

2025 REPORT

# Expert DOJO



[LETTER](#) [REPORT CARD](#) [FINANCIALS](#) [THANKS](#) [DETAILS](#) [SAY HELLO](#)

## Dear investors,

We are building our assets from \$100M to \$500M, and our revenue will increase as we continue to build out our marketing team expansion in India, as well as when we pick up making new accelerator investments. We see a clear path of bringing our existing assets under management from \$100M to \$150M before the end of 2026. This year, we're looking at 1-2 likely liquidity events from our portfolio that are sizeable.

### We need your help!

Help us spread the word about Expert DOJO as we work toward our goal of reaching 10,000 investors. We believe we have built a highly differentiated model in venture by taking a very different approach from traditional VC. Since 2019, we have grown our value by approximately 38% annually. If you know someone who may be interested in joining us on this journey, we would truly appreciate an introduction.

Sincerely,

*Brian Mac Mahon*

Founder & Head Honcho

*Nektar Baziotis*

Board Member

## How did we do this year?

### REPORT CARD

A+

#### ☺ The Good

We stepped into a portfolio company facing big problems, turned things around, and now looking like a top performer.

Follow-on investments in best performers, generating as much as 55x unrealized return in just a few months in at least one company.

We built a strong Expert DOJO team in India, which is supporting our day-to-day work, tirelessly.

#### ☹ The Bad

We realized that our companies needed much more support than we had been giving them. From there, we took action.

The tightened economy makes the fundraising process longer.

Building systems for smoother operations.

# 2025 At a Glance

January 1 to December 31



**\$387,441 +84%**

Revenue



**-\$883,377**

Net Loss



**\$57,008 [85%]**

Short Term Debt



**\$360,202**

Raised in 2025



**\$8,000**

Cash on Hand  
As of 03/30/23

INCOME

BALANCE

NARRATIVE

● Revenues ● Profit



-**\$807,371**

-**\$883,377**

2024

2025

Net Margin: -228%    Gross Margin: 88%    Return on Assets: -42%    Earnings per Share: -\$0.07

Revenue per Employee: \$129,147    Cash to Assets: 4%    Revenue to Receivables: 632    Debt Ratio: 3%

 [Expert\\_DOJO\\_GAAP\\_Financial\\_Report\\_2024-2025.pdf](#)

# We Our 914 Investors

## Thank You For Believing In Us

Ash Kumra	Daniel James Scott	Russell Xavier	Edward Flounoy Jr.	Neryk Davydov	Andrew Van Valer
Carolyn Peer	Meredith Webb	Timothy Dick	Hossein Javid	David Macario	Joshua Webster
Mary Christine Green	Rudolf MALLE	Terrence Billings	Rahul Patel	Steven Dunston	Kevin Hartford
Virgil Andry	Fares Ksebaty	Bryan Landers	Debra Farber	Mike Panesis	John H Abeles
Corey Haines	Daniel Murillo	William Lewis Williams	Alexander Groenen	Craig J. Vom Lehn	Tarwin Stroh-Spijer
Winthrop Grant Merriam	Joseph Lalley	Laurent Notin	Eddie Ler	Hatem Rowaihy	Richard M Santay
Bobby Gentry	Paul Rashid	Jasiel Moreno	Jaime Matus	Justin Bean	Brad Kessler
Duke Duncan	Frank Lawson	Jim Winett	Munir A	Dan Lok	Roderick Herron
Evan J SEGAL	Rafeh Saleh	Neil Bhatt	Lance Evenson	Dwight D Thomas	Frank Priefler
Scott E Kaplan	Juan Edward WILLIAMS	Mirella Baez	Anna Gudmundson	Dino Mercader	Jeff Lazcano
Joel Grasman	Glen DeWolf	Dominick Savillo	Terence Muhammad	Karen K Sikes	Quang Ho
Jason Reeves	Jason Cornish	Adel Ali Al-Malki	Jeffrey Steinberg	Mahmood AlQuaiti	Steven Robertson
Roxanne Batson	John Machacek	Russell Reimer	Max Dufour	Jessica Ewart	Ibrahim KEBE
Anthony A Cook	Jeffrey Haas	Wesley King	Gene Massey	Gyula Kangiszer	Yoav Getzler
Marques Mason	Lev Agranovich	Max Alstad	Kelvin Cox	Sabine Gutsche	Jerry Cindy Noraj
Michelle Laucke	Stan Michael Kramarz	Sergio Ramos	Patrick Cavanaugh	Adie Akuffo-Afful	Loukas Tournatzis
Leslie Taylor	Inamulhaque Saboor	Christina Geas	Michael Fied	Jason G Croft	KEG Financial, Inc
Kenny Sammut	Brian Godsey	Joseph Lizyness	Caspar Davey	Jeffrey A Langley	Daniel Corliss
Richard Lamar Scott	Clara White	Khuzema A. Savai	Vernon Allmond	Elizabeth Ford	Aaron Clarke
Steven Pong	Anthony J. Giordano	David M. Schweibish	George W Wulfers	Bryan Tan	Tom Cochrane
Roy G Compton	Shari Johnson	Shumate Royo	Alfredo Nava	Michael Moore	Derek Fenwick
Jason Kraus	May Atkinson	Ace Irvinski	Myneco Ramirez	Johnny Evans	Gregory Jones
Aleksander Prudnik	Nick Rimsa	Sherry Cochran	Adrian Najar	Melvin Daniels	Henry Lee
Rob Ness	Jason Willems	Naveen Kumar Dakoju	Baron Huntington	Corentin Flajoliet	Joan Kruckenberg
David Deighton	Loc Dao	Cindi Anderson	Calvin Ram	William Stringer	Brian Roberts
Ryan Buckholtz	Prathap Velavaluri Sekhar	Moses Gonzales	Celeste T.	Anthony Ortiz	Christian Verwiebe
Serdar Topak	Jana Means	Rushi Ukani	Kallie Vanderboom...	Michael Levitt	Billy Malady
Juan Beguiristain	Isaiah Immanuel...	Ron Dilks	Sebastián Buenaventura	Walter Obunga	Simon Arrigo
Nathan Chang	Buddy Kent	Kevin King	Kamil Mroczek	Long K. Lam	Andy Van Valer
DeQuincy Lezine	James McCreary	Robert P Farhat	Atul Shrivastava	Jon Rockwood	Olusesan Daniels
Changu Newman	Surendra Yadav	Al Rakeesh Alexander	Gregory Lellis	Randolph Wright	Greg Tanner
Suzanne Natbony	Gi Gi O'Brien	Sean Breen McMurtry	David Woon	Farid De Alba	Michael Gaeta
Christi Sifri	Enrico Piazza	Thomas Ulleberg	Sean Hanna	Sumanth Narra	Antonio Parker
Darla Cummings	James H Graff	Steven Mosley	Vishal Goenka	Jerome Russ	Ta Tanisha Miller
Brittany Davis	Mika Franolich	Antony Muitungu	Guy Walters	E. Frischhut	David Chan
Joseph Sanchez	Paul Washington	Andres Diana	Kandi Clark	Linda Ascher	Gene Zdenek
Sujit Jadhav	Bri Theszizzle Boldon	Oyewumi Iyiola...	Michael Fleming	Michael Chaykin	Adam Chan

Shelley Laine Gorton	Z Z	Cameron Clark	Dmitry Strizhak	Kenneth P Lawson	Scott Newton
Robert Hess	Thiago Marzagão	Ray Harcourt	Douglas JORDAN	Angie Miles	Vitor Rezende
Seng Ing	Sanjeev Anand	Jared Astrinos	Sandeep Shah	Ivan Gutierrez	Jesse Card
Andrew Bellak	Nicolas Suarez	Timothy Danielson	Kevin Sommer	Maria Simone	Juan Garcia
Michael Costello	Elias P	Carlos Zelaya	James Taylor	Casio Shyn	Maddie Morris
Don Nickerson	Bill Stark	Karl Pendergrass II	Curtis HART	Sanjay Pinnock	Alan WELSH
Kenneth Udell	Bart Carlson	Ross Nordin	Andrey Kostyuk	Scott Kelly	Dustin Luther
Gary Huckabee	Fred Leavitt	Kraig L Morris	Peter F Cikalo	Carl Moreland	Charles L Herring
James E Warren	Gerald B Becker	Stephen Schmidt	Wanda Sheffield	Sumith Jain	David John KRAFT
Rodrigo Franco	Karina Blanco Garcia	Howard Kohn	Phil Garrett	Michael J. Moriarty	Randall Schwartz
Michael Merriman	Brian Lemon	Stephen C. Simms	Sanjay Shah	Dave Komer	Arul Thiagarajan...
Mitchell P Schaps	David Montross	Mary Richards	Leonard Wong	Lucas King	Eric Thorne
Donna Heath	Robert LOSCH	Timothy Dickens	Jennifer Stroud	Stephen William WALLS	Susana Christina...
John Mburu	Steven James Rogers	Richard HALPRIN	Danny Mathis	Pattie Mercadante	David L PORTER
Todd Hahn	Terry Foust	Mubarak Mustafa	Gordian Boteilho	Ricardo Silva	Gilbert Cook
David Burt	Taylor Fain	Okwudili C Amaechi	Sankara Naveen...	Rajesh Uppalapati	Kweku H
Cynthia Marinakos	Gina Rigby	Sam RAMANI	Jack Kushner	Sean Brandel	Kanaiyalal R Madhvani
Jesse Spears	Delroy Steele	Lily Steiner	Keith Moore	Herbert MCCOOEY	Brendan Keane Barr
Stephan Robinson	Sivasankaran Munuswamy	James Garner	Jason Corteguera	Pasala Ravichandran	Paul Smith
Nathan Raska	Harish Damodhardas Asar	Nicholas Kouros	Oller Lee HARRIS	Yolanda GARRETT	Mohammad R Karim
Kjell Nace	Dak Hartsock	Edward Kelly Medlock	Dapo Lediju	Tamara Staudt	Mike Mutto
Larry Horn	David Murray	Victoria Nicholl	Maria Nicolaou	James B Mack	Jon Sims
Cisco Arias	W Kim Colich	Adrienne Pietz	Ace Tarakhchian	Kevin Moore	Sean Stokes
Hong Xie	Cathal McConnell	Yik Mun Loo	Martin Froehlich	Larry Tom Bendix	Surendar Sekar
Megan Freund	James Orr	Henry Sotomayor	Christian Villalba	William Herbert	Anthony Ha
Melvin Harrison	Courtney D Campbell	Keon Webb	Joseph Brooking	Kenneth Iha	Rushabh Mehta
Gloria S	Jeffrey A Silverman	Ritah N	Tanuka Bhattacharyya	Karthikeyan Gopal	Joseph Stieha
Jihua Ren	Frank Peart	John Ramos	Jeryl Massini-Ryan	Mick Cheshire	Wesner Romulus
Kuanmei Huang	Michael Scherer	Joshua Gager	Khalid White	Wing Yi Lin	Jaime Olmsted
Marcell Benkes-Toth	Kalman Kaplan	Faustina Iroha	Dariana Francois	Andrew Collins	Sundeep Singh Ahuja
Drew Wilkinson	Dennis Howard	Sean Lloyd	Dayvaughn Mays	Kenneth Sammut	Carol Simon
John Brooks	Peter Camperos	Marisa Adam	Steven Wagstaff	Graham Walker	D Tobe
Meredith Ashlock	Josianne Dupuy	David Smith	Rhoda WALTON	Lawrence R-Meyer	Wendy Amato
Yogendra Kumar Patel	Hardesh Singh	Deepak Kumar...	Song HYUNJIN	Vikram L	Omar Al Daoud
Ross Hohepa	Knut Bekk	Lloyd Abdelnour	Greg Briggs	David Martinelli	Peter Chrustowski
Sailesh Peringatt	RP Realty Holdings LLC	Senthilkumar...	Danielle Joseph-Key	Robert Mann	Renand Agenor
Sachin Vyas	Brian Kenyon	Peter Loder	Bryson Hearne	Andrew Berger	Robert D Nock
Victor Olowo	Robert Knox	Joseph Zappia	Marie Antoinette	Philip Kellner	Ayodeji Rojugsbokan
Pious Teah	John Turner	Gus Abdallah	Anthony Prunsky	Justin Ward	Tyrone Evans
Michael Friedman	Heather Epps	Gabriel Paravisini	Nathalie Gallet	David Scheiffele	Michael Fitzgerald
Vincent Burskey	Chris RAMEY	Jimmy Hawkins	Richard Moore	Khris Persaud	Stephen Riess
Richard Bollinger	James Wheeler	Peter Lee	Michele Stratton	David Zinneman	Manuel J Perez JR
Richard Campbell	Robert Grimone	Jarar Shah	Thiyaghu Muthuswamy	Russell Nash	William Johnson, IV
Donald V Stitz	Toni Walker	Scott Kay	Michael Dubin	Joseph A Grimes III	Satish Juluri
Russell N. Maurice	Matthew Cloud	Scott Fox	Aron Wenger	Sherif Ghattas	Ram Manikarnika
Melody Hawkins-Coleman	Jimmy Black	Robert Miller	Vanessa Tercero	Rajeev Jain	Arthur N Landau
Joseph Dirksmeier	Andrea White-Kjoss	Ted M. Young	Wilfred Cabahug	Francis DellaVecchia	Charles W Aarni
Eric Weigold	Colin Sloman	Jacob Tower	Blaine Crum	Maria Mahal Beyler	Keaton Albers
Kishore Goduguluri	Jose A ESPEJO	Rahim Azizzi	Diana Ciontea	Eric Baldridge	Maciej Rumprecht
Yash Shah	Chris Teutemacher	Michelle Hardman	Jay Peters	Earnest McGee	Leslie Flores
Sherry Everett	Stephen Zimkouski	Jeremy Loo	Clive Harold Abbott	Mark Smith	Alec Amaya
Darryl Spencer	Maureen Vann	Natalie Gillquist	Steve Dadisman	Richard Llerena	Enos Smith
Adeyemi Alabi	Santosh Narsing	Suchai Gumtrontip	David Colgan	Arasdeep Singh	Carl Kriesant
Anthony Runnels	Dan TRAN	V Miller	David Katralis	Paula Antoine	Larry Hawkins
Logan Brown	Derrick Klocke	Sharon Grant	Igor Anosin	Jose Renato Haas Ornelas	Scott Holmes
Laura Garza	David Sonnenschein	Ciaran Smyth	Steve Ooi	Jiin Tarng Horng	Sandra Ponce De Leon
Adam Vekony	Madhukar Chintalapudi	Sankalp Agarwal	Michael Teh	Edward Bush	Roberto Feng Chang
Rudolfo Munguia	Irene M Schwartz	Jacob Adelman	Cameron Gardner	Matthew Kulhanek	Kevin Treco
Hector Tijerino	Fabian Guiza	Marlon Bryson	Michael Kane Sr.	Sherry Amerson	Raymond Nuenke
Robert Olivieri	Scott Hermann	Roger Alan Gemberling	Ron Good	Wen Chi, Su	Tak Yeung
Rick Pottin	Peter Heiligenbrunner	Peter Banos	Adele Cruz	Kimberly Salzer	Walter Scott
Lawrence Chong	Janine Marzett	Prashanth Muniraju	Glenn Hunter	Arun Kamoji	Janet Kay Herring
Frances Méndez	Adam Muzika	Florence Furaha	Keith Stoddard	Trevor Whittingham	Annie De La Bouillierie...
Scot Grunow	Jeff Vetterick	Gyle Iverson	Glenn F Burger	Matthew Lafitte	Terrance Lawson
Grace S. Leung	Shahe Minassian	Donald Newby	David Q	Jarod Smith	Alexis Schomer
Brian Drummond	Gautham Dhaliwal	Chris Wedding	Trinh A Nguyen	Randolph Thompson	Kenneth Gregie
Virgilio Yabut	Kim M Peterson	Sean McSweeney	Joyce Chuinkam	Yacov Mayer	Mark Schoning
Andrew Spears	Beverly Jenkins	Andreas Muno	Miha Amon	Becky Jamleson	Srinivasa Dangati
Adam Kirsch	Rosa Zambrano	Sing Tung Chan	Victoria Wingett	Nathaniel Naranjo	Sofia Smalls
Thomas Dryden	Olugbemiga Aiyegbusi	Srivatsan Vaiyakarnam	Suyog Mapara	Kate Chu	Raymond Talbot
Traci Murdock	Eric Merlau	Seann Cahill	Willie Buggs	Ryan Gardner	Rohit Kachroo
Janelle Banks Kwasniak	Divya Meda	Kevin Pothoven	Judy Kruger	Brian Potter	Joshua Rigby
Kenny Sammut	Lisa A	Wai Peng MAK	Rohit Mall	Jonathan Tran	Ryan Morales
Ann Marie Chinelo...	Jim Ball	Harry B RICHARDSON	Cc Ramirez-Forghani	Philip Anderson	Shaun Finn
Gary Alan Counts	Don Hansen	Peter Bergquist	Aline Cornelius	Keenan Mitchell	Jason Roben
Richard Micheal Ryerse Jr	Kameron Peterson	Jennifer Allen Bungert	Scott S. Kramer	Wes Paterson	Jeanette Van Gaalen
Michael Blackburn	Luis C. Stahl	Wivaldo Augiyanto	Adam Hamerla	Britt Plattner	Jenni Powers
William A SANCHEZ	Jeremy Feldman	Rakesh B S	Ryan Pham	Brannon Ketcham	Dan Thorman
Sreekanth Tetta	Mark J Melendez	Uma Maheswara Rao...	Donald L Helgeson	Ahmed Koriesh	Martin Nwosu
Kiranmavi Komati	Maniula Kannan	Prof. Frank Chindamo	Erin Huddleston	Benjamin Gallecoos	Lee Weiner

Jonathon D. Getsinger  
Judy Xu  
Hanz Scholz  
Kenneth MAHER  
Zoe Elwell  
Kenneth J Gibson  
Bettie F Stieglitz  
Eric Roquemore  
Laurel Mintz  
Daryn Harpaz  
Richard Surmont

Magda K Coimin  
Patrick Barclay  
Gevork Ebrahimian  
Richard H Lange  
Leonid Faybusovich  
Jason Bryant  
Gregory Wendt  
Andrew Lee Rutherford  
Lincoln Jenkins  
Simcha Dewick  
Christopher Zane Cash

Dave Davis  
Nathan Rudemiller  
Sarah Spizale  
David Royce Craighead  
Keally Keambom  
Jamel Smith  
Manojkumar S. Patel  
Chris George  
Celia Xavier  
Brett Beuch  
Mark Mercer

Rakesh MARRIPUDI  
Robert Johnson  
Dean Allan Miles  
Martin Wagner  
Jatin Joshi  
Hong Liu  
Kevin Richardson  
Chukwuoma Ngoka  
Oluwadamilade Olagoke  
David Irvin  
Justin Renfro

Alan Blais  
Julio Joseph  
Mihir Pathak  
Kumara Velan Suppiah  
Stephanie Moore  
Dave Anthony Goss  
Bayo Ogundeke  
Dallas Allen  
John Dylan Walker  
Leah Grant

Cynthia Medlin  
Peter Wozniak  
Scott W Wheeler  
Lynda Andrian  
Kyle Wong  
Stephen H Quinn Jr  
David Schlosberg  
Joseph Houck  
Petr Zaytsev  
Timothy Mwaura

# Thank You!

From the Expert DOJO Team



## Brian Mac Mahon in

Founder & Head Honcho

Brian founded Expert Dojo on the principle that a better VC system can be built. Over the past 10 years, Expert Dojo has lived by this principle every day in the US, India,...



## Isabelle Cloud

Partner & Head of Investor Relations

Isabelle has been with us for over 6 years, playing a pivotal



## Ashutosh Kumar

CEO and General Partner (India)

Ashutosh is an operator-turned-VC who has completed multiple

role in driving the growth of the fund's AUM. She has been...

VC fellowships. He's a Harvard alumnus with strong skills in...



## Nektar Baziotis in

### Head of Tech

Nektar has over 20 years of experience in international business development, IT project management, IT...

# Details

## The Board of Directors

Director	Occupation	Joined
Brian Mac Mahon	Founder & CEO Expert Dojo @ Expert Dojo	2015
Silvia Olmedo	Associate content producer @ Televisa	2019
Nektar Baziotis	CEO @ ICARUS	2019

## Officers

Officer	Title	Joined
Isabelle Persson	Head Of Investments	2020
Ashutosh Kumar	General Partner	2024
Brian Mac Mahon	Founder	2015

## Voting Power ?

Holder	Securities Held	Voting Power
Brian Mac Mahon	8,120,000 Common Stock	67.1%

## Past Equity & Loan Fundraises

Date	Amount	Security	Exemption
10/2017	\$50,000	Preferred Stock	Regulation D, Rule 506(b)

07/2018	\$50,000	Preferred Stock	Regulation D, Rule 506(b)
10/2018	\$100,000		Section 4(a)(2)
10/2018	\$7,500	Preferred Stock	Regulation D, Rule 506(b)
02/2019	\$50,000	Preferred Stock	Regulation D, Rule 506(b)
08/2019	\$25,000	Preferred Stock	Regulation D, Rule 506(b)
09/2020	\$125,000	Preferred Stock	Regulation D, Rule 506(b)
04/2021	\$50,000	Preferred Stock	Regulation D, Rule 506(b)
06/2021	\$75,000	Preferred Stock	Regulation D, Rule 506(b)
10/2021	\$1,070,000		4(a)(6)
11/2022	\$1,600,000	Safe	Regulation D, Rule 506(b)
04/2023	\$100,575		4(a)(6)
12/2024	\$125,000		Regulation D, Rule 506(b)
12/2025	\$235,202		Regulation D, Rule 506(b)
01/2026	\$12,250		Regulation D, Rule 506(b)

*The use of proceeds is to fund general operations.*

## Outstanding Debts

None.

## Related Party Transactions

The Company works in tandem with its affiliate Expert Dojo Ventures LLC, a California Limited Liability Company (“Ventures”). Ventures was formed for the purpose of holding interest in the startup portfolio of companies that go through the Company’s accelerator program. Ventures invests in the startup companies accepted into the accelerator program in exchange for various equity interests. Ventures and the Company operate under an agreement that current and future training fees earned from providing various services and training sessions to each startup company will be earned by the Company only. If the Expert Dojo brand was acquired, both the Company and Ventures would be required to be collectively acquired. Ventures does not earn revenue or incur operating expenses.

As of December 31, 2021 and 2020, the Company had intercompany payables of \$533,500 and \$443,500, respectively.

Name	VOne/TaskMagic
Amount Invested	\$50,000
Transaction type	Loan
Issued	09/12/2025
Outstanding principal plus interest	\$50,000 as of 03/2026
Interest	0.0 per annum
Outstanding	Yes
Current with payments	Yes
Relationship	Portfolio company

Name	Brian Mac Mahon
Amount Invested	\$19,940
Transaction type	Loan
Issued	11/21/2025
Outstanding	

principal plus interest \$19,940 as of 03/2026

Outstanding Yes

Current with payments Yes

Relationship Founder Expert DOJO

Name Richard Nathan- Obscure Games

Amount Invested \$276,238

Transaction type Loan

Issued 08/05/2025

Outstanding principal plus interest \$276,238 as of 03/2026

Outstanding Yes

Current with payments Yes

Relationship Daylight

Name Serj Dhami

Amount Invested \$10,000

Transaction type Loan

Issued 12/11/2026

Outstanding principal plus interest \$10,000 as of 03/2026

Outstanding Yes

Current with payments Yes

Relationship Board

## Capital Structure

Class of Security	Securities (or Amount) Authorized	Securities (or Amount) Outstanding	Voting Rights
Common Stock	12,000,000	9,020,000	Yes
Preferred Stock	2,987,894	2,987,894	Yes
Warrants:	0		
Options:	0		

## Form C Risks:

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

Our companies may not succeed and this will reduce our forecasted revenue. Our intention is to mitigate this with the quantity and quality of companies we invest in.

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

We may fail in our objective to find the best companies in the world to invest in, even though we have several associates out searching for these companies.

Our training program may not be sufficiently good to move the growth and investment needle for the companies we invest in.

We may not raise additional funds to invest in more companies in the future, limiting the revenue upside.

We might not be able to invest in the companies that we want to invest in, due to competition from other investors.

COVID & market downturn might interfere with the startup ecosystem and slowdown success rate within startups, as well of the amount of new founders and companies on the market.

Solomon Segilola is a part-time officer. As such, it is likely that the company will not make the same progress as it would if that were not the case.

As the portfolio grows we need to keep up with hiring the same high level of staff within our fund. We could potentially fail in quality.

Our current or our future portfolio companies might give us bad PR which then will affect Expert DOJO negatively, and add the risk that startups don't want our funding.

## **Description of Securities for Prior Reg CF Raise**

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

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

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

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

## **Minority Ownership**

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

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

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

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

## **Exercise of Rights Held by Principal Shareholders**

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

## Restrictions on Transfer

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

to the issuer;

to an accredited investor <sup>?</sup> ;

as part of an offering registered with the U.S. Securities and Exchange Commission; or

to a member of the family of the purchaser or the equivalent, to a trust controlled by the purchaser, to <sup>?</sup>

a trust created for the benefit of a member of the family of the purchaser or the equivalent, or in

connection with the death or divorce of the purchaser or other similar circumstance.

## **Valuation Methodology for Prior Reg CF Raise**

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

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

unrelated third party valuations;

the price at which we sell other securities in light of the relative rights, preferences and privileges of those securities;

our results of operations, financial position and capital resources;

current business conditions and projections;

the marketability or lack thereof of the securities;

the hiring of key personnel and the experience of our management;

the introduction of new products;

the risk inherent in the development and expansion of our products;

our stage of development and material risks related to our business;

the likelihood of achieving a liquidity event, such as an initial public offering or a sale of our company given the prevailing market conditions and the nature and history of our business;

industry trends and competitive environment;

trends in consumer spending, including consumer confidence;

overall economic indicators, including gross domestic product, employment, inflation and interest rates;

and

the general economic outlook.

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

### **Company**

Expert Dojo, Inc.

California Corporation

Organized January 2015

3 employees

Expert DOJO Unit 308

395 Santa Monica P

Santa Monica CA 90401 <http://www.expertdojo.com>

### **Business Description**

Refer to the Expert DOJO profile.

### **EDGAR Filing**

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

### **Compliance with Prior Annual Reports**

Expert DOJO 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.

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