and such Purchasers have no right to demand such conversion. Only in limited circumstances, such as a liquidity event, may Such Purchasers demand payment and even then, such payments will be limited to the amount of cash available to the Company.

In addition to the risks listed above, businesses are often subject to risks not foreseen or fully appreciated by the management. It is not possible to foresee all risks that may affect us. Moreover, the Company cannot predict whether the Company will successfully effectuate the Company’s current business plan. Each prospective Purchaser is encouraged to carefully analyze the risks and merits of an investment in the Securities and should take into consideration when making such analysis, among other, the Risk Factors discussed above.

THE SECURITIES OFFERED INVOLVE A HIGH DEGREE OF RISK AND MAY RESULT IN THE LOSS OF YOUR ENTIRE INVESTMENT. ANY PERSON CONSIDERING THE PURCHASE OF THESE SECURITIES SHOULD BE AWARE OF THESE AND OTHER FACTORS SET FORTH IN THIS FORM C/A AND SHOULD CONSULT WITH HIS OR HER LEGAL, TAX AND FINANCIAL ADVISORS PRIOR TO MAKING AN INVESTMENT IN THE SECURITIES. THE SECURITIES SHOULD ONLY BE PURCHASED BY PERSONS WHO CAN AFFORD TO LOSE ALL OF THEIR INVESTMENT.

BUSINESS

Description of the Business

Kiddie Kredit is a financial literacy tool designed to teach kids (K-8) about credit by incentivizing productivity and good behavior. The premise of the app is that the better a child performs their duties/activities, the better their score.

Business Plan

Currently, Kiddie Kredit is pre-revenue. The company plans to generate revenue through the following channels:

Premium Version Subscriptions

The Company plans to offer a premium version of its mobile app, complete with features such as no ads, unlimited chores and users, and a digital wallet where parents can store money for their kids that they’ve earned for completing chores and purchase items from vendors within the app. Kiddie Kredit anticipates pricing the premium version subscriptions at \$4.99 per month.

Product Recommendation Commissions

Kiddie Kredit plans to generate revenue through product recommendation commissions. Similar to Credit Karma, the company hopes to recommend child debit and banking products offered by banks and institutions, receiving a commission from the bank or institution for every referral that begins using the products.

Ads

Kiddie Kredit plans to partner with SuperAwesome, utilizing the company’s Awesome Ads platform to build a COPPA-compliant ad platform.

Bulk Subscription Account Sales

The company anticipates working with banks and schools to offer its mobile app at a reduced rate to a bank’s clients or school’s students.

Financial Curriculum Sales

Kiddie Kredit plans to sell its financial literacy curriculum to schools and organizations looking to teach credit to kids and parents.

History of the Business

The Company’s Products and/or Services

Product / Service	Description	Current Market
Mobile App	Free chore tracking app that teaches kids about credit.	Parents seeking to teach their children financial literacy
Curriculum	Six-lesson plan designed to teach kids about credit online	Parents and/or organizations seeking to teach their children financial literacy

We are planning to launch a premium version of our app that will have a monthly subscription fee and a recommendation engine for child banking products. We have also recently launched a separate curriculum that educates about credit in multiple lessons.

Our mobile app is available on both iOS and Android platforms. Our curriculum is currently available on Teachable.

Competition

The Company’s primary competitors are ChoreCheck, BusyKid, OurHome, and iAllowance.

The markets for the Company’s products and services are highly competitive, and the Company is confronted by aggressive competition in all areas of its business. These markets are characterized by frequent product introductions and rapid technological advances that have substantially increased the capabilities and use of mobile communication and media devices, personal computers and other digital electronic devices. The Company’s competitors may aggressively market their products to gain or maintain market share. Principal competitive factors important to the Company include price, strong technical team and our unique value proposition of being the only chore tracking app that simultaneously teaches about credit.

Customer Base

Our target demographic consists of families with younger children (individual consumers of our content) as well as advertisers eager to connect with such consumers.

Governmental/Regulatory Approval and Compliance

The Company is subject to and affected by privacy and data protection laws and regulations of U.S. federal, state and local governmental authorities as well as to the laws and regulations of international countries and bodies, such as the European Union (the "EU"). These laws and regulations are subject to change.

Litigation

There are no existing legal suits pending, or to the Company's knowledge, threatened, against the Company.

Other

The Company's principal address is 117 NE 1st Avenue, Miami, Florida 33132.

Because this Form C/A focuses primarily on information concerning the Company rather than the industry in which the Company operates, potential Purchasers may wish to conduct their own separate investigation of the Company's industry to obtain greater insight in assessing the Company's prospects.

USE OF PROCEEDS

The following table lists the use of proceeds of the Offering if the Minimum Amount and Maximum Amount are raised.

Use of Proceeds*	% of Minimum Proceeds Raised	Amount if Minimum Raised	% of Maximum Proceeds Raised	Amount if Maximum Raised
Intermediary Fees	5.00%	\$1,250	5.00%	\$12,500
General Marketing	17.20%	\$4,300	17.20%	\$43,000
Research and Development	37.20%	\$9,300	37.20%	\$93,000
Future Wages	28.20%	\$7,050	28.20%	\$70,500
General Working Capital	12.40%	\$3,100	12.40%	\$31,000
Total	100.00%	\$25,000	100.00%	\$250,000

*The Use of Proceeds chart is not inclusive of fees paid for use of the Form C/A generation system, payments to financial and legal service providers, and escrow related fees, all of which were incurred in preparation of the campaign and are due in advance of the closing of the campaign. The Company will be paying the Intermediary a commission equal to five percent (5%) of the amount of investments raised in the Offering and paid upon distribution of funds from escrow at the time of Closing.

The Company does have discretion to alter the use of proceeds as set forth above. The Company may alter the use of proceeds under the following circumstances: Should the management feel it is in the best interests of the company.

DIRECTORS, OFFICERS AND EMPLOYEES

The directors or managers and officers of the Company are listed below along with all positions and offices held at the Company and their principal occupation and employment responsibilities for the past three (3) years and their educational background and qualifications.

Name	Kiddie Kredit Positions & Offices	Employment Responsibilities	Education & Qualifications
Evan Leaphart	President & CEO 03/2018 – present	President & CEO Kiddie Kredit 03/2018 – present Founded Kiddie Kredit and handles product vision and day to day operations Founder Black Men Talk Tech 2019 – present	Cohort 6 Graduate Founder Gym Founder Gym is an online training center for underrepresented founders who want to build successful tech startups.

		<p>Built Black Men Talk Tech Conference in partnership with the successful Black Women Talk Tech Conference to help support a tech ecosystem where founders and investors can meet and share ideas</p> <p>Mentor Wade Enterprises 2015 – present Work as a mentor and life coach to children</p>	
Michael Gross	Secretary & Chief Engagement Officer 03/2018 - present	<p>Secretary & Chief Engagement Officer Kiddie Kredit 03/2018 – present Brings teaching prowess to company to ensure that the product meets key initiatives prevalent to teaching credit</p> <p>Project Manager Houwzer 12/2019 – present Assists in finding new properties to invest in in the Philadelphia area</p> <p>Owner MG Enterprises 05/2012 – present Acts as owner of a youth development project focused on personal development</p>	Bachelor’s degree, Drexel University
Matt Cohen	Director & Lead Strategist 03/2018 - present	<p>Lead Strategist Kiddie Kredit 05/2020 – Present Responsible for executing product vision and realizing product goals</p> <p>Chief Operating Officer Kiddie Kredit 03/2018 – 04/2020 Build the Kiddie Kredit app.</p>	Bachelor’s degree, San Diego State University

		<p>Chief Operating Officer Lila Labs 03/2020 – present Building out a dating app that focuses on astrology principles</p> <p>Chief Operating Officer Real Wellness 09/2019 – 03/2020 Oversaw day to day operations of the CBD brand, seeking out partnerships and marketing opportunities to drive growth</p>	
Victor Moreno	Chief Technology Officer 09/2018 - present	<p>Chief Technology Officer Kiddie Kredit 09/2018 - present Oversees the front and backend code of the entire Kiddie Kredit mobile app</p> <p>Frontend Engineer 2 Amazon Web Services 07/2019 – present Leads a team of engineers at Amazon HQ2 for AWS platform</p> <p>Technical Screener Triplebyte 10/2017 – 03/2020 Ensured that incoming hires were capable of executing high quality codes</p>	<p>Bachelor’s degree, Florida International University Master’s degree, Florida International University</p>
John Saunders	Chief Marketing Officer 03/2018 - present	<p>Chief Marketing Officer Kiddie Kredit 03/2018 – present Manages marketing strategy, oversees influencer campaigns, develops UX/UI for web platforms, and manages the marketing team</p> <p>Founder 5Four Digital</p>	<p>Bachelor’s degree, Florida Atlantic University</p>

		05/2014 – present Develops custom website experiences for local and national businesses in the B2C and B2B spaces Founder BlackWallet 09/2017 – present Researches and documents financial tips and tricks for the urban community; Performs keyword research and content writing; Manages day to day operations	
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Indemnification

Indemnification is authorized by the Company to directors, officers or controlling persons acting in their professional capacity pursuant to Delaware law. Indemnification includes expenses such as attorney’s fees and, in certain circumstances, judgments, fines and settlement amounts actually paid or incurred in connection with actual or threatened actions, suits or proceedings involving such person, except in certain circumstances where a person is adjudged to be guilty of gross negligence or willful misconduct, unless a court of competent jurisdiction determines that such indemnification is fair and reasonable under the circumstances.

Employees

The Company currently has 2 employees.

The Company has the following employment/labor agreements in place:

Employee	Description	Effective Date	Termination Date
Evan Leaphart	Employee	March 1, 2018	N/A
Michael Gross	Employee	March 1, 2018	N/A

CAPITALIZATION AND OWNERSHIP

Capitalization

The Company has issued the following outstanding Securities:

Type of security	Common Stock
Amount outstanding	8,005,000
Amount authorized	10,000,000
Voting Rights	One per vote
Anti-Dilution Rights	N/A
How this Security may limit, dilute or qualify the Notes/Bonds issued pursuant to Regulation CF	N/A
Percentage ownership of the Company by the holders of such Securities (assuming conversion prior to the Offering if convertible securities).	98.7%

Type of security	SAFE (Simple Agreement for Future Equity)
Amount outstanding	\$37,500 Principal Amount
Voting Rights	None
Anti-Dilution Rights	These agreements have a “most favored nations” provision for certain types of subsequent convertible note issuances to specified third parties. This allows the SAFE holders to amend their SAFEs to receive the terms of subsequent convertible securities offered by Kiddie Kredit, should the SAFE holders deem the terms to be preferable.
How this Security may limit, dilute or qualify the Notes/Bonds issued pursuant to Regulation CF	These agreements have a “most favored nations” for certain types of subsequent convertible note issuances to specified third parties. This allows the SAFE holders to amend their SAFEs to receive the terms of subsequent convertible securities offered by Kiddie Kredit, should the SAFE holders deem the terms to be preferable.
Percentage ownership of the Company by the holders of such Securities (assuming conversion prior to the Offering if convertible securities).	1.3%

Other material terms	\$5 million valuation cap; Upon an equity financing event, the SAFEs will automatically convert into the greater of 1) the number of shares of Standard Preferred Stock equal to the purchase the Purchase Amount divided by the lowest price per share of Standard Preferred Stock or 2) the number of shares of SAFE Preferred Stock equal to the Purchase Amount divided by the SAFE price.
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The Company has conducted the following prior Securities offerings in the past three years:

Security Type	Money Raised	Use of Proceeds	Offering Date	Exemption from Registration Used or Public Offering
SAFE (Simple Agreement for Future Equity)	\$37,500	General Working Capital	May 2019	Rule 4(a)(2)

Ownership

A majority of the Company is owned by a few people. Those people are Evan Leaphart, Victor Moreno, Matt Cohen, Michael Gross and John Saunders.

Below the beneficial owners of 20% percent or more of the Company's outstanding voting equity securities, calculated on the basis of voting power, are listed along with the amount they own.

Name	Percentage Owned Prior to Offering
Evan Leaphart	68.71%

FINANCIAL INFORMATION

Please see the financial information listed on the cover page of this Form C/A and attached hereto in addition to the following information. Financial statements are attached hereto as Exhibit A.

Operations

The Company looks to close this Offering by September 2020. Following the Offering, we should have enough liquidity to execute our business plan for 15 months. Our significant challenges are

marketing a viable product in a competitive environment and strengthening partnerships with credit bureaus and financial institutions.

The Company intends to begin generating revenue within the next 12 months by:

- Building out premium version of the app which charges a monthly subscription
- Developing a COPPA compliant in-app ad platform for ad revenue
- Building out a recommendation engine for financial institutions to offer their child financial products (Kiddie Kredit anticipates generating revenue on a per click and per conversion basis)
- Selling its curriculum to partner programs

Liquidity and Capital Resources

The Offering proceeds are essential to our operations. We plan to use the proceeds as set forth above under "Use of Proceeds", which is an indispensable element of our business strategy. The Offering proceeds will have a beneficial effect on our liquidity, as we currently have limited cash on hand which will be augmented by the Offering proceeds and used to execute our business strategy.

The Company does not have any additional sources of capital other than the proceeds from the Offering.

Capital Expenditures and Other Obligations

The Company does not intend to make any material capital expenditures in the future.

Material Changes and Other Information

Trends and Uncertainties

After reviewing the above discussion of the steps the Company intends to take, potential Purchasers should consider whether achievement of each step within the estimated time frame is realistic in their judgment. Potential Purchasers should also assess the consequences to the Company of any delays in taking these steps and whether the Company will need additional financing to accomplish them.

The financial statements are an important part of this Form C/A and should be reviewed in their entirety. The financial statements of the Company are attached hereto as Exhibit A.

THE OFFERING AND THE SECURITIES

The Offering

The Company is offering up to \$250,000 in principal amount of Crowd Notes for up to \$250,000.00. The Company is attempting to raise a minimum amount of \$25,000.00 in this Offering (the "Minimum Amount"). The Company must receive commitments from investors in an amount totaling the Minimum Amount by September 14, 2020 (the "Offering Deadline") in order to receive any funds. If the sum of the investment commitments does not equal or exceed the Minimum Amount by the Offering Deadline, no Securities will be sold in the Offering, investment commitments will be cancelled and committed funds will be returned to potential investors without

interest or deductions. The Company has the right to extend the Offering Deadline at its discretion. The Company will accept investments in excess of the Minimum Amount up to \$250,000.00 (the "Maximum Amount") and the additional Securities will be allocated on a At the Company's discretion.

The price of the Securities does not necessarily bear any relationship to the Company's asset value, net worth, revenues or other established criteria of value, and should not be considered indicative of the actual value of the Securities.

In order to purchase the Securities, you must make a commitment to purchase by completing the Subscription Agreement. Purchaser funds will be held in escrow with Evolve Bank & Trust until the Minimum Amount of investments is reached. Purchasers may cancel an investment commitment until 48 hours prior to the Offering Deadline or the Closing, whichever comes first using the cancellation mechanism provided by the Intermediary. The Company will notify Purchasers when the Minimum Amount has been reached. If the Company reaches the Minimum Amount prior to the Offering Deadline, it may close the Offering at least five (5) days after reaching the Minimum Amount and providing notice to the Purchasers. If any material change (other than reaching the Minimum Amount) occurs related to the Offering prior to the Offering Deadline, the Company will provide notice to Purchasers and receive reconfirmations from Purchasers who have already made commitments. If a Purchaser does not reconfirm his or her investment commitment after a material change is made to the terms of the Offering, the Purchaser's investment commitment will be cancelled and the committed funds will be returned without interest or deductions. If a Purchaser does not cancel an investment commitment before the Minimum Amount is reached, the funds will be released to the Company upon closing of the Offering and the Purchaser will receive the Securities in exchange for his or her investment. Any Purchaser funds received after the initial closing will be released to the Company upon a subsequent closing and the Purchaser will receive Securities via Digital Registry in exchange for his or her investment as soon as practicable thereafter.

Subscription Agreements are not binding on the Company until accepted by the Company, which reserves the right to reject, in whole or in part, in its sole and absolute discretion, any subscription. If the Company rejects all or a portion of any subscription, the applicable prospective Purchaser's funds will be returned without interest or deduction.

The price of the Securities was determined arbitrarily. The minimum amount that a Purchaser may invest in the Offering is \$100.00.

The Offering is being made through MicroVenture Marketplace, Inc., the Intermediary. The following two fields below sets forth the compensation being paid in connection with the Offering.

Commission/Fees

At the conclusion of the Offering, the Issuer shall pay to the Intermediary a fee consisting of five percent (5%) commission based on the amount of investments raised in the Offering and paid upon distribution of funds from escrow at the time of closing.

Stock, Warrants and Other Compensation

The Intermediary will receive a number of Crowd Notes of the Issuer equal to two percent (2%) of the total number of Securities sold by the Issuer in the Offering.

Transfer Agent and Registrar

The Company will act as transfer agent and registrar for the Securities.

The Securities

We request that you please review our organizational documents in conjunction with the following summary information.

Authorized Capitalization

See “CAPITALIZATION AND OWNERSHIP” above.

Not Currently Equity Interests

The Securities are not currently equity interests in the Company and can be thought of as the right to receive shares at some point in the future upon the occurrence of certain events.

Valuation Cap

For the first \$100,000.00 of Securities sold in the Offering, the Valuation Cap is equal to \$2,500,000.00 (\$2.5 million). For Securities sold in the offering between \$100,000.00 and \$250,000.00, the Valuation Cap is equal to \$3,000,000.00 (\$3 million).

Discount

20.0%

Conversion of the Crowd Notes.

Upon the occurrence of a Qualified Equity Financing, the Crowd Notes will convert into Conversion Shares pursuant to the following:

- a. If the investor is not a Major Investor, the Crowd Notes will convert into Conversion Shares upon the earlier of (i) the Company’s election or (ii) a Corporate Transaction.
- b. If the investor is a Major Investor, the Company will convert the Crowd Notes into Conversion Shares prior to the closing of the Qualified Equity Financing.

“**Qualified Equity Financing**” shall mean the first sale (or series of related sales) by the Company of its Preferred Stock following the Date of Issuance from which the Company receives gross proceeds of not less than \$1,000,000.00 (excluding the aggregate amount of securities converted into Preferred Stock in connection with such sale (or series of related sales)).

Conversion Mechanics. Company shall convert the Crowd Notes into Conversion Shares equal to the quotient obtained by dividing the Outstanding Principal by the Conversion Price. The issuance of Conversion Shares pursuant to the conversion of the Crowd Notes shall be upon and subject to the same terms and conditions applicable to the stock sold in the Qualified Equity Financing; provided, however, that if the investor is not a Major Investor, the investor shall receive shares of a Shadow Series with certain limited rights.

“**Conversion Shares**” shall mean with respect to a conversion of the Crowd Notes, shares of the Company’s Preferred Stock issued in the Qualified Equity Financing.

“**Shadow Series**” shall mean shares of a series of the Company's Preferred Stock that is identical in all respects to the shares of Preferred Stock issued in the Qualified Equity Financing (e.g., if the Company sells Series A Preferred Stock in the Qualified Equity Financing, the Shadow Series would be Series A-1 Preferred Stock), except that the liquidation preference per share of the Shadow Series shall equal the Conversion Price (as determined pursuant to Section 2) and the following additional differences:

- i. Shadow Series shareholders shall grant their vote on any matter that is submitted to a vote or for the consent of the stockholders of the Company (except for on matters required by law) by Irrevocable Proxy;
- ii. Shadow Series shareholders shall receive quarterly business updates from the company through the Platform but will have no additional information or inspection rights (except with respect to such rights which are required by law).

“**Conversion Price**” with respect to a conversion pursuant to a Qualified Equity Financing shall equal the lower of (A) the product of (1) one minus the Discount and (2) the price paid per share for Preferred Stock by the investors in the Qualified Equity Financing, or (B) the quotient resulting from dividing (1) the Valuation Cap by (2) the Fully-Diluted Capitalization immediately prior to the closing of the Qualified Equity Financing.

“**Irrevocable Proxy**” shall mean the agreement appointing the Platform or an affiliate of the Platform as the sole and exclusive attorney and proxy of the Shadow Series shareholder, with full power of substitution and re-substitution, to vote and exercise all voting and related rights with respect to all of the securities of the Company that now are or hereafter may be beneficially owned by Shadow Series shareholder.

“**Major Investor**” shall mean any investor in Crowd Notes in which the Purchase Price is equal to or greater than \$25,000.00.

“**Outstanding Principal**” shall mean the total of the Purchase Price.

Corporate Transaction

In the event of a Corporate Transaction, the Company shall notify the investor in writing of the terms of the Corporate Transaction.

- a. If the Corporate Transaction occurs prior to a Qualified Equity Financing, the investor shall receive the higher value received by either:
 - i. Quotient obtained by dividing the product of (1) the Outstanding Principal and the Fully-Diluted Capitalization immediately prior to the closing of the Corporate Transaction by the (2) the Valuation Cap; or
 - ii. Obtaining the Corporate Transaction Payment.
- b. If the Corporate Transaction occurs after a Qualified Equity Financing the Company shall convert the Crowd Notes into Conversion Shares pursuant to Conversion Mechanics described above.

“**Corporate Transaction**” shall mean:

- i. the closing of the sale, transfer or other disposition of all or substantially all of the Company's assets,

- ii. the consummation of the merger or consolidation of the Company with or into another entity (except a merger or consolidation in which the holders of capital stock of the Company immediately prior to such merger or consolidation continue to hold at least 50% of the voting power of the capital stock of the Company or the surviving or acquiring entity),
- iii. the closing of the transfer (whether by merger, consolidation or otherwise), in one transaction or a series of related transactions, to a person or group of affiliated persons (other than an underwriter of the Company's securities), of the Company's securities if, after such closing, such person or group of affiliated persons would hold 50% or more of the outstanding voting stock of the Company (or the surviving or acquiring entity), or
- iv. the IPO, liquidation, dissolution or winding up of the Company; provided, however, that a transaction shall not constitute a Corporate Transaction if its sole purpose is to change the state of the Company's incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Company's securities immediately prior to such transaction.

“Corporate Transaction Payment” shall mean an amount equal to two times (2X) the Purchase Price. If there are not enough funds to pay the investors in full, then proceeds from the respective transaction will be distributed with equal priority and pro rata among Purchasers in proportion to their Purchase Price.

Termination

The Crowd Notes will terminate upon the earlier of: (a) a conversion of the entire Purchase Price under the Crowd Notes into Conversion Shares; or (b) the payment of amounts due to the investor pursuant to a Corporate Transaction.

In addition, the Purchaser may not transfer the Securities or any Securities into which they are convertible to any of the Company's competitors, as determined by the Company in good faith.

Furthermore, upon the event of an IPO, the equity interest into which the Securities are converted will be subject to a lock-up period and may not be sold for up to 180 days following such IPO.

Voting and Control

The Securities do not have any voting rights. Further, upon conversion of the Crowd Notes into Conversion Shares, Shadow Series shareholders shall grant their vote on any matter that is submitted to a vote or for the consent of the members of the Company (except for on matters required by law) by Irrevocable Proxy.

The Company has restrictive stock purchase agreements in place with its founders. The agreements contain customary transfer restrictions including repurchase rights and the right of first refusal.

Anti-Dilution Rights

The Securities do not have anti-dilution rights.

Restrictions on Transfer

Any Securities sold pursuant to Regulation CF being offered may not be transferred by any Purchaser of such Securities during the one-year holding period beginning when the Securities were issued, unless such Securities were transferred: 1) to the Company, 2) to an accredited investor, as defined by Rule 501(d) of Regulation D of the Securities Act of 1933, as amended, 3) as part of an Offering registered with the SEC or 4) 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 family member of the Purchaser or the equivalent, or in connection with the death or divorce of the Purchaser or other similar circumstances. “Member of the family” as used herein means a child, stepchild, grandchild, parent, stepparent, grandparent, spouse or spousal equivalent, sibling, mother/father/daughter/son/sister/brother-in-law, and includes adoptive relationships. Remember that although you may legally be able to transfer the Securities, you may not be able to find another party willing to purchase them.

Other Material Terms

The Company does not have the right to repurchase the Crowd Notes. The investor agrees to take any and all actions determined in good faith by the Company’s Manager to be advisable to reorganize the instrument and any shares issued pursuant to the terms of the Crowd Notes into a special purpose vehicle or other entity designed to aggregate the interests of holders of Crowd Notes.

TAX MATTERS

EACH PROSPECTIVE INVESTOR SHOULD CONSULT WITH HIS OR HER OWN TAX AND ERISA ADVISOR AS TO THE PARTICULAR CONSEQUENCES TO THE INVESTOR OF THE PURCHASE, OWNERSHIP AND SALE OF THE INVESTOR’S SECURITIES, AS WELL AS POSSIBLE CHANGES IN THE TAX LAWS.

TO ENSURE COMPLIANCE WITH THE REQUIREMENTS IMPOSED BY THE INTERNAL REVENUE SERVICE, WE INFORM YOU THAT ANY TAX STATEMENT IN THIS FORM C/A CONCERNING UNITED STATES FEDERAL TAXES IS NOT INTENDED OR WRITTEN TO BE USED, AND CANNOT BE USED, BY ANY TAXPAYER FOR THE PURPOSE OF AVOIDING ANY TAX-RELATED PENALTIES UNDER THE UNITED STATES INTERNAL REVENUE CODE. ANY TAX STATEMENT HEREIN CONCERNING UNITED STATES FEDERAL TAXES WAS WRITTEN IN CONNECTION WITH THE MARKETING OR PROMOTION OF THE TRANSACTIONS OR MATTERS TO WHICH THE STATEMENT RELATES. EACH TAXPAYER SHOULD SEEK ADVICE BASED ON THE TAXPAYER’S PARTICULAR CIRCUMSTANCES FROM AN INDEPENDENT TAX ADVISOR.

Potential Investors who are not United States residents are urged to consult their tax advisors regarding the United States federal income tax implications of any investment in the Company, as well as the taxation of such investment by their country of residence. Furthermore, it should be anticipated that distributions from the Company to such foreign investors may be subject to UNITED STATES withholding tax.

EACH POTENTIAL INVESTOR SHOULD CONSULT HIS OR HER OWN TAX ADVISOR CONCERNING THE POSSIBLE IMPACT OF STATE TAXES.

TRANSACTIONS WITH RELATED PERSONS AND CONFLICTS OF INTEREST

Related Person Transactions

From time to time the Company may engage in transactions with related persons. Related persons are defined as any director or officer of the Company; any person who is the beneficial owner of 10 percent or more of the Company's outstanding voting equity securities, calculated on the basis of voting power; any promoter of the Company; any immediate family member of any of the foregoing persons or an entity controlled by any such person or persons.

The Company has not conducted any transactions with related persons.

Conflicts of Interest

To the best of our knowledge the Company has not engaged in any transactions or relationships, which may give rise to a conflict of interest with the Company, its operations or its security holders.

Bad Actor Disclosure

The Company is not subject to any Bad Actor Disqualifications under any relevant U.S. securities laws.

SIGNATURE

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), the issuer certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form C/A and has duly caused this Form to be signed on its behalf by the duly authorized undersigned.

/s/Evan Leaphart
(Signature)

Evan Leaphart
(Name)

CEO
(Title)

8/18/2020
(Date)

Pursuant to the requirements of Sections 4(a)(6) and 4A of the Securities Act of 1933 and Regulation Crowdfunding (§ 227.100 et seq.), this Form C/A has been signed by the following persons in the capacities and on the dates indicated.

/s/Michael Gross
(Signature)

Michael Gross
(Name)

Chief Engagement Officer
(Title)

8/18/2020
(Date)

I, Evan Leaphart, being the founder of Leaping Harts, Inc., a Corporation (the “Company”), hereby certify as of this that:

- (i) the accompanying unaudited financial statements of the Company, which comprise the balance sheet as of December 31, 2019 and the related statements of income (deficit), stockholder’s equity and cash flows for the year ended December 31, 2019, and the related notes to said financial statements (collectively, the “Financial Statement”), are true and complete in all material respects; and
- (ii) while the Company has not yet filed tax returns for the year ending December 31, 2019, any tax return information in the Financial Statements reflects accurately the information that would be reported in such tax returns.

/s/Evan Leaphart
(Signature)

Evan Leaphart
(Name)

Founder and CEO
(Title)

8/18/2020
(Date)

EXHIBITS

Exhibit A	Financial Statements
Exhibit B	Company Summary
Exhibit C	Subscription Agreement
Exhibit D	Crowd Notes
Exhibit E	Pitch Deck
Exhibit F	Video Transcript
Exhibit G	Webinar Transcript

EXHIBIT A
Financial Statements

Kiddie Kredit

BALANCE SHEET

As of December 31, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking - 5220 (deleted)	126.92
Checking - 6901	0.00
Total Bank Accounts	\$126.92
Total Current Assets	\$126.92
TOTAL ASSETS	\$126.92
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
Ayodeji O Odujinrin	12,500.00
Lee Lefkowitz	25,000.00
Owner's Contributions	18,361.28
Owner's Pay & Personal Expenses	-1,000.00
Retained Earnings	-8,657.57
Net Income	-46,076.79
Total Equity	\$126.92
TOTAL LIABILITIES AND EQUITY	\$126.92

Kiddie Kredit

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Advertising & Marketing	6,930.86
Bank Charges & Fees	-584.89
Legal & Professional Services	156.00
Bookkeeping	875.00
Total Legal & Professional Services	1,031.00
Meals & Entertainment	361.93
Office Rent	1,235.00
Office Supplies & Software	1,743.01
Email	451.25
Events	3,296.85
Hosting	245.43
HR	207.00
Victor Moreno - App Expenses	8,500.00
Total Office Supplies & Software	14,443.54
Payroll Processing Fee	172.68
Payroll Taxes	1,608.00
Salaries & Wages	18,000.00
Shipping	159.67
Taxes & Licenses	283.75
Travel	2,435.25
Total Expenses	\$46,076.79
NET OPERATING INCOME	\$ -46,076.79
NET INCOME	\$ -46,076.79

Kiddie Kredit

STATEMENT OF CASH FLOWS

January - December 2019

	JAN - DEC 2019	TOTAL
OPERATING ACTIVITIES		
Net Income	-46,076.79	\$ -46,076.79
Adjustments to reconcile Net Income to Net Cash provided by operations:		\$0.00
Payroll Liabilities	0.00	\$0.00
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	0.00	\$0.00
Net cash provided by operating activities	\$ -46,076.79	\$ -46,076.79
FINANCING ACTIVITIES		
Ayodeji O Odujinrin	12,500.00	\$12,500.00
Lee Lefkowitz	25,000.00	\$25,000.00
Owner's Contributions	6,616.17	\$6,616.17
Owner's Pay & Personal Expenses	-1,000.00	\$ -1,000.00
Net cash provided by financing activities	\$43,116.17	\$43,116.17
NET CASH INCREASE FOR PERIOD	\$ -2,960.62	\$ -2,960.62

Kiddie Kredit

BALANCE SHEET

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Checking - 1003	0.00
Checking - 5220	0.00
Total Bank Accounts	\$0.00
Total Current Assets	\$0.00
TOTAL ASSETS	\$0.00
LIABILITIES AND EQUITY	
Liabilities	
Total Liabilities	
Equity	
Owner's Contributions	8,657.57
Retained Earnings	
Net Income	-8,657.57
Total Equity	\$0.00
TOTAL LIABILITIES AND EQUITY	\$0.00

Kiddie Kredit

PROFIT AND LOSS

January - December 2018

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Advertising & Marketing	2,593.14
Bank Charges & Fees	29.13
Office Rent	522.70
Office Supplies & Software	130.00
Events	1,102.80
Hosting	110.30
Victor Moreno - App Expenses	4,000.00
Total Office Supplies & Software	5,343.10
Payroll Processing Fee	19.00
Shipping	63.00
Taxes & Licenses	87.50
Total Expenses	\$8,657.57
NET OPERATING INCOME	\$ -8,657.57
NET INCOME	\$ -8,657.57

Kiddie Kredit

STATEMENT OF CASH FLOWS

January - December 2018

	TOTAL
OPERATING ACTIVITIES	
Net Income	-8,657.57
Adjustments to reconcile Net Income to Net Cash provided by operations:	
Net cash provided by operating activities	\$ -8,657.57
FINANCING ACTIVITIES	
Owner's Contributions	8,657.57
Net cash provided by financing activities	\$8,657.57
NET CASH INCREASE FOR PERIOD	\$0.00
CASH AT END OF PERIOD	\$0.00

Leaping Harts Inc.: Statement of Changes in Shareholders' Equity

For the periods ended December 31, 2018 and December 31, 2019

	Preferred Stock	Common Stock	Additional Paid-in Capital	Retained Earnings	Total Stockholders' Equity
2018					
Beginning Balance at 3/1/18		0	\$0.00	\$0.00	\$0.00
Issuance of Stock		7,900,000	\$8,530.65		\$8,530.65
Net Income (net loss)				-\$8,657.57	-\$8,657.57
Balance at 12/31/18		7,900,000			-\$126.92
2019					
Issuance of Stock		150,000	\$46,330.63		\$46,330.63
Net Income (net loss)				-\$46,076.79	-\$46,076.79
Balance at 12/31/19		8,050,000	\$54,861.28	-\$54,734.36	\$126.92

Footnotes

NOTE 1 - NATURE OF BUSINESS

Organization and Nature of Business

Leaping Harts, Inc.(dba Kiddie Kredit (the “Company”) is a C-corporation incorporated in Delaware as of 03/01/2018 and is headquartered in Miami, FL. Kiddie Kredit is a mobile chore tracking app that teaches kids about credit. We intend to earn revenue by referring financial products for kids to customers, our in app marketplace and selling of our curriculum .

The Company also has foreign qualification to operate in the state of FL.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The accompanying consolidated financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America (“GAAP”). The Company’s fiscal year-end is December 31.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

Fair Value of Financial Instruments

Financial Accounting Standards Board (“FASB”) guidance specifies a hierarchy of valuation techniques based on whether the inputs to those valuation techniques are observable or unobservable. Observable inputs reflect market data obtained from independent sources, while unobservable inputs reflect market assumptions. The hierarchy gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1 measurement) and the lowest priority to unobservable inputs (Level 3 measurement). The three levels of the fair value hierarchy are as follows:

- Level 1 - Unadjusted quoted prices in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date. Level 1 primarily consists of financial instruments whose value is based on quoted market prices such as exchange-traded instruments and listed equities.
- Level 2 - Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly (e.g., quoted prices of similar assets or liabilities in active markets, or quoted prices for identical or similar assets or liabilities in markets that are not active).
- Level 3 - Unobservable inputs for the asset or liability. Financial instruments are considered Level 3 when their fair values are determined using pricing models, discounted cash flows or similar techniques and at least one significant model assumption or input is unobservable.

Revenue Recognition

The Company recognizes revenue only when all of the following criteria have been met:

- Persuasive evidence of an arrangement exists;

- Delivery has occurred, or services have been rendered;
- The fee for the arrangement is fixed or determinable; and
- Collectability is reasonably assured.

The Company's has no revenue to date.

Cash and Cash Equivalents

The Company considers all highly liquid investments with an original maturity of 90 days or less to be cash equivalents. At December 31, 2019 and 2018, the cash equivalents that the Company had includes bank deposits.

Inventory

Inventory is stated at the lower of cost or market value and is accounted for using the first-in- first-out method ("FIFO"). The Company analyzes inventory for any potential obsolescence, and records impairment and obsolescence reserve against inventory as deemed necessary. At December 31, 2018 and 2019 the Company determined no such impairment charge necessary.

Accounts Receivable and Allowance for Uncollectible Accounts

The Company recognizes an allowance for losses on accounts receivable deemed to be

uncollectible. The allowance is based on an analysis of historical bad debt experience as well as an assessment of specific identifiable customer accounts. At December 31, 2018 and 2019 the Company determined no allowance for uncollectible accounts was necessary.

Intangible Assets

Intangible assets consist of app development and design. These assets are purchased or developed by the Company and are recorded at cost. Amortization is recognized over the estimated useful life of the asset using the straight-line method for financial statement purposes. The Company reviews the recoverability of intangible assets, including the related useful lives, whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. No impairment was considered necessary at either 12/31/18 or 12/31/19.

Advertising and Marketing Costs

The Company's marketing and advertising costs are expensed as incurred. During the years ended 12/31/18 and 12/31/19 the Company recognized \$2,513.14 and \$6,930.86 in marketing and advertising, respectively, recorded under the heading Sales and Marketing in the consolidated statements of operations and comprehensive income.

Shipping and Handling Costs

Our products are all digital and incur no shipping and handling costs.

Income Taxes

The Company assesses its income tax positions and records tax benefits for all years subject to examination based upon its evaluation of the facts, circumstances and information available at the reporting date. In accordance with ADC 740-10, for those tax positions where there is a greater than 50% likelihood that a tax benefit will be sustained, our policy is to record the largest amount of tax benefit that is more likely than not to be realized upon ultimate settlement with a taxing authority that has full knowledge of all relevant information. For those income tax positions where there is less than 50%

likelihood that a tax benefit will be sustained, no tax benefit will be recognized in the financial statements. The Company has determined that there are no material uncertain tax positions.

The Company accounts for income taxes based on the provisions promulgated by the Internal Revenue Service ("IRS"), which has a statute of limitation of three years from the due date of the return. As such, all tax years are open since the Company's inception.

The Company currently has a tax net operating loss of \$46,076.79 which it may receive future tax benefits. However, as of December 31, 2019 no such benefit is expected to be recognized in

the near term, and therefore, a full valuation allowance has been assessed on any potential income tax benefit.

NOTE 3 -- GOING CONCERNS

Going Concern Matters

The accompanying consolidated financial statements have been prepared assuming the Company will continue as a going concern, which contemplates the recoverability of assets and the satisfaction of liabilities in the normal course of business.

The Company has incurred losses from inception of approximately \$57,729.70 which, among other factors, raises substantial doubt about the Company's ability to continue as a going concern. The ability of the Company to continue as a going concern is dependent upon management's plans to raise additional capital from the issuance of debt or the sale of stock, its ability to develop strategic partnerships, and its ability to generate positive operational cash flow. The accompanying financial statements do not include any adjustments that might be required should the Company be unable to continue as a going concern.

Risks and Uncertainties

The Company is subject to customary risks and uncertainties associated with dependence on key personnel, costs of services provided by third parties, the need to obtain additional financing, limited operating history, developmental complexities and changes to consumers needs and tastes.

NOTE 4 -- EQUITY DISTRIBUTION

Changes In Equity

Subsequent to the close of the 2019 financial reporting period, the board of directors approved an equity distribution change that decreased the number of shares issued to a director and increased shares issued to certain employees.

EXHIBIT B
Company Summary



MICROVENTURES



Company: Kiddie Kredit

Market: Educational Mobile Apps

Product: Mobile app teaching financial literacy to children

Company Highlights

- Partnering with Equifax Foundation to promote financial inclusion and literacy
- Over 32,000 chores completed on app between April 2019 and April 2020
- Between April 2019 and April 2020, company received 3,000 app sign ups
- Participant in 500 Startups Miami, Miami EdTech, ReignVC and FounderGym entrepreneur growth programs

EXECUTIVE SNAPSHOT

Founded in 2018, Kiddie Kredit hopes to address financial illiteracy by instilling sound credit understanding in children through a fun and engaging mobile app. The Kiddie Kredit app aims to leverage the completion of chores to teach kids – and their parents – lessons that are applicable to credit usage as an adult. Through his company, founder Evan Leaphart and his team are striving to foster a new generation of financially astute individuals with high comprehension of credit, giving them a better chance of avoiding the pitfalls of falling early into debt with high-interest rates.

Currently, Kiddie Kredit is working with the Equifax Foundation, Equifax's philanthropic arm, to focus on the financial inclusion efforts of the foundation. Through the partnership, Kiddie Kredit expects to become a key partner in Equifax Foundation's Build Credit movement, which the foundation modeled after Boston Builds Credit and replicated in St. Louis and Atlanta. The company has also partnered with rapper Mickey Factz, well known for his viral freestyle rap about credit on New York City's Hot 97 radio station,ⁱ to help further promote the company's mobile app and credit education solution.



With the proceeds of the raise, the company hopes to bring on team members full time, further develop the second iteration of its mobile app, and forge stronger partnerships with the Equifax Foundation. Additionally, Kiddie Kredit hopes to use the proceeds to fund pilot initiatives with financial institutions and organizations centered around financial literacy to youth.



You are investing in a Crowd Note in this Offering. Perks are meant to be a thank you from the company for investing. The perks below, subject to [Regulation CF investment limits](#), are not inclusive of lower dollar amount perks, except where otherwise noted.

\$250+ – Investors will receive a “Give a Kid Some Kredit” T-shirt and a shout out on Kiddie Kredit’s social media

\$500+ – \$250+ level perks plus a shout out at the end of Kiddie Kredit’s upcoming music video

\$1,000+ – \$500+ level perks plus Kiddie Kredit’s Parenting and Productivity curriculum pack (assortment of books about parenting and finance) and lifetime premium access to the Kiddie Kredit app

\$2,500+ – \$1,000+ level perks plus a signed version of the Parenting and Productivity curriculum pack and a customized t-shirt

In addition to the above perks, investors that purchase the first 100,000 Crowd Notes, and thereby fund the first \$100,000, will receive Crowd Notes with a conversion provision based on a \$2.5 million valuation cap instead of a \$3 million valuation cap. That means, in connection with equity financing of at least \$1,000,000 (a “Qualified Equity Financing”), the company has the option to convert the Crowd Note into shares of non-voting preferred stock (Conversion Shares) at a price based on the lower of (A) a 20% discount to the price per unit paid for Preferred Stock by investors in the Qualified Equity Financing or (B) the price per share based on a \$2.5 million valuation cap (instead of \$3 million).

COMPANY SUMMARY

Opportunity

In the U.S., credit scores play an integral role in an individual’s financial life. Along with being used to determine the loans one can get and at what interest rate, credit scores are commonly used by insurers to set auto and homeowners insurance premiums, by landlords to decide renters, and by utilities providers to determine deposit sizes, among other things. The differences between poor or mediocre credit scores and good credit scores have been shown to have considerable impacts. According to information from Informa Research Services, someone with FICO scores in the 620 range would pay \$65,000 more on a \$200,000 mortgage than someone with FICOs over 760. Further, on a five-year \$30,000 auto loan, an individual with a FICO score of 620 would pay \$5,100 more than the person with a 760+ FICO score.ⁱⁱ

Despite the substantial importance credit plays in one’s everyday life, it appears that fewer Americans fully grasp the concept and potential consequences of personal credit and debt. According to a survey from the Consumer Federation of America and VantageScore, in 2019 only 66% of respondents correctly answered that keeping a low credit card balance helps raise a lower credit score or keep a high one, down from 85% in 2012. When asked about the number of credit scores an individual can have, only 62% indicated more than one, down from 78% in 2012.ⁱⁱⁱ This lack of understanding comes at a time in which debt held by millennials is increasing, and FICO scores are below national averages. According to Experian, in Q4 2018 millennials had an average FICO score of 665 (compared to the national average of 701) and had an average credit card balance of \$5,231 (up 7% compared to 2017). On average, millennials had debt totaling \$80,666, up 11% from 2017.^{iv}



Founded in 2018, Kiddie Kredit hopes to address financial illiteracy by instilling sound credit understanding in children through a fun and engaging mobile app. Through its app, Kiddie Kredit aims to leverage the completion of chores to teach kids – and their parents – lessons that are applicable to credit usage as an adult. With Kiddie Kredit, the company hopes to help a generation to make wiser decisions regarding credit, bridging the gap between those with adequate means of financial literacy and good credit scores and those with less resources and poor credit outcomes.

Kiddie Kredit’s Mission

Founder Evan Leaphart and his team at Kiddie Kredit hope to provide a new way of looking at credit. As a young adult, Evan found himself in debt. As he began his journey to become financially stable, he wished he had been taught financial literacy earlier in life and vowed to make sure more kids had access to learn the importance of this essential information. In his experience, while parents wish for their children to learn as much as possible in their developmental stages, neither parents nor teachers did much to impart practical financial literacy best practices on children. This led Evan to found Kiddie Kredit. Through his company, Evan and his team are striving to foster a new generation of financially astute individuals with high comprehension of credit, giving them a better chance of avoiding the pitfalls of falling early into debt with high-interest rates.

Product

Kiddie Kredit has developed a mobile application designed to help parents teach their kids about credit scores through the process of completing chores. Kiddie Kredit does this by assigning a “Kredit” score based on a variety of factors such as the timeliness of completion and number of chores completed. By designing its “Kredit” score to mirror the current FICO score metrics, the company hopes to empower families with a tool that creatively and effectively teaches the concept of credit scores in an approachable and rewarding way.



**Customize and personalize chore tasks
with ease**



**View chore progress and compare it
across the platform**



**Provide rewards and prizes to kids
based on their chore board**

Through the company’s mobile app, which is available on both Apple’s App Store and Google Play, parents can assign and edit chore tasks to their children, personalizing each task to fit their requirements. Kiddie Kredit’s app automatically generates a library of age-appropriate tasks which parents can customize, or parents can create their own tasks from scratch. Parents can also assign varying prioritization levels to help kids better prioritize their chores.

Once chores are created and assigned, parents can monitor their child’s progress. As children complete tasks and chores, they are assigned a score based on current FICO score components. A comparison of FICO and Kiddie Kredit’s score calculation is as follows:



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FICO Score^v

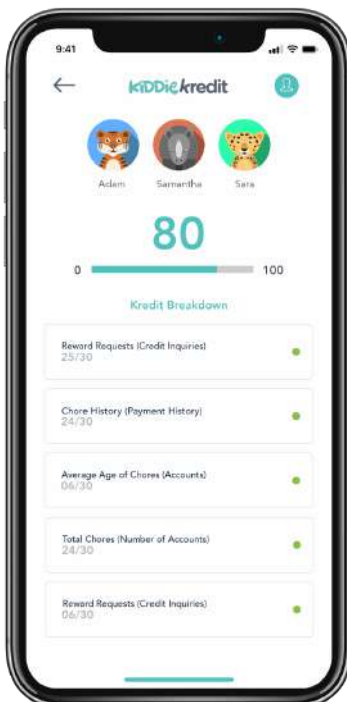
- Payment history – 35%
- Credit utilization – 30%
- Length of credit history – 15%
- Types of accounts (credit mix) – 10%
- Inquires/new credit – 10%

Kiddie Kredit Score

- Chore/task history – 35%
- Rewards management – 30%
- Age of chores/tasks – 15%
- Variety of chores/tasks – 10%
- Rewards requests – 10%

Kiddie Kredit's versions of FICO score components entail the following:

- **Chore history** – a child missing an activity simulates an adult missing a payment and will cause the most damage to their score. Children who consistently complete their chores on time will be rewarded with a higher score in this category.
- **Reward management** – A child has a set amount of their rewards that needs to be saved each week. If the child goes over that amount, it simulates an adult using too much credit, negatively impacting the child's Kredit score.
- **Age of chores** – The longer a child has to do a specific activity, the better it is for their score, which simulates an adult having an account open for a longer period of time.
- **Variety of chores** – the more activities a child has, the better it is for their score which simulates an adult having a healthy variation of accounts on their credit.
- **Reward requests** – Any time a child requests a reward it counts similar to an inquiry on an adult's credit. Once past an allotted amount, the reward requests can negatively impact a child's score.

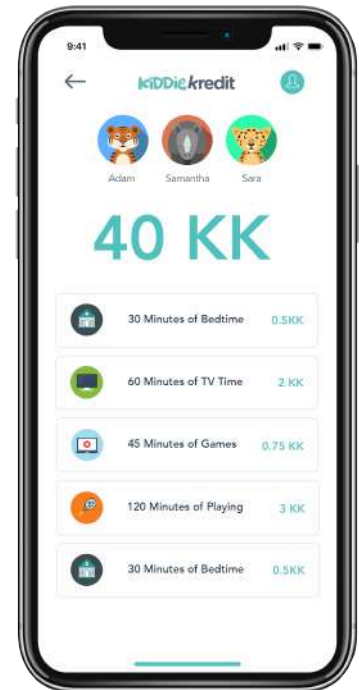


In order to keep the Kredit score as easy to understand as possible, Kiddie Kredit caps the score at 100. Kids and parents are able to monitor the score within the app, which features a breakdown of how well or poorly the kids are doing among individual components of their total Kredit score.

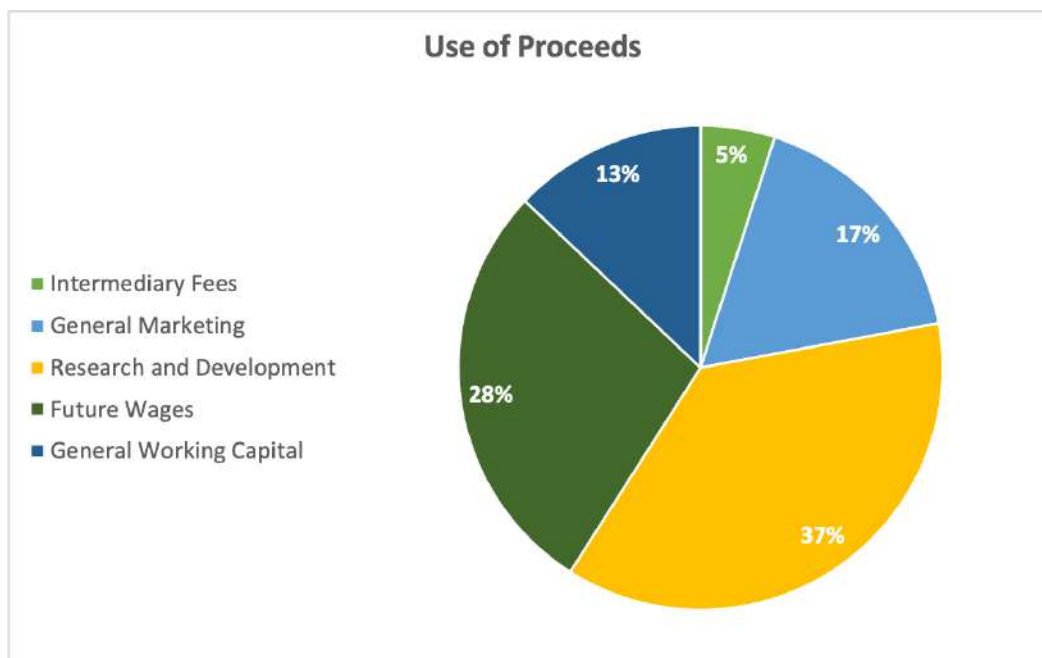


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Along with their Kredit score, children also receive rewards chosen by their parents based on their score. Parents can assign a value at every point of the score and reward children at the end of the week. The rewards can be either monetary or non-monetary, or a combination of the two. Examples of rewards include extended bedtimes, increased screen or tv time, or more time for leisure. In the future, the company hopes to partner with companies to offer products available for purchase with an in-app currency currently in development.



Use of Proceeds





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Kiddie Kredit plans to use the proceeds of the raise on the following categories:

Research and Development (37%)

Funds allocated to research and development will be used to accelerate the development of features included in the company's product roadmap, namely its banking product recommendation engine, new iteration of its mobile app, and its COPPA-compliant ad platform.

Future Wages (28%)

Funds allocated to future wages will be used primarily for salaries of the company's key officers and additional employees.

General Marketing (17%)

The company hopes to use funds allocated to general marketing to fund a digital marketing campaign when the company is ready to launch the second iteration of its mobile app.

General Working Capital (13%)

General working capital funds will support the payment of monthly overhead expenses and help allocate resources to the continued improvement of the company's app. This may include resources allocated directly to the company's CTO or to user interface and experience consultants.

Intermediary Fees (5%)

This allocation includes fees related to launching the crowdfunding raise, including legal and MicroVentures related fees.

Product Roadmap

Over the next 12 months, the company anticipates developing and launching the following features:

- 2.0 version of mobile app – Q4 2020
- Financial institution partnerships – Q4 2020
- COPPA compliant ad platform – Q4 2020
- Banking product recommendation engine – Q1 2021
- In-app marketplace partnerships – Q2 2021

Banking Product Recommendation Engine

The company plans to develop a banking product recommendation engine to generate revenue from commissions on banking and debit products recommended to users of the Kiddie Kredit app. In partnership with banks and other financial institutions, Kiddie Kredit would receive an agreed upon sum for each customer that begins using a banking or debit product as a result of referrals made within the app.



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2.0 Version of Mobile App

Kiddie Kredit's second version of its mobile app will feature an enhanced customer journey, a more kid-friendly user interface, and an improved user experience. The company also hopes to add a digital wallet feature to the premium version of the app, allowing users to store money from the completion of allowances.

Financial Institution Partnerships

The company plans to partner with various banks and financial institutions to supply banking and debit products for its recommendation engine. The company also hopes to partner with an official credit bureau to help broaden the adoption of its mobile app.

COPPA Compliant Ad Platform

In order to feature ads on its platform, Kiddie Kredit must adhere to the regulations of the Children's Online Privacy Protection Act (COPPA). To help build out a compliant ad platform, the company plans to partner with SuperAwesome, a provider of COPPA-compliant ad solutions. Through SuperAwesome, Kiddie Kredit plans to integrate a compliant ad platform, as well as a secure login feature.

Banking Product Recommendation Engine

The company plans to develop a banking product recommendation engine to generate revenue from commissions on banking and debit products recommended to users of the Kiddie Kredit app. In partnership with banks and other financial institutions, Kiddie Kredit would receive an agreed upon sum for each customer that begins using a banking or debit product as a result of referrals made within the app.

In-App Marketplace Partnerships

Over the next six months, Kiddie Kredit plans to seek out partners for its in-app marketplace to offer products and services for kids to purchase via the in-app currency they receive for completing chores and tasks.

Business Model

Currently, Kiddie Kredit is pre-revenue. The company intends to generate revenue through the following channels:

Premium Version Subscriptions

The company plans to offer a premium version of its mobile app, complete with features such as no ads, unlimited chores and users, and a digital wallet where parents can store money for their kids that they've earned for completing chores. Kiddie Kredit anticipates pricing the premium version subscription at \$4.99 per month.



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Product Recommendation Commissions

Kiddie Kredit plans to generate revenue through product recommendation commissions. Similar to Credit Karma, the company hopes to recommend child debit and banking products offered by banks and institutions, receiving a commission from the bank or institution for every referral that begins using the products.

Ads

Kiddie Kredit plans to partner with SuperAwesome, utilizing the company's Awesome Ads platform to build a COPPA-compliant ad platform.

Bulk Subscription Account Sales

The company anticipates working with banks and schools to offer its mobile app at a reduced rate to a bank's clients or school's students.

Financial Curriculum Sales

Kiddie Kredit plans to sell its financial literacy curriculum to schools and organizations looking to teach credit to kids and parents.

USER TRACTION

Metrics

Between April 2019 and April 2020, Kiddie Kredit achieved the following metrics on its mobile app:

- 32,100 requests for chore completions
- 26,600 log-ins
- 12,700 chores added
- 3,180 rewards added
- 3,000 sign ups

Partnerships

Currently, Kiddie Kredit is working with the Equifax Foundation, Equifax's philanthropic arm, to focus on the financial inclusion efforts of the foundation. Through the partnership, Kiddie Kredit expects to become a key partner in Equifax Foundation's Build Credit movement, which the foundation modeled after Boston Builds Credit and replicated in St. Louis and Atlanta.





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In March 2020, the company announced a partnership with rapper Mickey Factz, well known for his viral freestyle rap about credit on New York City's Hot 97 radio station.^{vi} Through the partnership, Mickey Factz will become a brand ambassador for Kiddie Kredit and look for ways to spread messaging about credit education to youth through music.

Accelerators and Entrepreneurial Growth Programs

Since inception, Kiddie Kredit has participated in the following accelerators and entrepreneurial growth programs:

- **500 Startups Miami** – the Miami, Florida growth program of 500 Startups, a San Francisco-based accelerator whose alumni include Credit Karma, Twilio, Grab, and Udemy^{vii}
- **Miami EdTech Accelerator** – Miami-based accelerator focused on education technology
- **ReignVC Accelerator** – Accelerator run by Reign Ventures, a Miami-based venture capital fund
- **FounderGym** – online startup founder training program that has graduate 440 founders who have raised a total of \$50 million in startup capital since 2018^{viii}

HISTORICAL FINANCIALS

To date, Kiddie Kredit is pre-revenue. The company hopes to begin generating revenue in 2020 through subscription revenue of a premium version of its app, commission from finance product recommendations, in-app purchases, ads, and bulk subscription account sales to banks, and sales to schools.

In 2020 as of April, the company has incurred expenses totaling \$1,933, a decrease of 69% from 2019 expenses of \$6,141 over the same period. Since inception in March 2018 through April 2020, Kiddie Kredit has incurred expenses totaling \$56,668. In Q2 2019, the company experienced a substantial spike in expenses due primarily to the payment of salaries and wages, app development costs, and an increase in ad and marketing spend. Expenses decreased in Q3 2019 relative to Q2 2019 but remained elevated due to expenses related to salaries and wages, app development, and payroll taxes.





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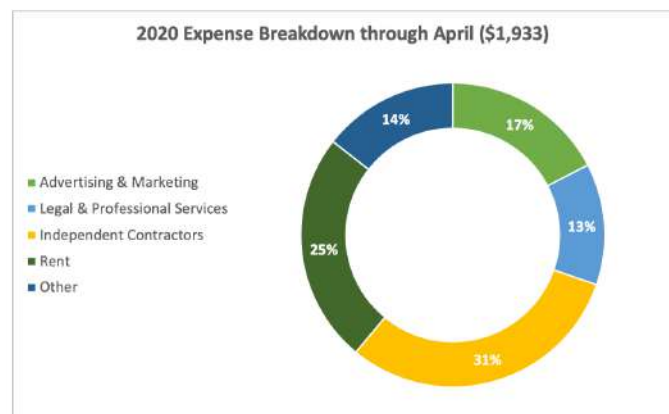
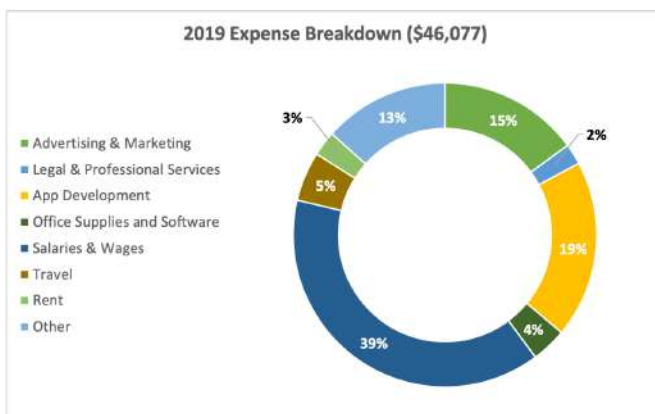
In 2019, the majority of the company's expenses were due to salaries and wages (39%), app development expenses (19%), and advertising and marketing (15%). In 2020 as of April, the company has not paid salaries and wages, nor has it incurred expenses related to app development. In light of this, expenses related to independent contractors as well as rent expenses have accounted for increasing percentages of 2020 expenses thus far, relative to 2019 expenses. A detailed breakdown of 2019 and 2020 expenses through April are as follows:

2019 Expense Breakdown (\$46,077)

- Advertising & Marketing – 15%
- Legal & Professional Services – 2%
- App Development – 19%
- Office Supplies & Software – 4%
- Salaries & Wages – 39%
- Travel – 5%
- Rent – 3%
- Other – 13%

2020 Expense Breakdown through April (\$1,933)

- Advertising & Marketing – 17%
- Legal & Professional Services – 13%
- Independent Contractors – 31%
- Rent – 25%
- Other – 14%



In 2020 as of April, Kiddie Kredit has incurred a net loss of \$1,933, an improvement of 69% over 2019 net losses totaling \$6,141 over the same period. Net losses worsened in Q2 2019 and Q3 2019 due primarily to the payment of salaries and wages, app development costs, and an increase in ad and marketing spend. In the first four months of 2020, the company has averaged a monthly burn rate of \$189. In 2019, the company averaged a monthly burn rate of \$3,840. As of April 2020, the company had \$50 of cash on hand. As a result of low cash on hand, the founders will continue to fund the business personally until the conclusion of the current raise.



INDUSTRY AND MARKET ANALYSIS

Kiddie Kredit operates within the broad industry of mobile applications. According to Allied Market Research, the global mobile application industry was valued at \$106.27 billion in 2018. The industry is expected to grow at a compounded annual growth rate (CAGR) of 18.4% from 2019 to 2024, reaching a projected size of \$407.31 billion by the end of the reporting period. Allied Market Research notes that increases in data usage and internet penetration, coupled with growth in machine learning and artificial intelligence could propel growth in the industry.^{ix}

Through its app, Kiddie Kredit hopes to educate kids on the importance of credit. According to Global Market Insights, the global E-Learning industry was valued at over \$200 billion in 2019 and is expected to grow at a CAGR of over 8% between 2020 and 2026 to reach a size of \$375 billion.^x The research firm notes that mobile learning, microlearning, social learning, and corporate massive open online classes (MOOCs) are emerging trends within the industry. Further, due to the COVID-19 pandemic, e-learning is forecasted to see an increase in demand for education solutions for students and corporations.^{xi}

Kiddie Kredit's target demographic consists of younger children and their parents. From 2008 to 2018, the total population of 6 to 11-year-old children in the U.S. grew from 24.3 million to 24.6 million. According to childstats.gov, by 2050, the total population of 6 to 11 year-olds will rise to 26 million.^{xii} As a proportion of the total U.S. population, children have accounted for a dwindling share since the early 1960s, falling from 36.0% in 1960 to 25.7% in 1990, and continuing to fall slightly through 2017. In 2010, children made up 24.0% of the U.S. population, a share that is expected to decline to 20.1% by 2050.^{xiii}

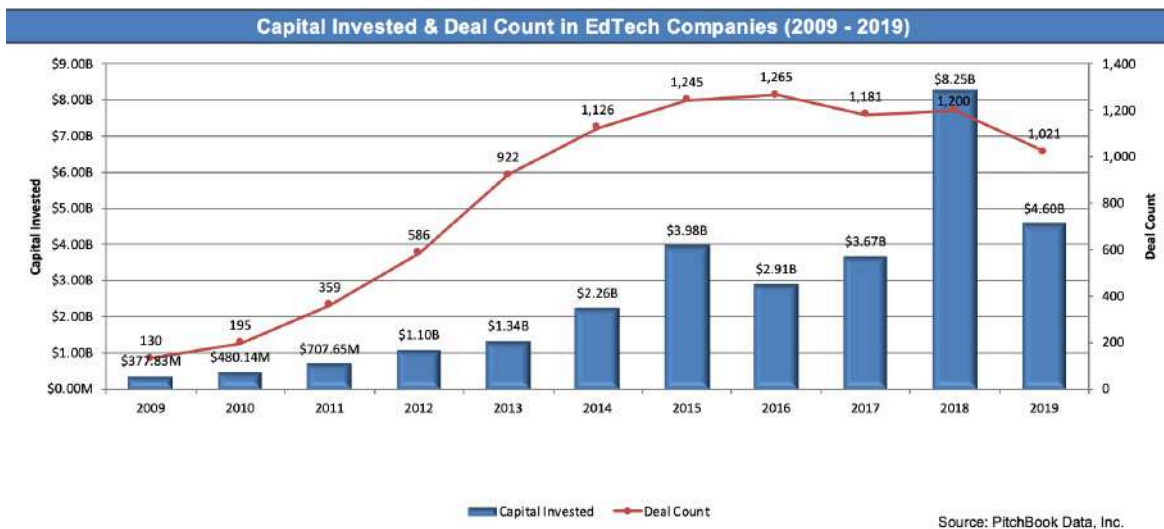
According to a survey conducted by Common Sense Media, 69% of 12-year-olds owned a smartphone in 2019, up from 41% in 2015. In comparison, 19% of 8-year-olds owned a smartphone in 2019, compared to 11% in 2015. Common Sense Media found that kids aged 8 to 12 spent an average of four hours and 44 minutes on their phones per day, not including time spent doing homework or using screens at school.^{xiv} Further, National Public Radio (NPR) notes that between 2015 and 2019, online video viewing doubled, with most children claiming that it is their most enjoyed online activity. NPR also notes that young people from families with incomes less than or



equal to \$35,000 spend nearly two hours more per day with screen media than do young people from families with income of \$100,000 or more.^{xv}

Kiddie Kredit operates broadly within the education technology (EdTech) industry. In 2019, the EdTech industry received \$4.60 billion in venture capital investment, down 44% from 2018 in which the industry received \$8.25 billion. In 2019, deal count was also down relative to the previous year, with 1,021 deals completed in 2019 versus 1,200 in 2018. Other notable industry investment information includes:^{xvi}

- Median deal size of \$1.2 million in 2019, the highest since 2009
- Median post money valuation of \$8.93 million in 2019, down 11.5% relative to 2018
- From 2009 to 2019, the industry has received a total of \$29.67 billion in venture capital investment spread across 9,230 deals



COMPETITORS

ChoreCheck: Chore Check is a mobile application that uses technology to help parents teach their children money management practices through household chores. Through Chore Check's app, parents create and schedule chores for their kids. Kids can then see the chores to be done on an in-app dashboard. Once kids check chores as completed, parents give approval and earned "income" goes to the child. Kids see their progress and percentage of completed chores each day. Chore Check also allows parents to allocate kids' earnings toward "buckets" called SPEND, SAVE, and GIVE. While the basic app is free to use, parents can upgrade to Chore Check Pay, which offers added features like prepaid MasterCard cards and securely linked parental bank accounts to load money to cards. Chore Check Pay is currently \$9 per month for a family membership.^{xvii}

BusyKid: BusyKid is a chore app that allows kids to earn, share, save, spend, and invest real allowance money. On the app, parents set chores for their kids to complete, with allowances directly deposited every Friday. Of the deposited money, a certain percentage is saved automatically, and a certain percentage is donated. With the remaining funds, kids are able to either invest in real stocks or spend their money via the BusyKid Visa pre-paid spend card. Currently, BusyKid does not charge a subscription fee for its basic service, but charges \$7.99 per year for access to the BusyKid Visa pre-paid card.^{xviii}



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OurHome: OurHome is an iOS, Android, and web application developed to simplify and gamify household task management. Through the app, parents can schedule and assign tasks, adding parental approval for tasks assigned to younger kids. Parents can then reward responsibility by linking tasks to a weekly allowance, screen time, or a family holiday. OurHome also features a shared family calendar to ensure that each member of the family has a coordinated view of days, weeks, and months.

iAllowance: iAllowance is a mobile app that allows parents to track their children's chores, rewarding them for jobs well done. Parents set chores for their kids, utilizing push notifications and reminders to remind their kids to complete current or upcoming tasks. iAllowance allows parents to set up various allowances that will pay out automatically at repeating intervals, with each allowance capable of being set up to pay into one or more of the child's banks. iAllowance also features a rewards system, which allows parents to set up rewards for kids to cash in upon reaching goals. Currently, iAllowance reports that the app has been used to complete 15 million chores with over 10 million allowances paid.^{xix}

EXECUTIVE TEAM



Evan Leaphart, Founder and CEO: Evan is a serial entrepreneur who has spent years helping those closest to him fix their credit informally after facing financial despair personally. Educating kids about credit and finance has always been of great importance to him. He currently mentors youth and is the co-founder of Black Men Talk Tech. Evan also serves on the advisory board of Miami EdTech.



Michael Gross, Chief Engagement Officer: Michael is a youth development professional with over 15 years of experience engaging young people on financial education and entrepreneurship. His expertise is in both direct service and consulting organizations on how to best engage their audience with an emphasis on young people of color. Michael holds a bachelor's degree in Business Management, Entrepreneurship and Legal Studies from Drexel University.



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Victor Moreno, Chief Technology Officer: Victor is a software engineer with expertise in a broad range of technology areas. In addition to his role at Kiddie Kredit, Victor is also a lead front end engineer at Amazon. After a ten year stretch in various technical and leadership roles, Victor became a member of the freelancer network called Toptal, and transitioned to full-time consulting, specializing in developing prototypes for early stage startups. Most recently, Victor has created a health tracking app, an app to learn programming, a fitness app for desk workers, and a blockchain-enabled health marketplace app. Victor holds a bachelor’s degree in Computer Science, as well as a master’s degree in Finance from Florida International University.



John Saunders, Chief Marketing Officer: John is a digital marketing strategist and founder of 5Four Digital with 8+ years of experience in building brands online. Through 5Four Digital, he has utilized website development, content marketing and social media strategy to create marketing campaigns that resonate with the consumer and drive consistent sales and conversions. John also founded the financial literacy blog BlackWallet, which currently has over 266,000 followers on Instagram.^{xx} John holds his bachelor’s degree in Public Communications from Florida Atlantic University.

PAST FINANCING

Round	Date	Amount	Security	Valuation Cap
Pre-Seed	May 2019 – July 2019	\$37,500	SAFE	\$5 million

Note: Kiddie Kredit’s Pre-Seed SAFEs contain a “most favored nations” provision for certain types of subsequent convertible note issuances to specified third parties. This allows the SAFE holders to amend their SAFEs to receive the terms of subsequent convertible securities offered by Kiddie Kredit, should the SAFE holders deem the terms to be preferable.

INVESTMENT TERMS

Security Type: Crowd Note

Round Size: Min: \$25,000 Max: \$250,000

Discount Rate: 20%

Valuation Cap: \$2,500,000 or \$3,000,000

Conversion Provisions: In connection with equity financing of at least \$1,000,000 (a “Qualified Equity Financing”), the Company has the option to convert the Crowd Note into shares of non-voting preferred stock (Conversion Shares) at a price based on the lower of (A) a 20% discount to the price per share paid for Preferred Shares by investors in the Qualified Equity Financing or (B) the price per share based on a \$2,500,000 or \$3,000,000 valuation cap. Please refer to the Crowd Note for a complete description of the terms of the Crowd Note, including the conversion provisions.



Forbes: Getting Schooled: Are You Teaching Your Kids These 6 Financially Savvy Habits?

Bankrate: Why parents should start teaching their kids about money at an early age

The Miami Times: Black Miami businessman teaches kids credit

Korea Times: In the 'in-app purchase' era, click without knowing your money is precious

Black Wallet: The Power of Credit: A Conversation with Credit Coach and Mobile App Creator, Evan Leaphart

Refresh Miami: #MiamiTech Startup Spotlight: Kiddie Kredit Helps Children Learn About Money

Investment Risk

An investment in the company is speculative, and as such is not suitable for anyone without a high tolerance for risk and a low need for liquidity. You should invest only if you are able to bear the risk of losing your entire investment. There can be no assurance that investors will receive any return of capital or profit. Investors should have the financial ability and willingness to accept the risks (including, among other things, the risk of loss of their entire investment and the risks of lack of liquidity) that are characteristic of private placement investments. There will be no public market for the securities being offered, applicable securities laws will restrict any transfer of the securities, and the securities will not be transferable without the company's consent.

The information provided herein is not intended to be, nor should it be construed or used as, investment, tax or legal advice, a recommendation to purchase, or an offer to sell securities of the company. You should rely on the offering statement and documents attached as exhibits to the offering statement when making any investment decision. An investment in the company is not suitable for all investors.

Company Risk

The company's industry is highly competitive, and the company may not be able to compete effectively against the other businesses in its industry. The company is subject to a number of significant risks that could result in a reduction in its value and the value of the company securities, potentially including, but not limited to:

- Rapidly changing consumer preferences and market trends,
- Inability to expand and maintain market acceptance for the company's services and products,
- Inability to gain access to international markets and comply with all applicable local laws and regulations,
- Inability to achieve management's projections for growth, to maintain or increase historical rates of growth, to achieve growth based on past or current trends, or to effectively manage rapid growth,
- Inability to develop, maintain and expand successful marketing relationships, affiliations, joint ventures and partnerships that may be needed to continue and accelerate the company's growth and market penetration,
- Inability to keep pace with rapid industry, technological and market changes that could affect the company's services, products and business,
- Technological problems, including potentially widespread outages and disruptions in Internet and mobile commerce,
- Potential costs and business disruption that may result if the company's customers complain or assert claims regarding the company's technology,



- Failure to adequately address data security and privacy concerns in compliance with U.S. and international laws, rules and policies,
- Performance issues arising from infrastructure changes, human or software errors, website or third-party hosting disruptions, network disruptions or capacity constraints due to a number of potential causes including technical failures, cyber-attacks, security vulnerabilities, natural disasters or fraud,
- Inability to adequately secure and protect intellectual property rights,
- Potential claims and litigation against the company for infringement of intellectual property rights and other alleged violations of law,
- Difficulties in complying with applicable laws and regulations, and potential costs and business disruption if the company becomes subject to claims and litigation for legal non-compliance,
- Changes in laws and regulations materially affecting the company's business,
- Liability risks and labor costs and requirements that may jeopardize the company's business,
- Dependence on and inability to hire or retain key members of management and a qualified workforce,
- Ongoing need for substantial additional capital to support operations, to finance expansion and/or to maintain competitive position,
- Issuance of additional company equity securities at prices dilutive to existing equity holders,
- Potential significant and unexpected declines in the value of company equity securities, including prior to, during, and after an initial public offering, and
- Inability of the company to complete an initial public offering of its securities, merger, buyout or other liquidity event.

ⁱ <https://www.youtube.com/watch?v=76LIHRq5d7Y>

ⁱⁱ <https://www.nerdwallet.com/blog/finance/great-credit-powerful-tool/>

ⁱⁱⁱ <https://www.vantagescore.com/news-story/309/annual-survey-reveals-consumer-knowledge-about-credit-scores>

^{iv} <https://www.experian.com/blogs/ask-experian/taking-a-look-at-millennial-credit-scores/>

^v [https://www.myfico.com/credit-education/whats-in-your-credit-score#:~:text=FICO%20Scores%20are%20calculated%20using,and%20credit%20mix%20\(10%25\).](https://www.myfico.com/credit-education/whats-in-your-credit-score#:~:text=FICO%20Scores%20are%20calculated%20using,and%20credit%20mix%20(10%25).)

^{vi} <https://www.youtube.com/watch?v=76LIHRq5d7Y>

^{vii} <https://500.co/press/>

^{viii} <https://foundergym.com/about/>

^{ix} <https://www.alliedmarketresearch.com/mobile-application-market>

^x <https://www.alliedmarketresearch.com/mobile-application-market>

^{xi} <https://www.gminsights.com/industry-analysis/elearning-market-size>

^{xii} <https://www.childstats.gov/americaschildren/tables/pop1.asp>

^{xiii} <https://www.childtrends.org/indicators/number-of-children#:~:text=The%20number%20of%20children%20under,to%2074.1%20million%20by%202020.>

^{xiv} <https://www.common sense media.org/research/the-common-sense-census-media-use-by-tweens-and-teens-2019>

^{xv} <https://www.npr.org/2019/10/31/774838891/its-a-smartphone-life-more-than-half-of-u-s-children-now-have-one>

^{xvi} Pitchbook data as of June 3, 2020

^{xvii} https://chorecheck.com/chore_check_pay

^{xviii} <https://busykid.com/pricing/>

^{xix} <https://www.jumpgapsoftware.com/allowance/index.html#>



MICROVENTURES

^{xx} <https://www.instagram.com/blackwallet/?hl=en>

EXHIBIT C
Subscription Agreement

Subscription Agreement

THE SECURITIES ARE BEING OFFERED PURSUANT TO SECTION 4(A)(6) OF THE SECURITIES ACT OF 1933 (THE "SECURITIES ACT") AND HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OR THE SECURITIES LAWS OF ANY STATE OR ANY OTHER JURISDICTION. THERE ARE FURTHER RESTRICTIONS ON THE TRANSFERABILITY OF THE SECURITIES DESCRIBED HEREIN.

THE PURCHASE OF THE SECURITIES INVOLVES A HIGH DEGREE OF RISK AND SHOULD BE CONSIDERED ONLY BY PERSONS WHO CAN BEAR THE RISK OF THE LOSS OF THEIR ENTIRE INVESTMENT.

Leaping Harts, Inc.
117 NE 1st Ave.
Miami, FL 33132

Ladies and Gentlemen:

The undersigned understands that Leaping Harts, Inc., a Corporation organized under the laws of Delaware (the "Company"), is offering up to \$250,000.00 of Crowd Notes (the "Securities") in a Regulation CF Offering. This Offering is made pursuant to the Form C/A, dated August 18, 2020 (the "Form C/A"). The undersigned further understands that the Offering is being made pursuant to Section 4(a)(6) of the Securities Act and Regulation CF under the JOBS Act of 2012 and without registration of the Securities under the Securities Act of 1933, as amended (the "Securities Act").

1. Subscription. Subject to the terms and conditions hereof and the provisions of the Form C/A, the undersigned hereby irrevocably subscribes for the Securities set forth on the signature page hereto for the aggregate purchase price set forth on the signature page hereto, which is payable as described in Section 4 hereof. The undersigned acknowledges that the Securities will be subject to restrictions on transfer as set forth in this subscription agreement (the "Subscription Agreement").

2. Acceptance of Subscription and Issuance of Securities. It is understood and agreed that the Company shall have the sole right, at its complete discretion, to accept or reject this subscription, in whole or in part, for any reason and that the same shall be deemed to be accepted by the Company only when it is signed by a duly authorized officer of the Company and delivered to the undersigned at the Closing referred to in Section 3 hereof. Subscriptions need not be accepted in the order received, and the Securities may be allocated among subscribers.

3. The Closing. The closing of the purchase and sale of the Securities (the "Closing") shall take place at 11:59 p.m. pacific time on September 14, 2020, or at such other time and place as the Company may designate by notice to the undersigned.

4. Payment for Securities. Payment for the Securities shall be received by Evolve Bank & Trust (the "Escrow Agent") from the undersigned of immediately available funds or other means approved by the Company at least two days prior to the Closing, in the amount as set forth on the

signature page hereto. Upon the Closing, the Escrow Agent shall release such funds to the Company. The undersigned shall receive notice and evidence of the entry of the number of the Securities owned by undersigned reflected on the books and records of the Company, which shall bear a notation that the Securities were sold in reliance upon an exemption from registration under the Securities Act.

5. Representations and Warranties of the Company. As of the Closing, the Company represents and warrants that:

a) The Company is duly formed and validly existing under the laws of Delaware, with full power and authority to conduct its business as it is currently being conducted and to own its assets; and has secured any other authorizations, approvals, permits and orders required by law for the conduct by the Company of its business as it is currently being conducted.

b) The Securities have been duly authorized and, when issued, delivered and paid for in the manner set forth in this Subscription Agreement, will be validly issued, fully paid and nonassessable, and will conform in all material respects to the description thereof set forth in the Form C/A.

c) The execution and delivery by the Company of this Subscription Agreement and the consummation of the transactions contemplated hereby (including the issuance, sale and delivery of the Securities) are within the Company's powers and have been duly authorized by all necessary corporate action on the part of the Company. Upon full execution hereof, this Subscription Agreement shall constitute a valid and binding agreement of the Company, enforceable against the Company in accordance with its terms, except (i) as limited by applicable bankruptcy, insolvency, reorganization, moratorium, and other laws of general application affecting enforcement of creditors' rights generally, (ii) as limited by laws relating to the availability of specific performance, injunctive relief, or other equitable remedies and (iii) with respect to provisions relating to indemnification and contribution, as limited by considerations of public policy and by federal or securities, "blue sky" or other similar laws of such jurisdiction (collectively referred to as the "State Securities Laws").

d) Assuming the accuracy of the undersigned's representations and warranties set forth in Section 6 hereof, no order, license, consent, authorization or approval of, or exemption by, or action by or in respect of, or notice to, or filing or registration with, any governmental body, agency or official is required by or with respect to the Company in connection with the execution, delivery and performance by the Company of this Subscription Agreement except (i) for such filings as may be required under Regulation CF promulgated under the Securities Act, or under any applicable State Securities Laws, (ii) for such other filings and approvals as have been made or obtained, or (iii) where the failure to obtain any such order, license, consent, authorization, approval or exemption or give any such notice or make any filing or registration would not have a material adverse effect on the ability of the Company to perform its obligations hereunder.

6. Representations and Warranties of the Undersigned. The undersigned hereby represents and warrants to and covenants with the Company that:

a) General.

i. The undersigned has all requisite authority (and in the case of an individual, the capacity) to purchase the Securities, enter into this Subscription Agreement and to perform all the obligations

required to be performed by the undersigned hereunder, and such purchase will not contravene any law, rule or regulation binding on the undersigned or any investment guideline or restriction applicable to the undersigned.

ii. The undersigned is a resident of the state set forth on the signature page hereto and is not acquiring the Securities as a nominee or agent or otherwise for any other person.

iii. The undersigned will comply with all applicable laws and regulations in effect in any jurisdiction in which the undersigned purchases or sells Securities and obtain any consent, approval or permission required for such purchases or sales under the laws and regulations of any jurisdiction to which the undersigned is subject or in which the undersigned makes such purchases or sales, and the Company shall have no responsibility therefor.

iv. Including the amount set forth on the signature page hereto, in the past twelve (12) month period, the undersigned has not exceeded the investment limit as set forth in Rule 100(a)(2) of Regulation CF.

b) Information Concerning the Company.

i. The undersigned has received a copy of the Form C/A. With respect to information provided by the Company, the undersigned has relied solely on the information contained in the Form C/A to make the decision to purchase the Securities.

ii. The undersigned understands and accepts that the purchase of the Securities involves various risks, including the risks outlined in the Form C/A and in this Subscription Agreement. The undersigned represents that it is able to bear any and all loss associated with an investment in the Securities.

iii. The undersigned confirms that it is not relying and will not rely on any communication (written or oral) of the Company, MicroVenture Marketplace Inc., or any of their respective affiliates, as investment advice or as a recommendation to purchase the Securities. It is understood that information and explanations related to the terms and conditions of the Securities provided in the Form C/A or otherwise by the Company, MicroVenture Marketplace Inc. or any of their respective affiliates shall not be considered investment advice or a recommendation to purchase the Securities, and that neither the Company, MicroVenture Marketplace Inc. nor any of their respective affiliates is acting or has acted as an advisor to the undersigned in deciding to invest in the Securities. The undersigned acknowledges that neither the Company, MicroVenture Marketplace Inc. nor any of their respective affiliates have made any representation regarding the proper characterization of the Securities for purposes of determining the undersigned's authority or suitability to invest in the Securities.

iv. The undersigned is familiar with the business and financial condition and operations of the Company, all as generally described in the Form C/A. The undersigned has had access to such information concerning the Company and the Securities as it deems necessary to enable it to make an informed investment decision concerning the purchase of the Securities.

v. The undersigned understands that, unless the undersigned notifies the Company in writing to the contrary at or before the Closing, each of the undersigned's representations and warranties contained in this Subscription Agreement will be deemed to have been reaffirmed and confirmed as of the Closing, taking into account all information received by the undersigned.

vi. The undersigned acknowledges that the Company has the right in its sole and absolute discretion to abandon this Offering at any time prior to the completion of the Offering. This Subscription Agreement shall thereafter have no force or effect and the Company shall return any previously paid subscription price of the Securities, without interest thereon, to the undersigned.

vii. The undersigned understands that no federal or state agency has passed upon the merits or risks of an investment in the Securities or made any finding or determination concerning the fairness or advisability of this investment.

c) No Guaranty.

i. The undersigned confirms that the Company has not (A) given any guarantee or representation as to the potential success, return, effect or benefit (either legal, regulatory, tax, financial, accounting or otherwise) of an investment in the Securities or (B) made any representation to the undersigned regarding the legality of an investment in the Securities under applicable legal investment or similar laws or regulations. In deciding to purchase the Securities, the undersigned is not relying on the advice or recommendations of the Company and the undersigned has made its own independent decision that the investment in the Securities is suitable and appropriate for the undersigned.

d) Status of Undersigned.

i. The undersigned has such knowledge, skill and experience in business, financial and investment matters that the undersigned is capable of evaluating the merits and risks of an investment in the Securities. With the assistance of the undersigned's own professional advisors, to the extent that the undersigned has deemed appropriate, the undersigned has made its own legal, tax, accounting and financial evaluation of the merits and risks of an investment in the Securities and the consequences of this Subscription Agreement. The undersigned has considered the suitability of the Securities as an investment in light of its own circumstances and financial condition and the undersigned is able to bear the risks associated with an investment in the Securities and its authority to invest in the Securities.

e) Restrictions on Transfer or Sale of Securities.

i. The undersigned is acquiring the Securities solely for the undersigned's own beneficial account, for investment purposes, and not with a view to, or for resale in connection with, any distribution of the Securities. The undersigned understands that the Securities have not been registered under the Securities Act or any State Securities Laws by reason of specific exemptions under the provisions thereof which depend in part upon the investment intent of the undersigned and of the other representations made by the undersigned in this Subscription Agreement. The undersigned understands that the Company is relying upon the representations and agreements contained in this Subscription Agreement (and any supplemental information) for the purpose of determining whether this transaction meets the requirements for such exemptions.

ii. The undersigned understands that the Securities are restricted from transfer for a period of time under applicable federal securities laws and that the Securities Act and the rules of the U.S. Securities and Exchange Commission (the "Commission") provide in substance that the undersigned may dispose of the Securities only pursuant to an effective registration statement under the Securities Act, an exemption therefrom or as further described in Rule 501 of Regulation CF, after which certain state restrictions may apply. The undersigned understands that the Company has no obligation or intention to register any of the Securities, or to take action so as to permit sales pursuant to the Securities Act. Even when the Securities become freely

transferrable, a secondary market in the Securities may not develop. Consequently, the undersigned understands that the undersigned must bear the economic risks of the investment in the Securities for an indefinite period of time.

iii. The undersigned agrees: (A) that the undersigned will not sell, assign, pledge, give, transfer or otherwise dispose of the Securities or any interest therein, or make any offer or attempt to do any of the foregoing, except pursuant to Rule 501 of Regulation CF.

7. Conditions to Obligations of the Undersigned and the Company. The obligations of the undersigned to purchase and pay for the Securities specified on the signature page hereto and of the Company to sell the Securities are subject to the satisfaction at or prior to the Closing of the following conditions precedent: the representations and warranties of the Company contained in Section 5 hereof and of the undersigned contained in Section 6 hereof shall be true and correct as of the Closing in all respects with the same effect as though such representations and warranties had been made as of the Closing.

8. Obligations Irrevocable. Following the Closing, the obligations of the undersigned shall be irrevocable.

9. Legend. The certificates, book entry or other form of notation representing the Securities sold pursuant to this Subscription Agreement will be notated with a legend or designation, which communicates in some manner that the Securities were issued pursuant to Section 4(a)(6) of the Securities Act and may only be resold pursuant to Rule 501 of Regulation CF.

10. Waiver, Amendment. Neither this Subscription Agreement nor any provisions hereof shall be modified, changed, discharged or terminated except by an instrument in writing, signed by the party against whom any waiver, change, discharge or termination is sought.

11. Assignability. Neither this Subscription Agreement nor any right, remedy, obligation or liability arising hereunder or by reason hereof shall be assignable by either the Company or the undersigned without the prior written consent of the other party.

12. Waiver of Jury Trial. THE UNDERSIGNED IRREVOCABLY WAIVES ANY AND ALL RIGHT TO TRIAL BY JURY WITH RESPECT TO ANY LEGAL PROCEEDING ARISING OUT OF THE TRANSACTIONS CONTEMPLATED BY THIS SUBSCRIPTION AGREEMENT.

13. Submission to Jurisdiction. With respect to any suit, action or proceeding relating to any offers, purchases or sales of the Securities by the undersigned ("Proceedings"), the undersigned irrevocably submits to the jurisdiction of the State in which the Company's principal office is located at such time, unless both parties agree otherwise in writing in a specific case, which submission shall be exclusive unless none of such courts has lawful jurisdiction over such Proceedings.

14. Governing Law. This Subscription Agreement shall be governed by and construed in accordance with the laws of the State of Delaware without regard to conflict of law principles thereof.

15. Section and Other Headings. The section and other headings contained in this Subscription Agreement are for reference purposes only and shall not affect the meaning or interpretation of this Subscription Agreement.

16. Counterparts. This Subscription Agreement may be executed in any number of counterparts, each of which when so executed and delivered shall be deemed to be an original and all of which together shall be deemed to be one and the same agreement.

17. Notices. All notices and other communications provided for herein shall be in writing and shall be deemed to have been duly given if delivered personally or sent by registered or certified mail, return receipt requested, postage prepaid or email to the following addresses (or such other address as either party shall have specified by notice in writing to the other):

If to the Company:	Leaping Harts, Inc. 117 NE 1st Ave., Miami, FL 33132
with a copy to:	BEVILACQUA PLLC 1050 Connecticut Avenue, NW Suite 500 Washington, DC 20036 Attention: Louis A. Bevilacqua, Esq. Email: lou@bevilacquapllc.com
If to the Purchaser:	[PURCHASER ADDRESS] [PURCHASER EMAIL]

18. Binding Effect. The provisions of this Subscription Agreement shall be binding upon and accrue to the benefit of the parties hereto and their respective heirs, legal representatives, successors and assigns.

19. Survival. All representations, warranties and covenants contained in this Subscription Agreement shall survive (i) the acceptance of the subscription by the Company, (ii) changes in the transactions, documents and instruments described in the Form C/A which are not material or which are to the benefit of the undersigned and (iii) the death or disability of the undersigned.

20. Notification of Changes. The undersigned hereby covenants and agrees to notify the Company upon the occurrence of any event prior to the closing of the purchase of the Securities pursuant to this Subscription Agreement, which would cause any representation, warranty, or covenant of the undersigned contained in this Subscription Agreement to be false or incorrect.

21. Severability. If any term or provision of this Subscription Agreement is invalid, illegal or unenforceable in any jurisdiction, such invalidity, illegality or unenforceability shall not affect any other term or provision of this Subscription Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned has executed this Subscription Agreement this [DAY] OF [MONTH], [YEAR].

PURCHASER (if an individual):
By _____ Name:

PURCHASER (if an entity):
_____ Legal Name of Entity
By _____ Name: Title:

State/Country of Domicile or Formation: _____

The offer to purchase Securities as set forth above is confirmed and accepted by the Company as to [amount of Securities to be acquired by Purchaser] for [total amount to be paid by Purchaser].

Leaping Harts, Inc.
By _____ Name: Title:

EXHIBIT D
Crowd Notes

THIS INSTRUMENT AND THE SECURITIES ISSUABLE UPON THE CONVERSION HEREOF HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933, AS AMENDED (THE "ACT"). THEY MAY NOT BE SOLD, OFFERED FOR SALE, PLEDGED, HYPOTHECATED, OR OTHERWISE TRANSFERRED EXCEPT IN COMPLIANCE WITH THE ACT. FOR ONE YEAR FROM THE DATE OF THIS INSTRUMENT, SECURITIES SOLD IN RELIANCE ON REGULATION CROWDFUNDING UNDER THE ACT MAY ONLY BE TRANSFERRED TO THE COMPANY, TO AN "ACCREDITED INVESTOR" WITHIN THE MEANING OF RULE 501 OF REGULATION D UNDER THE ACT, AS PART OF AN OFFERING REGISTERED UNDER THE SECURITIES ACT WITH THE SEC, OR TO A MEMBER OF INVESTOR'S FAMILY OR THE EQUIVALENT, TO A TRUST CONTROLLED BY THE INVESTOR, TO A TRUST CREATED FOR THE BENEFIT OF A MEMBER OF THE FAMILY OF THE INVESTOR OR EQUIVALENT, OR IN CONNECTION WITH THE DEATH OR DIVORCE OF THE INVESTOR OR OTHER SIMILAR CIRCUMSTANCE. THE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SEC, ANY STATE SECURITIES COMMISSION OR OTHER REGULATORY AUTHORITY, NOR HAVE ANY OF THE FOREGOING AUTHORITIES PASSED UPON THE MERITS OF THIS OFFERING OR THE ADEQUACY OR ACCURACY OF THE SUBSCRIPTION AGREEMENT OR ANY OTHER MATERIALS OR INFORMATION MADE AVAILABLE TO INVESTOR IN CONNECTION WITH THIS OFFERING. ANY REPRESENTATION TO THE CONTRARY IS UNLAWFUL.

Leaping Harts Inc.
CROWD NOTE

FOR VALUE RECEIVED, Leaping Harts Inc. (the "Company"), hereby promises to pay to each investor (the "Investor") who is recorded in MicroVenture Marketplace Inc., (the "Platform") records as having subscribed to this security (the "Crowd Note") the principal sum of his/her subscription (the "Purchase Price") unless converted into equity securities pursuant to Section 2.

The "Valuation Cap" is \$2.5 million.

The "Discount" is 20%.

The "Offering End Date" is September 14, 2020

1. Definitions.

- a. "Conversion Shares" shall mean with respect to a conversion pursuant to Section 2, shares of the Company's Preferred Stock issued in the Qualified Equity Financing.
- b. "Conversion Price" with respect to a conversion pursuant to Section 2 shall equal the lower of (A) the product of (1) one minus the Discount and (2) the price paid per share for Preferred Stock by the investors in the Qualified Equity Financing or (B) the quotient resulting from dividing (1) the Valuation Cap by (2) the Fully-Diluted Capitalization immediately prior to the closing of the Qualified Equity Financing.
- c. "Corporate Transaction" shall mean:
 - i. the closing of the sale, transfer or other disposition of all or substantially all of the Company's assets,
 - ii. the consummation of the merger or consolidation of the Company with or into another entity (except a merger or consolidation in which the holders of capital stock of the Company immediately prior to such merger or consolidation continue to hold at least 50% of the voting power of the capital stock of the Company or the surviving or acquiring entity),

- iii. the closing of the transfer (whether by merger, consolidation or otherwise), in one transaction or a series of related transactions, to a person or group of affiliated persons (other than an underwriter of the Company's securities), of the Company's securities if, after such closing, such person or group of affiliated persons would hold 50% or more of the outstanding voting stock of the Company (or the surviving or acquiring entity), or
 - iv. the IPO, liquidation, dissolution or winding up of the Company; provided, however, that a transaction shall not constitute a Corporate Transaction if its sole purpose is to change the state of the Company's incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Company's securities immediately prior to such transaction.
- d. **"Corporate Transaction Payment"** shall mean an amount equal to two times (2X) the Purchase Price. If there are not enough funds to pay the Investors in full, then proceeds from the respective transaction will be distributed with equal priority and pro rata among Investors in proportion to their Purchase Price.
- e. **"Date of Issuance"** shall mean the date upon which the Investor subscription is recorded in the Platform's records as having been accepted by the Company at the date of closing.
- f. **"Fully-Diluted Capitalization"** shall mean the number of shares of outstanding Common Stock of the Company on a fully-diluted basis, including (i) conversion or exercise of all securities convertible into or exercisable for Common Stock, (ii) exercise of all outstanding options and warrants to purchase Common Stock and, in the case of Section 1(b), (iii) the shares reserved or authorized for issuance under the Company's existing stock option plan or any stock option plan created or increased in connection with such transaction; but excluding, for this purpose, the conversion contemplated by the applicable provision of Section 2.
- g. **"Irrevocable Proxy"** shall mean the agreement appointing the Platform or an affiliate of the Platform as the sole and exclusive attorney and proxy of the Investor, with full power of substitution and re-substitution, to vote and exercise all voting and related rights with respect to all of the securities of the Company that now are or hereafter may be beneficially owned by Investor.
- h. **"Major Investor"** shall mean any Investor in a Crowd Note in which the Purchase Price is equal to or greater than \$25,000.
- i. **"Maximum Raise Amount"** shall mean \$250,000 under Regulation CF.
- j. **"Outstanding Principal"** shall mean the total of the Purchase Price
- k. **"Qualified Equity Financing"** shall mean the first sale (or series of related sales) by the Company of its Preferred Stock following the Date of Issuance from which the Company receives gross proceeds of not less than \$1,000,000 (excluding the aggregate amount of securities converted into Preferred Stock in connection with such sale or series of related sales).
- l. **"Shadow Series"** shall mean shares of a series of the Company's Preferred Stock that is identical in all respects to the shares of Preferred Stock issued in the Qualified Equity Financing (e.g., if the Company sells Series A Preferred Stock in the Qualified Equity

Financing, the Shadow Series would be Series A-1 Preferred Stock), except that the liquidation preference per share of the Shadow Series shall equal the Conversion Price (as determined pursuant to Section 2) and the following additional differences:

- i. Shadow Series shareholders shall grant their vote on any matter that is submitted to a vote or for the consent of the stockholders of the Company (except for on matters required by law) by Irrevocable Proxy;
 - ii. Shadow Series shareholders shall receive quarterly business updates from the company through the Platform but will have no additional information or inspection rights (except with respect to such rights which are required by law).
- m. “**Target CF Minimum**” shall mean \$25,000 raised via Regulation CF.

2. Conversion of the Crowd Note.

1. **Qualified Equity Financing.** Upon the occurrence of a Qualified Equity Financing the Crowd Note will convert into Conversion Shares pursuant to the following:
 - a. If the Investor is not a Major Investor, the Crowd Note will convert into Conversion Shares upon the earlier of (i) the Company’s election or (ii) a Corporate Transaction.
 - b. If the Investor is a Major Investor, the Company will convert the Crowd Note into Conversion Shares prior to the closing of the Qualified Equity Financing.
2. **Conversion Mechanics.** Company shall convert the Crowd Note into Conversion Shares equal to the quotient obtained by dividing the Outstanding Principal by the Conversion Price.
 - a. The issuance of Conversion Shares pursuant to the conversion of this Crowd Note shall be upon and subject to the same terms and conditions applicable to the stock sold in the Qualified Equity Financing; provided, however, that if the Investor is not a Major Investor, the Investor shall receive shares of a Shadow Series with certain limited rights.
3. **Corporate Transaction.** In the event of a Corporate Transaction, the Company shall notify the Investor in writing of the terms of the Corporate Transaction.
 - a. If the Corporate Transaction occurs prior to a Qualified Equity Financing, the Investor shall receive the higher value received by either:
 - i. Quotient obtained by dividing the product of (1) the Outstanding Principal and the Fully-Diluted Capitalization immediately prior to the closing of the Corporate Transaction by the (2) the Valuation Cap; or
 - ii. Obtaining the Corporate Transaction Payment.
 - b. If the Corporate Transaction occurs after a Qualified Equity Financing the Company shall convert this Crowd Note into Conversion Shares pursuant to Section 2 (a).
4. **Mechanics of Conversion.** As promptly as practicable after the conversion of this Crowd Note, the Company at its expense will issue and deliver to the Investor, upon surrender of this Crowd Note, the respective number of Conversion Shares.
5. **Note Completion.** This Crowd Note will terminate upon the earlier of: (a) a conversion of the entire Purchase Price under this Crowd Note into Conversion Shares; or (b) the payment of amounts due to the Investor pursuant to Section 3 (a).

3. Representations and Warranties of the Company. In connection with the transactions provided for herein, the Company hereby represents and warrants to the Investor that:

1. **Organization, Good Standing and Qualification.** The Company is a corporation duly organized, validly existing, and in good standing and has all requisite corporate power and authority to carry on its business as now conducted. The Company is duly qualified to transact business and is in good standing in each jurisdiction in which the failure to so qualify would have a material adverse effect on its business or properties.
2. **Authorization.** Except for the authorization and issuance of the Conversion Shares issuable in connection with a Qualified Equity Financing or a Corporate Transaction, all corporate action has been taken on the part of the Company, its officers, directors and stockholders necessary for the authorization, execution and delivery of this Crowd Note. The Company has taken all corporate action required to make all of the obligations of the Company reflected in the provisions of this Crowd Note the valid and enforceable obligations they purport to be, and this Crowd Note, when executed and delivered by the Company, shall constitute the valid and legally binding obligation of the Company, enforceable against the Company in accordance with its terms.
3. **Offering.** Subject in part to the truth and accuracy of the Investor's representations set forth herein, the offer, sale and issuance of this Crowd Note are exempt from the registration requirements of any applicable state and federal securities laws, and neither the Company nor any authorized agent acting on its behalf will take any action hereafter that would cause the loss of such exemption.
4. **Compliance with Other Instruments.** The execution, delivery and performance of this Crowd Note, and the consummation of the transactions contemplated hereby, will not constitute or result in a default, violation, conflict or breach in any material respect of any provision of the Company's current Certificate of Incorporation or bylaws, or in any material respect of any instrument, judgment, order, writ, decree, privacy policy or contract to which it is a party or by which it is bound, or, to its knowledge, of any provision of any federal or state statute, rule or regulation applicable to the Company.
5. **Valid Issuance of Stock.** The Conversion Shares, when issued, sold and delivered upon conversion of this Crowd Note, will be duly authorized and validly issued, fully paid and nonassessable, will be free of restrictions on transfer other than restrictions on transfer set forth herein and pursuant to applicable state and federal securities laws and, based in part upon the representations and warranties of the Investor herein, will be issued in compliance with all applicable federal and state securities laws.
6. **Intellectual Property.** To its knowledge, the Company owns or possesses or believes it can acquire on commercially reasonable terms sufficient legal rights to all patents, patent applications, trademarks, trademark applications, service marks, trade names, copyrights, trade secrets, licenses, domain names, mask works, information and proprietary rights and processes as are necessary to the conduct of its business as now conducted and as presently proposed to be conducted without any known conflict with, or infringement of, the rights of others. The Company has not received any communications alleging that the Company has violated or, by conducting its business, would violate any of the patents, trademarks, service marks, trade names, copyrights, trade secrets, mask works or other proprietary rights or processes of any other person.
7. **Litigation.** To the Company's knowledge, there is no private or governmental action, suit, proceeding, claim, arbitration or investigation pending before any agency, court or tribunal, foreign

or domestic, or threatened against the Company or any of its properties or any of its officers or managers (in their capacities as such). There is no judgment, decree or order against the Company, or, to the knowledge of the Company, any of its directors or managers (in their capacities as such), that could prevent, enjoin, or materially alter or delay any of the transactions contemplated by this Crowd Note, or that could reasonably be expected to have a material adverse effect on the Company.

4. Representations and Warranties of the Investor. In connection with the transactions provided for herein, the Investor hereby represents and warrants to the Company that:

1. **Authorization.** This Crowd Note constitutes Investor's valid and legally binding obligation, enforceable in accordance with its terms, except as may be limited by (i) applicable bankruptcy, insolvency, reorganization, or similar laws relating to or affecting the enforcement of creditors' rights and (ii) laws relating to the availability of specific performance, injunctive relief or other equitable remedies.
2. **Purchase Entirely for Own Account.** Investor acknowledges that this Crowd Note is issued to Investor in reliance upon Investor's representation to the Company that the Crowd Note will be acquired for investment for Investor's own account.
3. **Required Information.** The Investor acknowledges they have received all the information necessary or appropriate for deciding whether to invest in this Crowd Note, and the Investor represents that the Investor has had an opportunity to ask questions and receive answers from the Company regarding the terms and conditions of this instrument and the underlying securities and to obtain any additional information necessary to verify the accuracy of the information provided.
4. **Reliance on Advice.** The Investor acknowledges that they are not relying on the advice or recommendations of the Company or MicroVenture Marketplace Inc., or the affiliates of either, and the Investor has made its own independent decision that an investment in this instrument and the underlying securities is suitable and appropriate.
5. **Federal or State Agencies.** The Investor acknowledges that no federal or state agency has passed upon the merits or risks of an investment in this instrument and the underlying securities or made any finding or determination concerning the fairness or advisability of this investment.
6. **Voting and Inspection Rights.** The Investor acknowledges that if they are not a Major Investor they shall have limited voting, information and inspection rights.
7. **No Public Market.** The Investor acknowledges that no public market now exists for any of the securities issued by the Company, and that the Company has made no assurances that a public market will ever exist for this instrument and the securities to be acquired by the Investor hereunder.

5. Miscellaneous.

1. **Security.** This Crowd Note is a general unsecured obligation of the Company.
2. The Investor agrees to take any and all actions determined in good faith by the Company's board of directors to be advisable to reorganize this instrument and any shares of Capital Stock issued pursuant to the terms of this instrument into a special purpose vehicle or other entity designed to aggregate the interests of holders of Crowd Notes.

3. **Successors and Assigns.** The terms and conditions of this Crowd Note shall inure to the benefit of and be binding upon the respective successors and assigns of the parties hereto; provided, however, that the Company may not assign its obligations under this Crowd Note without the prior written consent of the Investor.
4. **Governing Law.** This Crowd Note shall be governed by and construed under the laws of Delaware as applied to other instruments made by Delaware residents to be performed entirely within the state of Delaware, regardless of the laws that might otherwise govern under applicable principles of conflicts of law.
5. **Notices.** All notices and other communications given or made pursuant to this Crowd Note shall be in writing and shall be deemed effectively given upon the earlier of actual receipt or: (a) personal delivery to the party to be notified, (b) when sent, if sent by electronic mail or facsimile during normal business hours of the recipient, and if not sent during normal business hours, then on the recipient's next business day, (c) five days after having been sent by registered or certified mail, return receipt requested, postage prepaid, or (d) one business day after deposit with a nationally recognized overnight courier, freight prepaid, specifying next business day delivery, with written verification of receipt.
6. **Financing Agreements.** The Investor understands and agrees that the conversion of the Crowd Note into Conversion Shares may require the Investor's execution of certain agreements relating to the purchase and sale of such securities as well as registration, co sale, rights of first refusal, rights of first offer and voting rights, if any, relating to such securities. The Investor agrees to execute all such agreements in connection with the conversion so long as the issuance of Conversion Shares issued pursuant to the conversion of this Crowd Note are subject to the same terms and conditions applicable to the Preferred Stock sold in the Qualified Equity Financing (or the Shadow Series).
7. **Severability.** If one or more provisions of this Crowd Note are held to be unenforceable under applicable law, such provision shall be excluded from this Crowd Note and the balance of the Crowd Note shall be interpreted as if such provision were so excluded and shall be enforceable in accordance with its terms.
8. **Transfer of a Crowd Note.** Subject to compliance with applicable federal and state securities laws (including the restrictions described in the legends to this Crowd Note), this Crowd Note and all rights hereunder are transferable in whole or in part by the Investor to any person or entity upon written notice to the Company.
9. **Escrow Procedures.** No investor funds shall be released from escrow until the Target CF Minimum is reached. The Target CF Minimum must be met on or before the Offering Date for funds to be released from escrow.
10. **Entire Agreement; Amendments and Waivers.** This Crowd Note constitutes the full and entire understanding and agreement between the parties with regard to the subjects hereof. The Company's agreements with each Investor are separate agreements, and the sales of the Crowd Notes to each Investor are separate sales.

6. Dispute Resolution.

1. **General Rule.** Any dispute under this Crowd Note will be resolved through arbitration, not through the court system. All arbitration will be conducted in the State in which the Company's principal office is located at such time, unless both parties agree otherwise in writing in a specific case. All

arbitration will be conducted before a single arbitrator in following the rules of the American Arbitration Association. Except as required by law, neither a party nor the arbitrator may disclose the existence, content or results of any arbitration without the prior written consent of the other parties.

2. **Appeal of Award.** Within thirty days of a final award by the single arbitrator, either party may appeal the award for reconsideration by a three-arbitrator panel. If there is an appeal, the other party may cross-appeal within thirty days after notice of the appeal. The panel will reconsider all aspects of the initial award that are appealed, including related findings of fact.
 3. **Effect of Award.** Any award by the individual arbitrator that is not subject to appeal, and any panel award on appeal, shall be final and binding, except for any appeal right under the Federal Arbitration Act, and may be entered as a judgment in any court of competent jurisdiction.
 4. **No Class Action Claims.** NO ARBITRATION SHALL PROCEED ON A CLASS, REPRESENTATIVE, OR COLLECTIVE BASIS. No party may join, consolidate, or otherwise bring claims for or on behalf of two or more individuals or unrelated corporate entities in the same arbitration unless those persons are parties to a single transaction. An award in arbitration shall determine the rights and obligations of the named parties only, and only with respect to the claims in arbitration, and shall not (i) determine the rights, obligations, or interests of anyone other than a named party, or resolve any claim of anyone other than a named party, or (ii) make an award for the benefit of, or against, anyone other than a named party. No administrator or arbitrator shall have the power or authority to waive, modify, or fail to enforce this paragraph, and any attempt to do so, whether by rule, policy, and arbitration decision or otherwise, shall be invalid and unenforceable. Any challenge to the validity of this paragraph shall be determined exclusively by a court and not by the administrator or any arbitrator. If this paragraph shall be deemed unenforceable, then any proceeding in the nature of a class action shall be handled in court, not in arbitration.
7. **Approval.** The Company hereby represents that its Board of Directors, in the exercise of its fiduciary duty, has approved the Company's execution of this Crowd Note based upon a reasonable belief that the Purchase Price provided hereunder is appropriate for the Company after reasonable inquiry concerning the Company's financing objectives and financial situation. In addition, the Company hereby represents that it intends to use the proceeds primarily for the operations of its business, and not for any personal, family or household purpose.
8. **Subscription Procedure.** Each Investor, by providing his or her name, and subscription amount, confirms such investment through the Platform and has signed this Crowd Note electronically. Investor agrees that his or her electronic signature is the legal equivalent of his or her manual signature on this Crowd Note. By confirming, the Investor consents to be legally bound by the Crowd Note's terms and conditions, and to the terms and conditions of subscription established by the Platform. All Investors will be processed via Regulation CF. Investments may be accepted up to the Maximum Raise Amount up until the Offering End Date.

THIS INSTRUMENT AND THE SECURITIES ISSUABLE UPON THE CONVERSION HEREOF HAVE NOT BEEN REGISTERED UNDER THE SECURITIES ACT OF 1933, AS AMENDED (THE "ACT"). THEY MAY NOT BE SOLD, OFFERED FOR SALE, PLEDGED, HYPOTHECATED, OR OTHERWISE TRANSFERRED EXCEPT IN COMPLIANCE WITH THE ACT. FOR ONE YEAR FROM THE DATE OF THIS INSTRUMENT, SECURITIES SOLD IN RELIANCE ON REGULATION CROWDFUNDING UNDER THE ACT MAY ONLY BE TRANSFERRED TO THE COMPANY, TO AN "ACCREDITED INVESTOR" WITHIN THE MEANING OF RULE 501 OF REGULATION D UNDER THE ACT, AS PART OF AN OFFERING REGISTERED UNDER THE SECURITIES ACT WITH THE SEC, OR TO A MEMBER OF INVESTOR'S FAMILY OR THE EQUIVALENT, TO A TRUST CONTROLLED BY THE INVESTOR, TO A TRUST CREATED FOR THE BENEFIT OF A MEMBER OF THE FAMILY OF THE INVESTOR OR EQUIVALENT, OR IN CONNECTION WITH THE DEATH OR DIVORCE OF THE INVESTOR OR OTHER SIMILAR CIRCUMSTANCE. THE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SEC, ANY STATE SECURITIES COMMISSION OR OTHER REGULATORY AUTHORITY, NOR HAVE ANY OF THE FOREGOING AUTHORITIES PASSED UPON THE MERITS OF THIS OFFERING OR THE ADEQUACY OR ACCURACY OF THE SUBSCRIPTION AGREEMENT OR ANY OTHER MATERIALS OR INFORMATION MADE AVAILABLE TO INVESTOR IN CONNECTION WITH THIS OFFERING. ANY REPRESENTATION TO THE CONTRARY IS UNLAWFUL.

Leaping Harts Inc.
CROWD NOTE

FOR VALUE RECEIVED, Leaping Harts Inc. (the "**Company**"), hereby promises to pay to each investor (the "**Investor**") who is recorded in MicroVenture Marketplace Inc., (the "**Platform**") records as having subscribed to this security (the "**Crowd Note**") the principal sum of his/her subscription (the "**Purchase Price**") unless converted into equity securities pursuant to Section 2.

The "**Valuation Cap**" is \$3 million.

The "**Discount**" is 20%.

The "**Offering End Date**" is September 14, 2020

1. Definitions.

- a. "**Conversion Shares**" shall mean with respect to a conversion pursuant to Section 2, shares of the Company's Preferred Stock issued in the Qualified Equity Financing.
- b. "**Conversion Price**" with respect to a conversion pursuant to Section 2 shall equal the lower of (A) the product of (1) one minus the Discount and (2) the price paid per share for Preferred Stock by the investors in the Qualified Equity Financing or (B) the quotient resulting from dividing (1) the Valuation Cap by (2) the Fully-Diluted Capitalization immediately prior to the closing of the Qualified Equity Financing.
- c. "**Corporate Transaction**" shall mean:
 - i. the closing of the sale, transfer or other disposition of all or substantially all of the Company's assets,
 - ii. the consummation of the merger or consolidation of the Company with or into another entity (except a merger or consolidation in which the holders of capital stock of the Company immediately prior to such merger or consolidation continue to hold at least 50% of the voting power of the capital stock of the Company or the surviving or acquiring entity),

- iii. the closing of the transfer (whether by merger, consolidation or otherwise), in one transaction or a series of related transactions, to a person or group of affiliated persons (other than an underwriter of the Company's securities), of the Company's securities if, after such closing, such person or group of affiliated persons would hold 50% or more of the outstanding voting stock of the Company (or the surviving or acquiring entity), or
 - iv. the IPO, liquidation, dissolution or winding up of the Company; provided, however, that a transaction shall not constitute a Corporate Transaction if its sole purpose is to change the state of the Company's incorporation or to create a holding company that will be owned in substantially the same proportions by the persons who held the Company's securities immediately prior to such transaction.
- d. **"Corporate Transaction Payment"** shall mean an amount equal to two times (2X) the Purchase Price. If there are not enough funds to pay the Investors in full, then proceeds from the respective transaction will be distributed with equal priority and pro rata among Investors in proportion to their Purchase Price.
- e. **"Date of Issuance"** shall mean the date upon which the Investor subscription is recorded in the Platform's records as having been accepted by the Company at the date of closing.
- f. **"Fully-Diluted Capitalization"** shall mean the number of shares of outstanding Common Stock of the Company on a fully-diluted basis, including (i) conversion or exercise of all securities convertible into or exercisable for Common Stock, (ii) exercise of all outstanding options and warrants to purchase Common Stock and, in the case of Section 1(b), (iii) the shares reserved or authorized for issuance under the Company's existing stock option plan or any stock option plan created or increased in connection with such transaction; but excluding, for this purpose, the conversion contemplated by the applicable provision of Section 2.
- g. **"Irrevocable Proxy"** shall mean the agreement appointing the Platform or an affiliate of the Platform as the sole and exclusive attorney and proxy of the Investor, with full power of substitution and re-substitution, to vote and exercise all voting and related rights with respect to all of the securities of the Company that now are or hereafter may be beneficially owned by Investor.
- h. **"Major Investor"** shall mean any Investor in a Crowd Note in which the Purchase Price is equal to or greater than \$25,000.
- i. **"Maximum Raise Amount"** shall mean \$250,000 under Regulation CF.
- j. **"Outstanding Principal"** shall mean the total of the Purchase Price
- k. **"Qualified Equity Financing"** shall mean the first sale (or series of related sales) by the Company of its Preferred Stock following the Date of Issuance from which the Company receives gross proceeds of not less than \$1,000,000 (excluding the aggregate amount of securities converted into Preferred Stock in connection with such sale or series of related sales).
- l. **"Shadow Series"** shall mean shares of a series of the Company's Preferred Stock that is identical in all respects to the shares of Preferred Stock issued in the Qualified Equity Financing (e.g., if the Company sells Series A Preferred Stock in the Qualified Equity

Financing, the Shadow Series would be Series A-1 Preferred Stock), except that the liquidation preference per share of the Shadow Series shall equal the Conversion Price (as determined pursuant to Section 2) and the following additional differences:

- i. Shadow Series shareholders shall grant their vote on any matter that is submitted to a vote or for the consent of the stockholders of the Company (except for on matters required by law) by Irrevocable Proxy;
 - ii. Shadow Series shareholders shall receive quarterly business updates from the company through the Platform but will have no additional information or inspection rights (except with respect to such rights which are required by law).
- m. “**Target CF Minimum**” shall mean \$25,000 raised via Regulation CF.

2. Conversion of the Crowd Note.

1. **Qualified Equity Financing.** Upon the occurrence of a Qualified Equity Financing the Crowd Note will convert into Conversion Shares pursuant to the following:
 - a. If the Investor is not a Major Investor, the Crowd Note will convert into Conversion Shares upon the earlier of (i) the Company’s election or (ii) a Corporate Transaction.
 - b. If the Investor is a Major Investor, the Company will convert the Crowd Note into Conversion Shares prior to the closing of the Qualified Equity Financing.
2. **Conversion Mechanics.** Company shall convert the Crowd Note into Conversion Shares equal to the quotient obtained by dividing the Outstanding Principal by the Conversion Price.
 - a. The issuance of Conversion Shares pursuant to the conversion of this Crowd Note shall be upon and subject to the same terms and conditions applicable to the stock sold in the Qualified Equity Financing; provided, however, that if the Investor is not a Major Investor, the Investor shall receive shares of a Shadow Series with certain limited rights.
3. **Corporate Transaction.** In the event of a Corporate Transaction, the Company shall notify the Investor in writing of the terms of the Corporate Transaction.
 - a. If the Corporate Transaction occurs prior to a Qualified Equity Financing, the Investor shall receive the higher value received by either:
 - i. Quotient obtained by dividing the product of (1) the Outstanding Principal and the Fully-Diluted Capitalization immediately prior to the closing of the Corporate Transaction by the (2) the Valuation Cap; or
 - ii. Obtaining the Corporate Transaction Payment.
 - b. If the Corporate Transaction occurs after a Qualified Equity Financing the Company shall convert this Crowd Note into Conversion Shares pursuant to Section 2 (a).
4. **Mechanics of Conversion.** As promptly as practicable after the conversion of this Crowd Note, the Company at its expense will issue and deliver to the Investor, upon surrender of this Crowd Note, the respective number of Conversion Shares.
5. **Note Completion.** This Crowd Note will terminate upon the earlier of: (a) a conversion of the entire Purchase Price under this Crowd Note into Conversion Shares; or (b) the payment of amounts due to the Investor pursuant to Section 3 (a).

3. Representations and Warranties of the Company. In connection with the transactions provided for herein, the Company hereby represents and warrants to the Investor that:

1. **Organization, Good Standing and Qualification.** The Company is a corporation duly organized, validly existing, and in good standing and has all requisite corporate power and authority to carry on its business as now conducted. The Company is duly qualified to transact business and is in good standing in each jurisdiction in which the failure to so qualify would have a material adverse effect on its business or properties.
2. **Authorization.** Except for the authorization and issuance of the Conversion Shares issuable in connection with a Qualified Equity Financing or a Corporate Transaction, all corporate action has been taken on the part of the Company, its officers, directors and stockholders necessary for the authorization, execution and delivery of this Crowd Note. The Company has taken all corporate action required to make all of the obligations of the Company reflected in the provisions of this Crowd Note the valid and enforceable obligations they purport to be, and this Crowd Note, when executed and delivered by the Company, shall constitute the valid and legally binding obligation of the Company, enforceable against the Company in accordance with its terms.
3. **Offering.** Subject in part to the truth and accuracy of the Investor's representations set forth herein, the offer, sale and issuance of this Crowd Note are exempt from the registration requirements of any applicable state and federal securities laws, and neither the Company nor any authorized agent acting on its behalf will take any action hereafter that would cause the loss of such exemption.
4. **Compliance with Other Instruments.** The execution, delivery and performance of this Crowd Note, and the consummation of the transactions contemplated hereby, will not constitute or result in a default, violation, conflict or breach in any material respect of any provision of the Company's current Certificate of Incorporation or bylaws, or in any material respect of any instrument, judgment, order, writ, decree, privacy policy or contract to which it is a party or by which it is bound, or, to its knowledge, of any provision of any federal or state statute, rule or regulation applicable to the Company.
5. **Valid Issuance of Stock.** The Conversion Shares, when issued, sold and delivered upon conversion of this Crowd Note, will be duly authorized and validly issued, fully paid and nonassessable, will be free of restrictions on transfer other than restrictions on transfer set forth herein and pursuant to applicable state and federal securities laws and, based in part upon the representations and warranties of the Investor herein, will be issued in compliance with all applicable federal and state securities laws.
6. **Intellectual Property.** To its knowledge, the Company owns or possesses or believes it can acquire on commercially reasonable terms sufficient legal rights to all patents, patent applications, trademarks, trademark applications, service marks, trade names, copyrights, trade secrets, licenses, domain names, mask works, information and proprietary rights and processes as are necessary to the conduct of its business as now conducted and as presently proposed to be conducted without any known conflict with, or infringement of, the rights of others. The Company has not received any communications alleging that the Company has violated or, by conducting its business, would violate any of the patents, trademarks, service marks, trade names, copyrights, trade secrets, mask works or other proprietary rights or processes of any other person.
7. **Litigation.** To the Company's knowledge, there is no private or governmental action, suit, proceeding, claim, arbitration or investigation pending before any agency, court or tribunal, foreign

or domestic, or threatened against the Company or any of its properties or any of its officers or managers (in their capacities as such). There is no judgment, decree or order against the Company, or, to the knowledge of the Company, any of its directors or managers (in their capacities as such), that could prevent, enjoin, or materially alter or delay any of the transactions contemplated by this Crowd Note, or that could reasonably be expected to have a material adverse effect on the Company.

4. Representations and Warranties of the Investor. In connection with the transactions provided for herein, the Investor hereby represents and warrants to the Company that:

1. **Authorization.** This Crowd Note constitutes Investor's valid and legally binding obligation, enforceable in accordance with its terms, except as may be limited by (i) applicable bankruptcy, insolvency, reorganization, or similar laws relating to or affecting the enforcement of creditors' rights and (ii) laws relating to the availability of specific performance, injunctive relief or other equitable remedies.
2. **Purchase Entirely for Own Account.** Investor acknowledges that this Crowd Note is issued to Investor in reliance upon Investor's representation to the Company that the Crowd Note will be acquired for investment for Investor's own account.
3. **Required Information.** The Investor acknowledges they have received all the information necessary or appropriate for deciding whether to invest in this Crowd Note, and the Investor represents that the Investor has had an opportunity to ask questions and receive answers from the Company regarding the terms and conditions of this instrument and the underlying securities and to obtain any additional information necessary to verify the accuracy of the information provided.
4. **Reliance on Advice.** The Investor acknowledges that they are not relying on the advice or recommendations of the Company or MicroVenture Marketplace Inc., or the affiliates of either, and the Investor has made its own independent decision that an investment in this instrument and the underlying securities is suitable and appropriate.
5. **Federal or State Agencies.** The Investor acknowledges that no federal or state agency has passed upon the merits or risks of an investment in this instrument and the underlying securities or made any finding or determination concerning the fairness or advisability of this investment.
6. **Voting and Inspection Rights.** The Investor acknowledges that if they are not a Major Investor they shall have limited voting, information and inspection rights.
7. **No Public Market.** The Investor acknowledges that no public market now exists for any of the securities issued by the Company, and that the Company has made no assurances that a public market will ever exist for this instrument and the securities to be acquired by the Investor hereunder.

5. Miscellaneous.

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3. **Successors and Assigns.** The terms and conditions of this Crowd Note shall inure to the benefit of and be binding upon the respective successors and assigns of the parties hereto; provided, however, that the Company may not assign its obligations under this Crowd Note without the prior written consent of the Investor.
4. **Governing Law.** This Crowd Note shall be governed by and construed under the laws of Delaware as applied to other instruments made by Delaware residents to be performed entirely within the state of Delaware, regardless of the laws that might otherwise govern under applicable principles of conflicts of law.
5. **Notices.** All notices and other communications given or made pursuant to this Crowd Note shall be in writing and shall be deemed effectively given upon the earlier of actual receipt or: (a) personal delivery to the party to be notified, (b) when sent, if sent by electronic mail or facsimile during normal business hours of the recipient, and if not sent during normal business hours, then on the recipient's next business day, (c) five days after having been sent by registered or certified mail, return receipt requested, postage prepaid, or (d) one business day after deposit with a nationally recognized overnight courier, freight prepaid, specifying next business day delivery, with written verification of receipt.
6. **Financing Agreements.** The Investor understands and agrees that the conversion of the Crowd Note into Conversion Shares may require the Investor's execution of certain agreements relating to the purchase and sale of such securities as well as registration, co sale, rights of first refusal, rights of first offer and voting rights, if any, relating to such securities. The Investor agrees to execute all such agreements in connection with the conversion so long as the issuance of Conversion Shares issued pursuant to the conversion of this Crowd Note are subject to the same terms and conditions applicable to the Preferred Stock sold in the Qualified Equity Financing (or the Shadow Series).
7. **Severability.** If one or more provisions of this Crowd Note are held to be unenforceable under applicable law, such provision shall be excluded from this Crowd Note and the balance of the Crowd Note shall be interpreted as if such provision were so excluded and shall be enforceable in accordance with its terms.
8. **Transfer of a Crowd Note.** Subject to compliance with applicable federal and state securities laws (including the restrictions described in the legends to this Crowd Note), this Crowd Note and all rights hereunder are transferable in whole or in part by the Investor to any person or entity upon written notice to the Company.
9. **Escrow Procedures.** No investor funds shall be released from escrow until the Target CF Minimum is reached. The Target CF Minimum must be met on or before the Offering Date for funds to be released from escrow.
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arbitration will be conducted before a single arbitrator in following the rules of the American Arbitration Association. Except as required by law, neither a party nor the arbitrator may disclose the existence, content or results of any arbitration without the prior written consent of the other parties.

2. **Appeal of Award.** Within thirty days of a final award by the single arbitrator, either party may appeal the award for reconsideration by a three-arbitrator panel. If there is an appeal, the other party may cross-appeal within thirty days after notice of the appeal. The panel will reconsider all aspects of the initial award that are appealed, including related findings of fact.
 3. **Effect of Award.** Any award by the individual arbitrator that is not subject to appeal, and any panel award on appeal, shall be final and binding, except for any appeal right under the Federal Arbitration Act, and may be entered as a judgment in any court of competent jurisdiction.
 4. **No Class Action Claims.** NO ARBITRATION SHALL PROCEED ON A CLASS, REPRESENTATIVE, OR COLLECTIVE BASIS. No party may join, consolidate, or otherwise bring claims for or on behalf of two or more individuals or unrelated corporate entities in the same arbitration unless those persons are parties to a single transaction. An award in arbitration shall determine the rights and obligations of the named parties only, and only with respect to the claims in arbitration, and shall not (i) determine the rights, obligations, or interests of anyone other than a named party, or resolve any claim of anyone other than a named party, or (ii) make an award for the benefit of, or against, anyone other than a named party. No administrator or arbitrator shall have the power or authority to waive, modify, or fail to enforce this paragraph, and any attempt to do so, whether by rule, policy, and arbitration decision or otherwise, shall be invalid and unenforceable. Any challenge to the validity of this paragraph shall be determined exclusively by a court and not by the administrator or any arbitrator. If this paragraph shall be deemed unenforceable, then any proceeding in the nature of a class action shall be handled in court, not in arbitration.
7. **Approval.** The Company hereby represents that its Board of Directors, in the exercise of its fiduciary duty, has approved the Company's execution of this Crowd Note based upon a reasonable belief that the Purchase Price provided hereunder is appropriate for the Company after reasonable inquiry concerning the Company's financing objectives and financial situation. In addition, the Company hereby represents that it intends to use the proceeds primarily for the operations of its business, and not for any personal, family or household purpose.
8. **Subscription Procedure.** Each Investor, by providing his or her name, and subscription amount, confirms such investment through the Platform and has signed this Crowd Note electronically. Investor agrees that his or her electronic signature is the legal equivalent of his or her manual signature on this Crowd Note. By confirming, the Investor consents to be legally bound by the Crowd Note's terms and conditions, and to the terms and conditions of subscription established by the Platform. All Investors will be processed via Regulation CF. Investments may be accepted up to the Maximum Raise Amount up until the Offering End Date.

EXHIBIT E
Pitch Deck

KIDDIEkredit

A tool for parents to prepare children to face the risks of credit.



Activity	Credit Value
30 Minutes of Bedtime	0.5KK
60 Minutes of TV Time	2 KK
45 Minutes of Games	0.75 KK
120 Minutes of Playing	3 KK
30 Minutes of Bedtime	0.5KK

Category	Status
Credit Inquiries	Green dot
Payment History	Green dot
Loans (Accounts)	Green dot
Number of Accounts	Green dot
Credit Inquiries	Green dot

Legal Notice

Any statements contained in this document regarding us, our expectations, beliefs, plans, objectives, assumptions, or future events or performance are not historical facts and are forward-looking statements. Investors are cautioned that these forward-looking statements involve uncertainties and risks that could cause actual performance and results of operations to differ materially from those anticipated. The forward-looking statements contained herein represent our judgment as of the date of publication of this document, and we caution you not to place undue reliance on such statements. We are a startup business and, as such, certain images contained in this document are for illustration purposes only. Our company, our management, and our affiliates assume no obligation to update any forward-looking statements to reflect events after the initial publication of this document or to reflect the occurrence of subsequent events.

Please see the end of this presentation for important risk disclosure information.

The Problem

There is a lack of financial education on how the American credit system works.



52% of millennials have debt and 67% of those with debt stress over it¹



Average credit score of an 18-24 year old is 630 which is only considered "Fair".²



Only 17 of 50 states require a personal financial literacy course to graduate from high school³



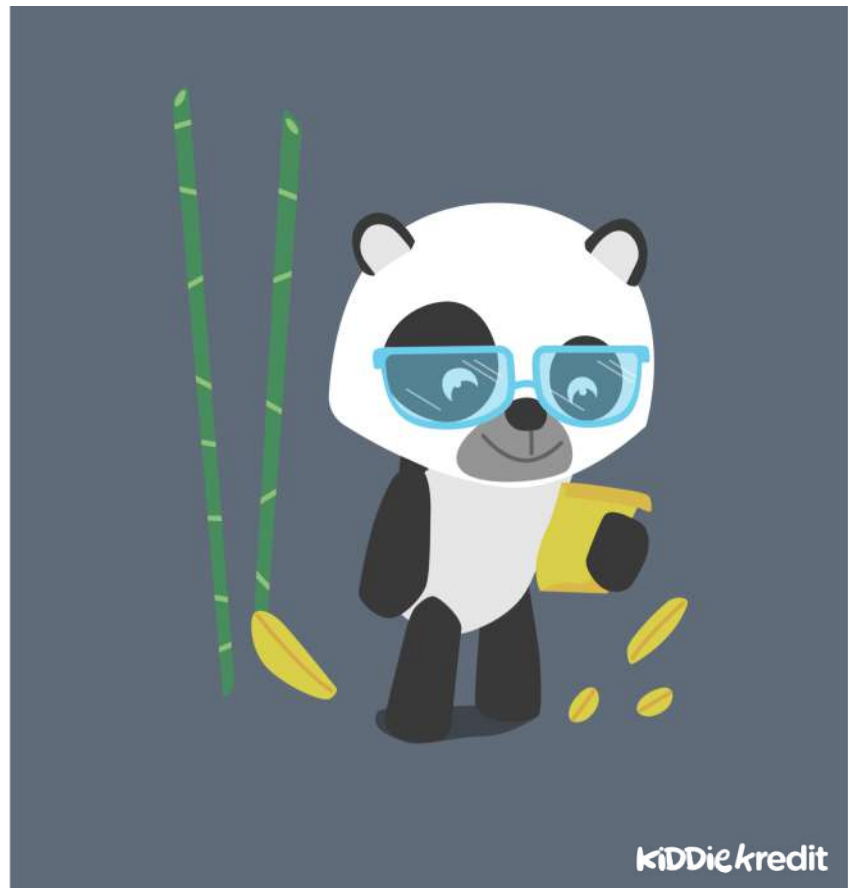
Kids may be going into college unaware of how to properly manage their credit.

¹ <https://www.businessinsider.com/personal-finance/millennials-gen-x-money-stresses-retirement-savings-2019-10>

² <https://www.chime.com/blog/whats-a-good-credit-score-in-your-20s/>

³ <https://diverseeducation.com/article/149786/>

What if there was a way to teach kids about credit in a way that was informative to both the parent and the child?



Introducing Kiddie Kredit!

Kiddie Kredit's mission is to teach responsibility to our youth by rewarding task completion through a scoring system which parallels how credit is calculated for adults.



53%

of children own a mobile device by age 11.¹



5 Hours

Average time children age 8-12 spend on devices per day.¹

¹ <https://www.npr.org/2019/10/31/774838891/its-a-smartphone-life-more-than-half-of-us-children-now-have-one>

KIDDIEKREDIT

Scoring Scale

Credit is scored on a scale of 0-100 to keep things simple for kids to understand.



KIDDIEcredit

The Solution



“...Easy as 1 - 2 - 3”

1. Do your Chore
1. Get your Score
1. Earn Rewards

kiddiekredit

Scoring Model



Current FICO Score

- Inquires 10.0%
- Types of accounts 10.0%
- Age of accounts 15.0%
- Utilization 30.0%
- Payment history 35.0%

Kiddie Kredit Score

- Reward requests 10.0%
- Variety of activities 10.0%
- Age of activities 15.0%
- Reward management 30.0%
- Activity history 35.0%

Market



Target Demographic

Families with children aged 8-12.

Growth Drivers

Millennials carried an **average** of **\$34,770**, in student loan debt, up 8% from **\$32,239** in 2017.²

Millennials have an **average** total debt amount of **\$80,666**, up 11% from **\$72,988** in 2017.²

41% of kids ages 8-12 have smartphones. ¹

¹ <https://www.common sense media.org/sites/default/files/uploads/research/2019-census-8-to-18-full-report-updated.pdf>

² <https://www.experian.com/blogs/ask-experian/taking-a-look-at-millennial-credit-scores/>









Traction

Overall Report

Total, Last 12 months

Top Events

Request Chore Completion - Total		30.7K • 37.1%
Log In - Total		25.6K • 31.0%
Add Chore - Total		12.6K • 15.2%
Educational Modal View - Total		7,399 • 8.9%
Add Reward - Total		3,119 • 3.8%
Signup - Total		2,955 • 3.6%

*as of 05/01/2020 via MixPanel

Engagement

- 30k + Chores Completed
- 25k + Parent Logins
- 7k + Views on Credit Education Tabs

KIDDIEKREDIT

BUSINESS Model

FREE TO DOWNLOAD

\$4.99/mo. subscription fee for premium version.

Future product roadmap includes plan to work with banks to offer this to their clients at a reduced rate.

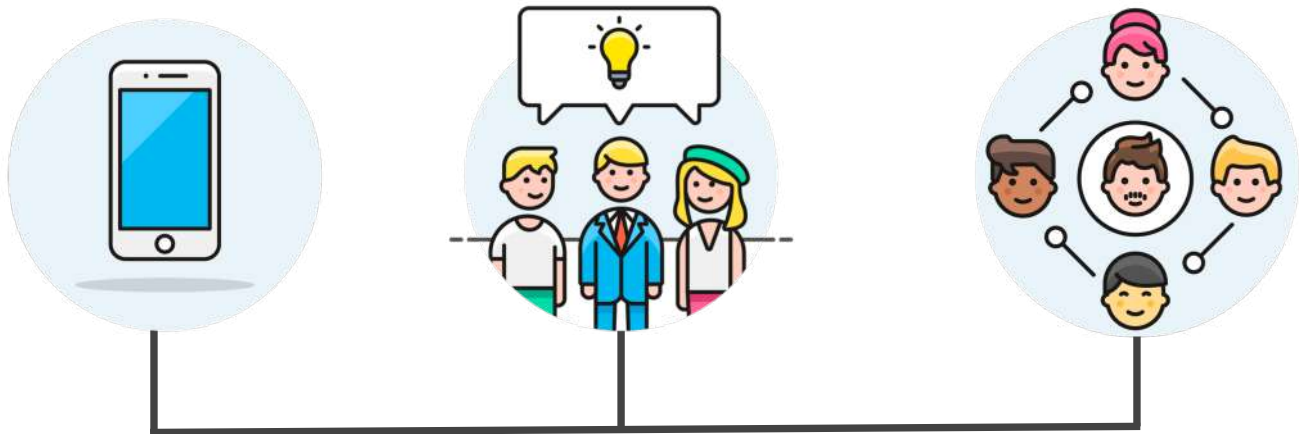
How We Plan to Make Money

Selling our curriculum to organizations looking to teach credit to kids and parents
Q2 2020

Recommendation engine for child debit and banking options from financial institutions.
Think Credit Karma for kids.
Q3 2020

Rewards marketplace where kids can use their internal app currency to redeem products.
Q4 2020

Anticipated Adoption Strategy



Q3: Secure pilot partnership with a credit bureau to market our curriculum. Roll out option in app to use as a teacher.

Q4: Full scale launch with a PR campaign nationwide. Premium version launch.

Q1 2021: Solidify partnerships with financial institutions and credit bureaus. Launch full scale marketing campaign in US.

The Team



Evan Leaphart
Founder & CEO



Mike Gross
Chief Engagement
Officer



Victor Moreno
CTO

The Team



John D. Saunders
CMO



Matt Cohen
Lead Strategist



Natasha Valley
PR & Social Media

Press and Testimonials

In November 2019, the Miami-Dade Beacon Council and Mayor Gimenez recognized Kiddie Kredit by giving our founder, Evan Leaphart, a key to the city.



Featured in

Bankrate

blackwallet
FINANCIAL LITERACY FOR GREAT RESOURCES

Forbes



Product Hunt

REFRESH
MIAMI

★★★★★

Milky mc milk, 06/21/2019

Easy to use

Easy to use and it's really helped me manage my kids' chores. They understand why they're doing them and they feel a purpose. Absolutely love this app!

★★★★★

Frustrated Los Santos Resident, 05/01/2020

This app Should've been around for decades

This app has singlehandedly changed the structure of my home! The kids are interested and engaged! Will continue to use and recommend!!!

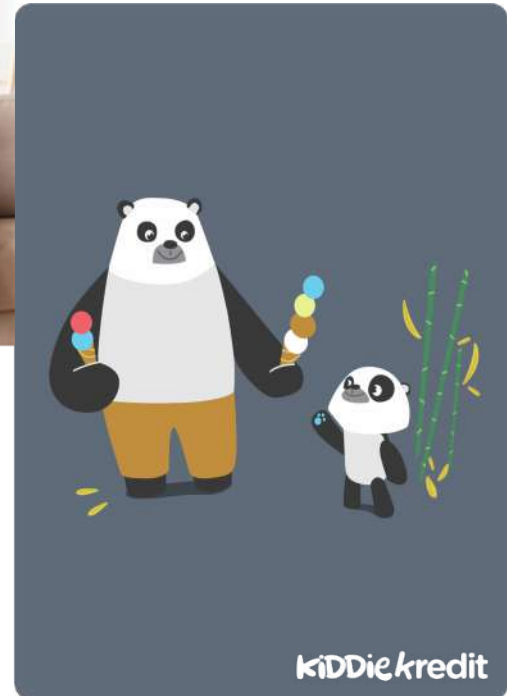
★★★★★

rdv6, 06/23/2019

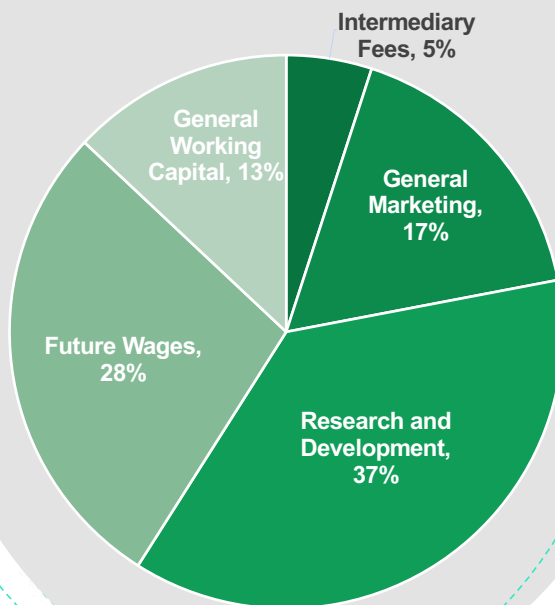


I'm very well pleased with this app! I've tried other apps to track chores, but I love that Kiddie Kredit teaches about credit too.

<https://apps.apple.com/us/app/kiddie-kredit/id1440358106#see-all/reviews>



Use of Proceeds



GIVING KIDS A FINANCIAL HEAD START

KIDDIEkredit

Website: <https://www.kiddiekredit.com/>



iOS



Android

KIDDIEkredit

Risk Disclosures

Investment Risk

An investment in the company is speculative, and as such is not suitable for anyone without a high tolerance for risk and a low need for liquidity. You should invest only if you are able to bear the risk of losing your entire investment. There can be no assurance that that investors will receive any return of capital or profit. Investors should have the financial ability and willingness to accept the risks (including, among other things, the risk of loss of their entire investment and the risks of lack of liquidity) that are characteristic of private placement investments. There will be no public market for the securities being offered, applicable securities laws will restrict any transfer of the securities, and the securities will not be transferable without the company's consent.

The information provided herein is not intended to be, nor should it be construed or used as, investment, tax or legal advice, a recommendation to purchase, or an offer to sell securities of the company. You should rely on the offering statement and documents attached as exhibits to the offering statement when making any investment decision. An investment in the company is not suitable for all investors.

Risk Disclosures

Company Risk

The company's industry is highly competitive, and the company may not be able to compete effectively against the other businesses in its industry. The company is subject to a number of significant risks that could result in a reduction in its value and the value of the company securities, potentially including, but not limited to:

- Rapidly changing consumer preferences and market trends,
- Inability to expand and maintain market acceptance for the company's services and products,
- Inability to gain access to international markets and comply with all applicable local laws and regulations,
- Inability to achieve management's projections for growth, to maintain or increase historical rates of growth, to achieve growth based on past or current trends, or to effectively manage rapid growth,
- Inability to develop, maintain and expand successful marketing relationships, affiliations, joint ventures and partnerships that may be needed to continue and accelerate the company's growth and market penetration,
- Inability to keep pace with rapid industry, technological and market changes that could affect the company's services, products and business,
- Technological problems, including potentially widespread outages and disruptions in Internet and mobile commerce,
- Potential costs and business disruption that may result if the company's customers complain or assert claims regarding the company's technology,
- Failure to adequately address data security and privacy concerns in compliance with U.S. and international laws, rules and policies,
- Performance issues arising from infrastructure changes, human or software errors, website or third-party hosting disruptions, network disruptions or capacity constraints due to a number of potential causes including technical failures, cyber-attacks, security vulnerabilities, natural disasters or fraud,

Risk Disclosures

Company Risk (cont'd)

- Inability to adequately secure and protect intellectual property rights,
- Potential claims and litigation against the company for infringement of intellectual property rights and other alleged violations of law,
- Difficulties in complying with applicable laws and regulations, and potential costs and business disruption if the company becomes subject to claims and litigation for legal non-compliance,
- Changes in laws and regulations materially affecting the company's business,
- Liability risks and labor costs and requirements that may jeopardize the company's business,
- Dependence on and inability to hire or retain key members of management and a qualified workforce,
- Ongoing need for substantial additional capital to support operations, to finance expansion and/or to maintain competitive position,
- Issuance of additional company equity securities at prices dilutive to existing equity holders,
- Potential significant and unexpected declines in the value of company equity securities, including prior to, during, and after an initial public offering, and
- Inability of the company to complete an initial public offering of its securities, merger, buyout or other liquidity event.

EXHIBIT F
Video Transcript



KIDDIE kredit

Kiddie Kredit Video Transcription
June 24, 2020

Meet Paul... Paul was a very good student and was always helping out his parents at the house with chores. He grew up with a strong sense of responsibility and went off to college ready to start life.

One day, he received something in the mail. It was a credit card offer, and the reward for signing up was a FREE PIZZA. Being the hungry college student he is, Paul signed up and was given this card along with a FIVE THOUSAND DOLLAR credit limit.

Not knowing what this meant, Paul immediately spent the \$5,000 credit limit on things he didn't need and paid back the minimum amount every month.

He immediately fell into debt and was overwhelmed with interest payments. His credit score dropped during this time frame, and he was unable to buy his first car or home without a cosigner.

Many years went by, and Paul finally recovered but vowed to never have this happen again. Along the way he met Paulette, and they had a child, Paul Jr.

Paul Jr. was fortunate to not have to grow up with these same issues, because there was now an app that taught how credit works at an early age.

Introducing Kiddie Kredit.

A mobile app that Paul Jr. can use to track his chores given by his parents. Paul Jr. does the trash and tells his parents it's done. They approve or deny the chore. At the end of the week, he receives his current "Kredit" score, which is determined like how real credit works.

A missed chore is like a missed payment, the longer you've had a chore is like the longer you've had a credit card, the more chores is like your total accounts. Based on his credit score will determine how many bamboo bucks he receives, and any time Paul Jr. asks his mom or dad

to redeem his bamboo bucks for something, it's like an inquiry. Last but not least, he has to save at least 10% of his bamboo bucks; otherwise, it will hurt his overall Kredit score.

Paul Jr. understands how credit works at a young age and begins learning the importance of saving, preparing him for the real world so he isn't blindsided by bad credit like his dad.

Help us build a generation like Paul Jr., and help us make Kiddie Kredit a household name among families in the US. Let's lead the charge for a financially free future.

EXHIBIT G
Webinar Transcript

KIDDIE kredit

Webinar Transcription
August 18, 2020

Brett: Hi, everybody. This is Brett Andrews with MicroVentures. Thank you all for joining us today for the webinar. Today, we are going to be hearing from Kiddie Kredit, an app which teaches financial literacy to kids in fun and engaging ways. We are joined today by their founder and CEO, Evan Leaphart. Evan is a serial entrepreneur who has spent years helping those closest to him fix their credit informally after facing financial despair personally. Educating kids about credit and finance has always been of great importance to him. He currently mentors youth and is the co-founder of Black Men Talk Tech, and then also serves on the advisory board of Miami EdTech. How are you doing today, Evan?

Evan: I'm pretty good, man. How about yourself?

Brett: I'm doing pretty well, considering. So thanks for taking the time here today. Real quick before we get started, just to let everyone know the format of the webinar. Hopefully, you can see the Kiddie Kredit logo and slide on your screen. Evan is sharing his screen. He's going to spend about 10 to 15 minutes going through his presentation for Kiddie Kredit. During that presentation, we encourage you to send in questions. If you go over to your GoToWebinar control panel, you should see a tab titled Questions. You can feel free to submit those questions during the presentation. They won't interrupt Evan. They'll just go to me. Then when we get to the end of the presentation, we're going to open it up to Q&A. I'll be fielding those questions, any that were submitted during the presentation, and any others that anyone else might have. So with that, Evan, I'll let you take it away and introduce everyone to Kiddie Kredit.

Evan: Perfect. Appreciate everybody coming out today. Again, my name is Evan Leaphart. I am the founder of Kiddie Kredit. Kiddie Kredit is a tool for parents to prepare children to face the risks of credit.

Now, the problem is that there is a lack of financial education on how the American credit system works. Majority of millennials, they have debt, and 67% of those, they stress over the debt that they have. The average credit score of a young adult is only 630, which is only considered fair in the standard cycle model. There's only 17 of 50 states that require a personal financial literacy course to even graduate from high school. So what happens is kids, they go into college unaware of how to properly manage their credit. It's an issue that I dealt with myself. So that led me to thinking what if there is a way to teach kids about credit in a way that was informative to both the parents and the child? This thought process is what birthed Kiddie Kredit. It's our mission to teach responsibility to our youth by rewarding task completion through a scoring system, which parallels how credit is calculated for adults.

The reason we wanted to do this through the phone is it's where the kids are nowadays. More than half of children own a mobile device by the age of 11. The average kid between age 8 and 12 spends about five hours on their device per day. Now, what we do and how we teach credit is we've created a scoring system which is very simple for kids to understand. It's done a scale of zero to a hundred, instead of 300 to 850, like your standard cycle model. What we do is we parallel it in the same manner. So it's very easy to get your score. There's three ways that it's done. First, you do your chores. You make your bed, clean your room, take out the trash. Based on how you do those chores on a weekly basis will determine what your credit score is. Based on what your credit score is for that week will determine how many bamboo bucks you're getting for that week. Those bamboo bucks can be redeemed for rewards, monetary or nonmonetary. It simply depends on the parent.

To go more into that Kiddie Kredit scoring model, like I said, it's paralleling traditional FICO scores. So a missed chore, your payment history, think of that like a missed payment is a miss chore. Your bamboo bucks that you're getting on a weekly basis, how you're using those is like how you use your credit. So as long as the child is saving at least 10% of their bamboo bucks, they're not going to take a hit on their Kiddie Kredit score. The longer that they've had a chore is like the longer that you've had

a credit card, your age of account. So essentially six weeks, the child having an average amount of chores for six weeks or longer, will give them the maximum point allotment there. Also, your types of accounts, like your credit mix, is essentially like your chore mix. So having five or more chores will give you the maximum point allotment there as well. Then as far as reward requests, those bamboo bucks, anytime you say, "Hey mom, can I get this? Hey dad, can I get this?" Think of that like an inquiry.

Our target demographic is for families who have children aged 8 to 12. We expand outside of 12, but 8 to 12 is where we're hyper-focused. What we've realized is the total debt amount that millennials have is going up year over year, and there's carrying student loan debt. A lot of these things, if kids are turning 18, understand how credit works. We want to be able to reduce that risk so they don't have to carry debt that carries over years upon years, and now they're spending a lot more in interest than they have to. This app, we're targeting the United States first.

As far as our traction, we have had over 30,000 chores completed since the launch of our app, which was last year in April. We've had over 25,000 log in, and we've had over 12,000 chores added to the app. As far as our educational model view, what that is is essentially if you've used the app, you'll see the different breakdowns on how a Kiddie Kredit score is calculated. When you tap the Info button on that particular calculation, it'll explain how that pertains to the Kiddie Kredit score, and then how it works in real life. So it's a more comprehensive definition on the parent's side of that, and a more simple way to understand on the kid's side of the app. So what we found is that this is kind of a secondary teaching tool for parents that might not understand how credit works as well.

As far as our business model, as of now it's free to download. We are currently building out a premium version of our app, and the future product roadmap includes a plan to work with banks to offer this to their clients at a reduced rate. We have built out a curriculum, which we've actually launched a pilot program with... here in South Florida. That will help teach credit to kids and parents, and also to students and their teachers.

We are also building out a recommendation engine for child debit and banking options from financial institutions, so think essentially Credit Karma for kids. A parent looks on there, they see what different options are available for their child, and then will have different options, and based on that, will on the back end monetize from that particular platform. Also, we are building a rewards marketplace where kids can use their internal app currency to redeem products. These are all things that we're trying to establish by the end of the year.

As far as our anticipated adoption strategy, we are in Q3 now. So it's our goal to secure pilot partnership with a credit bureau to market our curriculum, which has already been in process. We want to roll out our option in-app to use as a teacher. With the learning environment going a lot more virtual right now, we find that we're well aligned to really build upon this. So we want to make sure that we have a version of our app that's not just working for parents and kids, but for teachers that's looking for an alternative way at this time to educate their students. Q4 is our goal to do a full-scale launch with a PR campaign nationwide. By this time we anticipate our premium version will be launched.

Going into next year, having our premium version launched, that's when we look to solidify partnerships with more financial institutions, diving deeper into our current credit bureau partnership, and then launching a full-scale marketing campaign in the US.

As far as the team, as myself, I'm founder and CEO. This project has been in my head for many years, and to actually see it out in the world is really, really something that means more to me than anything I've started previously. In addition to this project, I am co-founder of a tech conference, Black Men Talk Tech. We're in our second year. I've also been a professional mentor to the children of high profile individuals for the past five years. As far as Mike Gross, he's our chief engagement officer. He has taught financial literacy and entrepreneurship for over 15 years to inner city youth in Philadelphia. As far as Victor Moreno, he is our CTO. He is currently lead engineer at Amazon, and he has a Master of Science in finance. So he's not just coding at a high level. He's coding with a financial thought process, which I love. Our CMO, John Saunders, he is the founder of 5Four Digital, which is a leading digital marketing agency in South Florida, as well as founder of BlackWallet. BlackWallet is a financial literacy blog for urban millennials, which it's many thousands of, I don't, the specifics for the blog I do not know at this moment, but as far as the Instagram following, it's over 270,000 followers. Very, very well-followed blog.

Matt Cohen is our lead strategist. He's been on the project for quite some time, one of the original people on this project. We built out the wire frames together. Very, very sharp tech mind. He actually had built out an app a few years ago that had scaled out to a hundred thousand users. So he was very instrumental in this process as I built this up as a nontechnical founder. Natasha Valley, she's a social media lead. She has a lot of experience in PR and crisis management for athletes and entertainers, and is the brainchild behind a lot of the lovely graphics that you may see on our social media presence.

As far as our press and testimonials, last year we received a key to Miami-Dade County for our efforts on this project. We've been featured in Forbes, Bankrate, BlackWallet, Refresh Miami, Product Hunt, Korea Times, among a few others. This has all been done with \$0 in marketing spend. So we're very happy that we have a strong proof of concept, and now we're just looking to take this project to the next level.

For our crowdfunding campaign, the use of our proceeds, 5% go to the intermediary fees for the execution of this. 17% goes to the general marketing. The majority of our spend goes towards R&D, research and development, as we build out the new version of the app. 28% will go to future wages, with 13% being reserved for general working capital. Ladies and gentlemen, that is Kiddie Kredit

Brett: Thank you, Evan. That was great. Real quickly. We had a good number of people that joined on late here. So if you missed our intro, just want to remind folks that you can, if you have any questions for Evan based on the presentation, then please feel free to submit them under the Questions tab on the GoToWebinar control panel over there, and we'll get that addressed. I already had a couple that did come in.

First, was about onboarding. First of all, just from a personal level, I think what you guys are doing is great from a just societal benefit point. Some of the statistics that you threw out about average credit scores is just really tough to hear. I think getting children involved early with this is one of the better solutions in trying to solve this problem.

The question that we did have was with regards to onboarding for the parents. When you guys, when someone makes a download or downloads the app, for the people who haven't downloaded it, and I would encourage you if you do have kids, and it seems like this is a product you'd want to use to go do so, how much education is required from the parent's side in order to, and some of this is maybe a feature question too, do they need to customize their own chores? I guess, how simple is it for them to set up a profile and start using the app? Does your team provide support to that effect?

Evan: Good question. We do have support. You can always email us at support@kiddiekredit.com. But during the process we try to make it as simple for the parents as possible. We allow just any parenting style to exist within the app. So you sign up first name, last name, and your email address. Then when you're adding a child it would simply be a name, it could be a nickname, date of birth, and gender. Then your profile is created.

It's going to take you to the chore board, and it's going to instruct you to create your first chore. We've auto-populated a couple chores as you start typing in what a chore may be. You might find that selection there. But if it isn't, you can type it in. Then after you've put in that chore, you might put in a child-friendly description, and then you'll put in the frequency of how often the chore is to be done. What day of the week? Is it monthly? Is it weekly? Then you'll put the priority of the chore. Is this a low priority chore, medium priority chore, high priority chore? The reason why we do that is if it's a high priority chore and you missed it, that's going to affect your credit score more adversely than if it was low priority chore. Then lastly, you'll put which child it applies to. So if you have four kids and it's only for one of the children, then it'll only show up on their chore board. But if it's for all four, it'll show up on all four of their chore boards.

Brett: Got it.

Evan: That's essentially the first activity in the app.

Brett: Great, that was helpful. Just a quick to side question on that from me. When, let's say, a parent logs in and they create their own chore, does that go to a database to where now that's available as a selection to other parents who log on new? Or is the standard chores that are on there just default that you guys plugged in? Clean your room, the basics that we've all gone through in our lives.

Evan: We have the standard list of the chores. Then in terms of what we're looking to do is take that information of what chores are being used most often to make the experience more pleasant for the parent. But any type of data collection or things like that, that we're doing to make the app smarter has to come from the parent's side. We don't do anything that's from the kid's side of the app to make sure that we're COPPA compliant.

Brett: Got it, okay. Then we had a question about the premium version of the app. I think you touched on this a little bit in the presentation, but maybe you can expand a little bit. I believe you said that that will be launching later this year, where it will be \$5.99 a month. Can you touch a little bit more on what kind of features come with the premium version, and will the free portion stay exactly as it is today? Or will you be ratcheting back some features that are already accessible for the free app?

Evan: Good question. We want to make sure that we're grandfathering in anybody that's used the app prior to be able to have access to utilizing the premium features and seeing if it's something they want to continue with. Some of the feature sets that will exist within it are additional features. So not pulling back from what's already there now, but adding to it. We realize our app in its current iteration is a very easy way to understand how credit is calculated. But if we want to continue down this road of being effective thought leaders and how to effectively teach kids credit, needs to do more. So what we want to do is be able to add things where kids can have additional bamboo bucks lent to them essentially on credit, with the parent permitting, of course. They can grant a certain amount to them. Then the quicker their kid is paying back those bamboo bucks for their chores, the less that it will cost them, essentially like credit. So that's one thing that we're looking to add.

We're also going to have in there some additional financial literacy lessons where the kid watches the videos, parent watches the videos, answers questions correctly. It'll be ways to add an additional bamboo bucks. Then as far as our bamboo bucks themselves are concerned, without speaking into something that hasn't been fully developed yet, but we are looking at, and we're exploring how we can use the bamboo bucks in a more tangible way. Be it being a virtual wallet, being us having different types of partnerships where those bamboo bucks can be redeemed for real items, that's our next iteration that we're doing some AB testing on over these next couple of months. Sorry for being a little vague in that last part. I just [crosstalk 00:18:34].

Brett: I guess I can step in and say that we are a little restricted here on what we can share, but I think that's totally fair to talk about some of the things that are, without specific names of companies, but what you have in the product pipeline.

We did have a question about the rewards marketplace, so just to clarify. The way the app currently works, this is my understanding of it, so you can correct me if I'm wrong. But is the parents, as the children are collecting these bamboo bucks, they're digital dollars in the sense that they're not real currency, but the parents, if they were going to pay money for chores or do whatever they were going to do to reward their kids for getting this stuff done, they basically are using that calculation of what their bamboo bucks are as a, again, as a virtual identifier of how much they've earned, I guess. So then if they want to treat them to whatever the prize or whatever they want to give them, they do that on their own, rather than, which it sounds like you're planning to do, which is being able to actually convert those to some sort of currency, or go through a virtual marketplace where they can actually purchase goods through some other portal.

Evan: Yes, yes. Right now in its current iteration, it's essentially done on a more manual basis. It's 10 bamboo bucks. The parent says it's \$10. The kid will redeem that request, parent approves it, and then they'll manually be giving them the \$10. So we want to be able to provide more of a platform to do more things, if that's what the parent wants to be able to do. So just many, many things that we're excited that are coming up in the works over the next couple of months.

Brett: Great. Then we have a question here on the, and I believe you touched on this too, but it may have been someone who joined late, but on the relationship with the Equifax Foundation. Do you mind sharing just a little bit more on that?

Evan: Yeah, absolutely. This is a partnership that began a couple of months ago. Equifax Foundation, two of their key service areas are in St. Louis and Atlanta. They've built out two initiatives, first being St. Louis Builds Credit, second one being Greater Atlanta Builds Credit. It's something that they patterned after an initiative that was done in Boston called Boston Builds Credit. They did that in partnership between the city and the United Way. But what we are working with them on is building out programming in those two specific service areas. We've built out curriculum that teaches parents and kids. It's a six-lesson virtual curriculum. We're running a pilot on it here in South Florida with an afterschool program and nine classrooms. We're taking that model and we're patterning it to those two areas in Atlanta and St. Louis. It's just the beginning kind of what we're building out upon. So this is our first step.

Then we go into it on deeper levels. We are also working with, they have a research center that they've partnered with called Washington University. It's in St. Louis. Their Center for Social Development does a lot of research around what steps can be done to achieve economic equality. So from a low touch point, having access to that type of data, and then just really being able to dive in on how we can more effectively engage with our audience from not just teaching the kids, but from the parents as well, because what we're realizing is while the entire mission of what we're doing is to teach kids about credit, we need to be able to effectively educate the parents as well on how credit works so that they can carry on the mission outside of the app and relay them to their child. Some of the biggest fans of our app are not just people that have a great credit. It's the ones that have been financially affected in some form or fashion, and don't want to see it happen to the generation after them.

So that's really why we want it. We're very closely aligned with Equifax Foundation on this to make sure that we're getting it right. Quite frankly, there's really nobody that they're working with that's focusing on the space of teaching kids credit at this type of level. So we're both excited in ways that we can further engage. So while it's a young partnership, it's very fruitful. We're in close contact all the time on ways that we can continue to build out upon this. While right now it's on the foundation side, upon growing our goal is to bring us over to the consumer side, which would expand our audience significantly.

Brett: Great. I want to touch on that point in a second. We've got a couple more questions here. Two more right now. Last call if you guys have any other questions that you'd like to submit, please do so in the Questions tab on the control panel.

This one touches on what you were just covering, which is, you mentioned that the target age range for the children right now is 8 to 12. I know you've only been around for a little over a year, so you may have not even run into this issue, if you want to call it that, yet. But what happens when the kids get out of that age range, and are there things, and I think this overlaps with what you were sharing about the customer side, and some of the partnerships you guys are looking at for the tail end of this year with certain institutions. But are there ways to evolve this so that as kid goes from 12 to 13 to 14, may not have a bank account yet, but still wants to continue to maintain that financial literacy, which I think you touched on this at the top, is very underserved with regards to high school institutions, certainly in the US, and even I would argue even secondary institutions in the US. I guess in terms of the question, what are your thoughts, and for the customers, and the end user being the children as they start to grow out of that age range?

Evan: Good question. Our focus and what we're working on now is we're not building this with intent to say, okay, you used it, you turned 12. You're about to be 13. That's it. What we want to ensure is that now that a child is turning 13, there's different types of regulations that exist now. They're not as strict as it is when you're 12 and under being COPPA compliant. For those that don't know that's the Children Online Privacy Protection Act. Our regulations loosen up a little bit. What we've been exploring internally as a team is, do we align ourselves with a teen banking platform to then ensure proper handoff? Is this something that we're building within our app? How will our product recommendation engine work in regard to making sure that there's a smooth handoff for the children of families that are teenagers? That's essentially where our next steps begin.

But what we want to make sure is that we don't try to look too far in the future and say, okay, now that you're turning 13, you do this. What we want to make sure is that we build a very core product that's working very well for families and kids that are between ages 4 to 12. Then we can take that user count, and essentially, now we can align ourselves with the appropriate partner to handle that transitional age into the teenage years, or it's something that we can explore doing ourselves. So many different ways we can go about it. Right now, we just want to make sure that we have the product right.

Brett: Great, great. I think that that's smart and staying focused when you're early on and in solving the problem that you're setting out to solve. So I appreciate elaborating on the future as well though. So a couple more here. I had a question about competition. Could you just, I guess, elaborate on how you think about competition when it comes to this market?

Evan: Yeah, absolutely. I break it down into a couple of ways. In terms of products that have educated kids about credit before, there's things that have existed, more so in a gamification type of manner. Then when it comes to chore tracking apps, there's a lot of them. We don't try to be all things to all people. The moment that we say, we're this overarching financial literacy app that's teaching you how to save and how to invest, then we get thrown into that box. Our unique value proposition is we're the only one that is a chore tracking app that is hyper-focused on teaching about credit. It's our thought process that if we just stay very focused in mind on doing that and being the thought leader on teaching kids credit, having the partnerships with Equifax Foundation really, really helps validate us in that space. It's a large enough market that we have indirect competition, but we don't see us ourselves having direct competition, because none of these other platforms are hyper-focused on teaching credit in the manner that we are.

Brett: Understood. Then the last one here before we sign off, and stick around, because I'll make sure to point you guys where to find out some more information. This was, I think, an interesting question is, you're the CEO, you're guiding the ship. This is your brainchild. When you sit back and think about the long-term potential growth of this, and of course, again, is the caveat we have to avoid any perspective financial information, but what do you see as the biggest obstacles as you grow this business to the size you'd like to get it to?

Evan: Great question. What we realized is conceptually what we have, there's a lot of buy-in. To get kids to do chores, it sometimes can be difficult to do, but what's equally as difficult is to ensure that parents are going through the chore of making sure their kids chores are done. When it comes to just being in the weeds of our product development right now, making sure that we're improving the retention and reducing the churn and the stickiness factor is there, once we've mastered that in that product market fit is very ironclad, taking it to that next step, essentially we're going to need the strategic partnerships and we're going to need the brand alignments with larger following. This could come in the form of being endorsed, having endorsement deals with individuals or companies, with large followings that really cater to our demographic, be it families or individuals who have been adversely affected by credit. So that way we're getting a large user base. If we can pinpoint that to where the product is there, and then our user count is there, we do feel that we are in a prime position to then align ourselves or began having discussions at a larger level on acquisition or, and my apologies here, I always want to make sure that I'm not over speaking.

We just want to make sure that we're focused on product first, getting the users, making sure that parents are just as engaged in using it as their kids are. So having UI/UX that's friendly towards the parents, and then one that's UI/UX friendly to the kids. Then once it's there, taking that to the next level, having those strategic partnerships and alliances with different companies to then grow that user count out. Then we can essentially take those numbers and we can then say, look, this is how the American credit system works. This credit system works differently in different countries. We can then begin to replicate the model in different markets and expand pretty quickly at that point. But we, again, I always tell people, as a founder, you need to have the trillion dollar vision, but \$10 focus. Essentially we do see this being something that could work across the world, but we need to make sure that it's a product that the parent doesn't want to put down and neither does the child. So that's essentially what these next few months of development are for.

Brett: I like that. I think that's a fair, honest response, and I love the trillion dollar vision, \$10 focus. I think it brings us full circle to the initial question, which was about the usability for the parents and the fact that you guys are working hard at making sure that that onboarding is easy and seamless. So I really appreciate that, Evan, and for the time today. If anyone has any more questions after we sign off, or a couple of questions around terms and financials that we unfortunately can't go over here, but I'd like to just point you guys towards the Kiddie Kredit campaign page on the MicroVentures website. So if you go, the direct URL is invest.microventures.com/offerings/kiddie-kredit. Both of those start with a K. You can also just go to microventures.com and click the Invest tab and scroll down and find the Kiddie Kredit tombstone. You will find a whole host of information there, including the deck that Evan went through, and a bunch of information on the industry, information on the terms, and other aspects related to this offering.

There's also a discussion forum at the bottom. So if you'd like to ask Evan a question directly, you can feel free to submit it there, and he can address that. I know a lot of the folks who will be listening to this will be listening to the recording. So you wouldn't have had an opportunity to ask a question here. So if you have any questions, you can certainly go there and ask it. Then of course, if you'd like to invest and be a part of what Kiddie Kredit is building, we encourage you to do so. There's an orange Invest button at the top right of that same campaign page. You can click on that. If you don't have a MicroVentures account, you can quickly set one up. If you do, then you're likely familiar with the process and it will walk you through, and you can be a part of this.

So I want to thank everybody for their time today, and Evan, you, especially. We really appreciate you sharing more info. Is there any parting thoughts or any final words, or I guess anywhere else you'd like to point people that you want to sign off with?

Evan: I would just say go to our website, www.kiddiekredit.com. That's credit with a K. Our social media is @kiddiekredit on all platforms.

Brett: Fantastic. Well, I appreciate it. Thanks again, Evan. Thanks to everybody who tuned in. For anyone listening to this recording, we know there's a heck of a lot going on in the world right now. So we really appreciate you guys taking some time out of your day to learn more about Kiddie Kredit. We hope everyone stays safe and has a great day, and great rest of the week. Thanks guys. Thanks, Evan.

Evan: I appreciate it. No problem.

Brett: Bye.