

MOXEY

2022 Report

Dear investors,

This past year has seen great progress in the development of many of our ideas for both growth and currency health. The first initiative, FlexCash, was implemented in several of our communities over this past year. This initiative provides high referral incentive to current members to refer new businesses to Moxey. In conjunction with FlexCash, our Community Fee program has provided incentive for members who tend to hold their Moxey dollars, to start to spend them back into the network, thereby reducing stagnant currency (the major factor in unhealthy currency in a retail barter exchange setting).

We need your help!

Your investment has allowed us to redevelop much of our software and to begin to grow the communities already started, some by significant measures. However, that investment has not been enough for us to add new communities. Raising investment is a long, slow process. It is challenging to quickly explain Moxey to VC firms who often want to understand in a 30 second elevator pitch. We're picking up momentum, but personal introductions go a long way. A great way to help us, is to make an introduction to Seed Funds that are focused on FinTech and/or marketplace investments. You can also help by identifying companies who would be a great fit for the Moxey network.

Sincerely,

Warren Sager

Board member

Charlie Davis

CEO

Chip Davis

Founder & Executive Vice President

Our Mission

Our first goal is to grow from 1.5 million in monthly volume to 100 million across the Southeastern US. Within five years we hope to have achieved this growth in the US and started launching Moxey communities around the world. These projections cannot be guaranteed.

[See our full profile](#)

How did we do this year?

Report Card

A-



The Good

We successfully tested and implemented both accelerated growth and currency health strategies in many of the Moxey communities.

Our Raleigh Moxey community, which has fully implemented these growth strategies, has shown 188% year-over-year revenue growth.

Our partners' passion continues to do well, driving our users a 7x better experience and directing new investments to us as needed.



The Bad


We still have a few of our legacy communities who are slow to sign on to our growth and currency health initiatives. Change is hard.

We have not yet raised the resources needed to rapidly expand into new markets.

We have not yet had success with our business model to expand into new areas.

2022 At a Glance

January 1 to December 31


\$1,679,223 +7%
Revenue


-\$812,856
Net Loss


\$411,026 +88%
Short Term Debt


\$303,509
Rating in 2022


\$107,752
Cash on Hand
As of 04/27/23

Management's Discussion and Analysis of Financial Condition and Results of Operations

You should read the following discussion and analysis of our financial condition and results of operations together with our financial statements and the related notes and other financial information included elsewhere in this offering. Some of the information contained in this discussion and analysis, including information regarding the strategy and plans for our business, includes forward-looking statements that involve risks and uncertainties. You should review the "Risk Factors" section for a discussion of important factors that could cause actual results to differ materially from the results described in or implied by the forward-looking statements contained in the following discussion and analysis.

Overview

Community Currency built to help small businesses grow.

Local business owners are often treated unfairly. They are the backbone of the American economy but too often the game is rigged to benefit large corporations and raise their financial interests. Money levels the playing field and helps local business get better access to credit and markets.

Money 1) helps local businesses sell more products and services and 2) extends credit to the participating companies and their employees. The Money network is built upon an advanced version of better.

Our first goal is to grow from 1.5 million in monthly volume to 100 million across the Southeastern US. Within five years we hope to have achieved this growth in the US and started launching Money communities around the world. These projections cannot be guaranteed.

Milestones

TRADEAUTHORITY LLC was incorporated in the State of Louisiana in April 2010.

Since then, we have:

- Used by 3,000+ local businesses in 16 cities
- Enables business owners to get new customers & better access to capital
- Robust network with over \$195 million in sales of local goods & services
- A community currency that is as easy to use as a credit card or bank account
- Reliable recurring revenue model with a robust growth plan behind it
- Founder has previously built successful FinTech, EdTech, and Digital Marketing companies
- FinTech is one of the fastest growing sectors - 2021 adoption rate of 88% up from 16% in 2015

Historical Results of Operations

- *Revenues & Gross Margin.* For the period ended December 31, 2022, the Company had revenues of \$1,679,223 compared to the year ended December 31, 2021, when the Company had revenues of \$1,571,385. Our gross margin was 20.03% in fiscal year 2022, compared to 16.51% in 2021.
- *Assets.* As of December 31, 2022, the Company had total assets of \$397,257, including \$240,742 in cash. As of December 31, 2021, the Company had \$678,107 in total assets, including \$447,787 in cash.
- *Net Loss.* The Company has had net losses of \$812,856 and net losses of \$555,575 for the fiscal years ended December 31, 2022 and December 31, 2021, respectively.
- *Liabilities.* The Company's liabilities totaled \$537,297 for the fiscal year ended December 31, 2022 and \$1,355,352 for the fiscal year ended December 31, 2021.

Related Party Transaction

Refer to Question 26 of this Form C for disclosure of all related party transactions.

Liquidity & Capital Resources

To date, the company has been financed with \$1,050,280 in debt and \$798,080 in equity.

After the conclusion of this Offering, should we hit our minimum funding target, our projected runway is 3 months before we need to raise further capital.

We plan to use the proceeds as set forth in this Form C under "Use of Funds". We don't have any other sources of capital in the immediate future.

We will likely require additional financing in excess of the proceeds from the Offering in order to perform operations over the lifetime of the Company. We plan to raise capital in 24 months (except as otherwise described in this Form C, we do not have additional sources of capital other than the proceeds from the offering). Because of the complexities and uncertainties in establishing a new business strategy, it is not possible to adequately project whether the proceeds of this offering will be sufficient to enable us to implement our strategy. This complexity and uncertainty will be increased if less than the maximum amount of securities offered in this offering is sold. The Company intends to raise additional capital in the future from investors. Although capital may be available for early-stage companies, there is no guarantee that the Company will receive any investments from investors.

Runway & Short/Mid Term Expenses

TRADEAUTHORITY LLC cash in hand is \$107,752, as of April 2023. Over the last three months, revenues have averaged \$133,872/month, cost of goods sold has averaged \$104,060/month, and operational expenses have averaged \$183,082/month, for an average burn rate of \$153,256 per month. Our intent is to be profitable in 36 months.

We have increased revenue from our core legacy community in Baton Rouge, and parted ways with a large underperforming community in New Orleans. We will soon be launching new communities in the New Orleans area that are directly owned and managed by Money.

Our revenue and expenses will be fairly stable over the next 3-6 months. We're gearing up for a new expansion push and will be consistent until we begin to launch new communities. We hope to complete a new funding round within the next 6 months.

We are not profitable and don't intend to be profitable in the short term. Like most companies in a scaling posture, we intend to aggressively reinvest and grow at a fast but healthy rate. One of our goals is to quickly link communities together, creating strong network externalities and a moat to fend off any potential competitors. This will create a dynamic business that generates enough cash to give us the option to become profitable or to reinvest into more growth.

We've reduced our US cash (not including Money expense) burn down to approximately \$15,000 per month. We're working with several VC firms and anticipate closing a new round within 6 months.

All projections in the above narrative are forward-looking and not guaranteed.

Net Margin: 43% Gross Margin: 20% Return on Assets: 206% Earnings per Share: \$885.46 Revenue per Employee: \$559,741 Cash to Assets: 61% Revenue to Receivables: 98.255% Debt Ratio: 135%

2022_GAAP_Financials.pdf

TradeAuthority_2021_Audited_Financial_Statements_with_2020-19_Restatement_v2.pdf

| | | | |
|---------|-----------|----------------|---------------------------|
| 07/2017 | \$15,500 | Common Stock | Regulation D, R.1e 506(c) |
| 07/2017 | \$7,100 | Common Stock | Regulation D, R.1e 506(c) |
| 01/2018 | \$7,500 | Common Stock | Regulation D, R.1e 506(c) |
| 01/2018 | \$50,000 | Common Stock | Regulation D, R.1e 506(c) |
| 01/2018 | \$17,500 | Common Stock | Regulation D, R.1e 506(c) |
| 01/2018 | \$37,500 | Common Stock | Regulation D, R.1e 506(c) |
| 07/2018 | \$37,500 | Common Stock | Regulation D, R.1e 506(c) |
| 07/2018 | \$17,750 | Common Stock | Regulation D, R.1e 506(c) |
| 12/2018 | \$28,750 | Other | |
| 02/2019 | \$150,000 | Other | |
| 04/2019 | \$17,625 | Common Stock | Regulation D, R.1e 506(c) |
| 04/2019 | \$17,625 | Common Stock | Regulation D, R.1e 506(c) |
| 04/2019 | \$60,000 | Common Stock | Regulation D, R.1e 506(c) |
| 10/2019 | \$45,000 | Other | |
| 12/2019 | \$182,000 | Other | |
| 04/2020 | \$19,900 | | Section 4(a)(2) |
| 12/2020 | \$210,375 | | Section 4(a)(2) |
| 01/2021 | \$16,735 | | Section 4(a)(2) |
| 05/2021 | \$607,879 | | 4(a)(6) |
| 12/2021 | \$275,080 | Class CF Units | Section 4(a)(2) |
| 12/2021 | \$92,000 | Other | |
| 12/2021 | \$27,000 | Other | |
| 12/2021 | \$48,000 | Other | |
| 11/2022 | \$154,000 | | 4(a)(6) |
| 12/2022 | \$6,000 | Other | |
| 12/2022 | \$20,000 | Other | |

The use of proceeds is to fund general operations.

Outstanding Debts

| NAME | DATE | AMOUNT | CURRENCY | INTEREST | MAT. DATE | CLEARING |
|--------------------------------|------------|-----------|----------|----------|------------|----------|
| Charlie Davis and Warren Sager | 12/31/2018 | \$288,750 | \$ | 0.0% | 12/31/2021 | Yes |
| Mawzy Ducks LLC | 02/28/2019 | \$150,000 | \$ | 10.0% | 02/28/2023 | |
| John Roberts Pkcell Adte | 10/30/2019 | \$45,000 | \$ | 0.0% | 12/31/2026 | Yes |
| Charlie Davis and Warren Sager | 12/31/2019 | \$182,000 | \$ | 0.0% | 12/31/2026 | Yes |
| SJA | 01/30/2020 | \$18,900 | \$ | 1.0% | 04/30/2022 | |
| Warren Sager and Charlie Davis | 12/10/2020 | \$210,375 | \$ | 0.0% | | Yes |
| SJA | 01/10/2021 | \$16,735 | \$ | 1.0% | 01/10/2023 | Yes |
| Charlie Davis | 12/31/2021 | \$27,000 | \$ | 0.0% | | Yes |
| Warren Sager | 12/31/2021 | \$4,500 | \$ | 0.0% | | Yes |
| All-see Sapp | 12/31/2022 | \$6,000 | \$ | 0.0% | | Yes |
| Warren Sager | 12/31/2022 | \$20,000 | \$ | 0.0% | | Yes |

Related Party Transactions

TradeAuthority, LLC entered into a consulting agreement with a TradeAuthority, LLC officer and shareholder to manage the Company. The agreement calls for monthly payments of \$4,375 in Mexican dollars and \$4,375 in USD.

TradeAuthority, LLC entered into a second agreement with an entity controlled by TradeAuthority, LLC's chief executive officer and shareholder. The terms call for monthly payments of \$3,750 in Mexican dollars and \$3,750 in USD.

Capital Structure

| CLASS OF SECURITY | SHARES OUTSTANDING | AGGREGATED MARKET VALUE | PERCENTAGE OF CAPITALIZATION |
|-------------------|--------------------|-------------------------|------------------------------|
| Class CF Units | 950,000 | 101,188 | No |
| Class B Units | 950,000 | 743,850 | Yes |
| Class A Units | 100,000 | 70,000 | Yes |

Warrants: 0
Options: 0

Risks

Ongoing and potential litigation. The Company may from time to time be involved with litigation as either a plaintiff or as a defendant. Litigation could possibly lead to unforeseen expenses, loss of revenue, loss of focus and/or other potentially serious negative consequences. The Company is currently in litigation as a defendant due to a lawsuit concerning the Overstock City Trade Exchange (OCTE). OCTE was an affiliate trade exchange that the Company terminated its relationship with.

Our people are our most important asset. Currently our team is all on a contract basis. If we lose our key staff, we may have difficulty continuing our business as anticipated. The company's future success depends on the continued services and performances of key management, consultants and advisors. Our future success may further depend on the company's ability to attract and retain additional key personnel and third party contractual relationships. If the company is unable to attract and retain key personnel and third party contractors, this could adversely affect our business, financial condition, and operating results.

Data Loss and Business Interruption. If the Company's systems are disrupted or fail for any reason, including internet or systems failure, or if the Company's systems are infiltrated by unauthorized persons, both the Company and its clients could experience data loss, financial loss, harm to reputation, or significant business interruption. The Company may be required to incur significant costs to protect against damage caused by disruptions or security breaches in the future. Such events may expose the Company to unexpected liabilities, litigation, regulatory investigations and penalties, loss of clients' business, unfavorable impact to business reputation, and there could be a material adverse effect on the Company's business and results of operations.

The cost of acquiring new clients may be higher than anticipated. The Company has acquired new clients through referrals. As we accelerate our growth we will need to use other methods of client acquisition. Each acquisition method has different associated client-patch costs. If client acquisition costs are higher than anticipated, it will significantly affect the Company's profitability.

You should carefully consider the risks and uncertainties described below and the other information in the Offering Statement before deciding whether to invest. Additional risks and uncertainties not presently known to the issuer (some referred to as the "Company") or not the Company currently deems immaterial may also impact the Company's business operations and your investment. The occurrence of any of the following risks could materially adversely affect the Company's business, reputation, financial performance and value.

Need for Additional Capital. The Company will likely require additional capital in the future. There are no assurances that the Company will be able to raise additional capital and therefore the Company may not be able to execute its business plan. It is possible that subsequent capital raises will significantly dilute the ownership of the existing members or be on terms that are not favorable to the existing owners.

Covid 19 and the sequential forced business closings have negatively impacted the company. The company could be further impacted if business closings are increased in the future.

Government/Policy/Regulatory/Market Changes. The Company's performance could be adversely affected by changes in the market generally or specifically for the Company's products and services or by changes in governmental policy and regulation. As mentioned above, the actions of competitors could negatively impact the Company. General economic risks as well as fallout from the ongoing Covid-19 pandemic or other national emergencies could negatively affect the Company, in the event the market for the products and services the Company provides declines, the Company could suffer losses.

No Guarantee of Growth. No assurances can be given regarding the Company's ability to grow the revenues and earnings of the Company. The growth of the Company is contingent upon various factors, including market acceptance, competition, access to capital, ability to employ effective employees, and to otherwise attract and retain key personnel. To manage the anticipated future growth and carry out the Company's plans for the development and commercialization of the Company's products and services, it will be necessary to recruit and retain qualified management and personnel across a wide range of operational, sales, and financial capabilities. Competition for executive and key personnel is intense. The Company may not be able to effectively manage the expansion of its operations or recruit and train additional qualified personnel. The expansion of the Company's operations geographically may lead to significant costs and

- Louisiana Limited Liability Company
- Organized April 2010
- 3 employees

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<http://www.MoneyUSA.com>

Business Description

Refer to the Money profile.

EDGAR Filing

The Securities and Exchange Commission hosts the official version of this annual report on their EDGAR web site. It looks like it was built in 1999.

Compliance with Prior Annual Reports

Money is current with all reporting requirements under Rule 202 of Regulation Crowdfunding.

All prior investor updates

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