

# InvestorAlliansen AS

## Q2 2024 Report

By CEO, Morgan Nilsen

15. July 2024

### 1. Executive Summary

InvestorAlliansen AS has finally had its first capital call, and we have onboarded several new investors as of May 6, 2024. The company raised 2,815,000 kr and now has a total of 53 shareholders. There are now 4,126,000 shares in InvestorAlliansen AS. This is lower than the projected total of 5,000,000 kr, so some changes must be made to the original plan to ensure the company's success. However, the board is confident that we have everything we need to proceed with both our website plans and our concept currently known as "Project Skyscraper."

Project Skyscraper will receive approximately 1 million kr in funding to start the project, and we will have a second capital call later this year to increase funding for the project. Adrian is now finalising the MVP (Minimum Viable Product) scope of work and will be finished with this in July. We are in early stages of negotiations with several developers to ensure a good product and price.

Our three websites, MooseRider, MarginSqueeze, and SwayPad, are now developed and will have soft releases in mid-July. All shareholders will get access to the websites in July. These websites will bring in much-needed monthly income for InvestorAlliansen while we wait for the development of Project Skyscraper to complete in 2025.

Adrian Turcsan and Morgan Nilsen are now working full-time on executing our strategy for launching the new websites and their subsequent products and services, including articles, short videos, long videos, collaborations, course developments, and much more.

Due to having limited resources, we will no longer use the planned companies XL Tribes and XL Coms; instead, we will run both projects within InvestorAlliansen, which will help us reduce administrative costs and streamline some processes.

Robin Svendsen, our third board member, has been dealing with very serious health problems and has needed several surgeries due to a complicated shoulder injury with subsequent near-fatal infections. Robin has been in the hospital for over six weeks, but he has just been released and will need a long time to recover. For this reason, the board has agreed that it's best for everyone that Robin focuses on getting better and leaves the company, which will also reduce our salary expenses. This means we will focus less on our XL Coms plans until we find a suitable replacement and sufficient capital. Our shareholder, Moritz André Myrseth, has been asked to function as a temporary board member until a replacement can be voted in. Moritz was chosen as he has been present at more planning meetings than any other shareholder.

## 2. Financial Summary

Six months prior to our capital call, a survey was conducted by Morgan Nilsen. This survey showed that 128 prospective investors expressed interest in investing a total of 7 million kroner into our company. To be more realistic, an estimate of 100 investors and 5 million kroner was projected, but this turned out to be too high.

During our capital raise period, several emails were sent out, along with SMS messages and phone calls. In total, over 200 investors were contacted. On the final day, 21 prospective investors indicated that they would sign on but ultimately did not do so in time for various reasons. Several investors informed us that they would like to invest later should we have a second capital call.

As of May 6, 2024, 51 investors signed on to become shareholders, bringing the total to 54 shareholders. A total of 2,815,000 kr was raised, and the capital is now being allocated according to our budget.

Due to our capital being lower than expected, several budget items had to be changed. The board spent all of May redesigning our strategy, optimised for the amount raised. Unless we change our strategy to focus less on the development of Project Skyscraper and more on cash flow, we would run out of time to finish the project.

Significant changes had to be made to our budget, such as changing the scope of work for Project Skyscraper to a minimum viable product (MVP), which will now have a starting budget of about 1 million kroner, down from the pre-planned 3 million kroner. Our next capital call will primarily focus on raising capital for further development of Project Skyscraper.

Our primary focus in the coming months will be to increase our cash flow with our three membership websites: [www.marginsqueeze.com](http://www.marginsqueeze.com), [www.mooserider.com](http://www.mooserider.com), and [www.swaypad.com](http://www.swaypad.com). These websites will have similar functionality and layout to [www.formueforum.no](http://www.formueforum.no), which all shareholders are familiar with. The topics and focus of each website are outlined later in this report. These websites were planned and negotiated in April, development started in May, and they were handed over to InvestorAlliansen in mid-July. They are expected to be operational as of August 1, 2024.

The company has invested in the necessary equipment and software leases to produce content for the websites, and a travel budget has been set. The company will also need to hire several freelancers to assist with promotion and content creation going forward, and this process has now started.

Our new strategy, which focuses on increasing our cash flow rapidly, projects that we will have positive cash flow for our company this fall, ensuring we have enough time to complete the MVP stage of Project Skyscraper next year.

## Budget

Note 1. The budget, which was finalised on May 31, received minor changes in late June due to Robin's health issues, which caused him to leave the company. The overall strategy of the company remains unchanged.

| Income |                     | Jan  | Feb  | Mar       | Apr  | May          | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Total        | Average    |
|--------|---------------------|------|------|-----------|------|--------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|
| Sales  | Monthly totals:     | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 230,000 kr | 100,000 kr | 220,000 kr | 325,000 kr | 355,000 kr | 375,000 kr | 425,000 kr | 2,030,000 kr | 169,167 kr |
|        | Standard Membership | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 20,000 kr  | 30,000 kr  | 40,000 kr  | 55,000 kr  | 70,000 kr  | 80,000 kr  | 100,000 kr | 395,000 kr   | 32,917 kr  |
|        | Pro Membership      | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 10,000 kr  | 20,000 kr  | 30,000 kr  | 45,000 kr  | 60,000 kr  | 70,000 kr  | 100,000 kr | 335,000 kr   | 27,917 kr  |
|        | VIP Membership      | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 50,000 kr  | 50,000 kr  | 50,000 kr  | 75,000 kr  | 75,000 kr  | 75,000 kr  | 75,000 kr  | 450,000 kr   | 37,500 kr  |
|        | Courses             | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 0 kr       | 0 kr       | 100,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 700,000 kr   | 58,333 kr  |
|        | Website Sales       | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 150,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 150,000 kr   | 12,500 kr  |
| Other  | Monthly totals:     | 0 kr | 0 kr | 30,000 kr | 0 kr | 2,815,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 2,845,000 kr | 237,083 kr |
|        | Startin balance     | 0 kr | 0 kr | 30,000 kr | 0 kr | 0 kr         | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 30,000 kr    | 2,500 kr   |
|        | Capital Call May    | 0 kr | 0 kr | 0 kr      | 0 kr | 2,815,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 2,815,000 kr | 234,583 kr |
|        | Capital Call Fall   | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr         | 0 kr       |

| Expenses                      |                                    | Jan      | Feb      | Mar      | Apr       | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Total        | Average    |
|-------------------------------|------------------------------------|----------|----------|----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|
| Websites                      | Monthly totals:                    | 0 kr     | 0 kr     | 2,000 kr | 1,000 kr  | 0 kr       | 300,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr         | 25,250 kr  |
|                               | Swaypad, Marginsqueeze, Mooserider | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 150,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 150,000 kr   | 12,500 kr  |
|                               | 3 Websites for sale                | 0.00 kr  | 0.00 kr  | 0.00 kr  | 0.00 kr   | 0 kr       | 150,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 150,000 kr   | 12,500 kr  |
|                               | Domain registration                | 0 kr     | 0 kr     | 2,000 kr | 1,000 kr  | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 3,000 kr     | 250 kr     |
| InvestorAlliansen AS          | Monthly totals:                    | 6,000 kr | 0 kr     | 6,000 kr | 0 kr      | 500 kr     | 15,500 kr  | 108,500 kr | 108,500 kr | 108,500 kr | 118,500 kr | 128,500 kr | 128,500 kr | 729,000 kr   | 60,750 kr  |
|                               | Business Registration fees         | 6,000 kr | 0 kr     | 6,000 kr | 0 kr      | 0 kr       | 12,000 kr  | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 24,000 kr    | 2,000 kr   |
|                               | Bank Charges                       | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 4,000 kr     | 333 kr     |
|                               | Marketing                          | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 30,000 kr  | 30,000 kr  | 30,000 kr  | 40,000 kr  | 50,000 kr  | 50,000 kr  | 230,000 kr   | 19,167 kr  |
|                               | Insurance - Equipment              | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 3,000 kr   | 3,000 kr   | 3,000 kr   | 3,000 kr   | 3,000 kr   | 3,000 kr   | 3,000 kr   | 21,000 kr    | 1,750 kr   |
|                               | Freelancers                        | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 75,000 kr  | 75,000 kr  | 75,000 kr  | 75,000 kr  | 75,000 kr  | 75,000 kr  | 450,000 kr   | 37,500 kr  |
| Office/General Administrative | Monthly totals:                    | 0 kr     | 0 kr     | 0 kr     | 10,000 kr | 816,000 kr | 185,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 1,971,700 k  | 164,308 kr |
|                               | Studio and equipment rental        | 0 kr     | 0 kr     | 0 kr     | 10,000 kr | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 90,000 kr    | 7,500 kr   |
|                               | Camera Gear                        | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 100,000 kr | 20,000 kr  | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 120,000 kr   | 10,000 kr  |
|                               | Office Supplies                    | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 1,000 kr   | 100 kr     | 100 kr     | 100 kr     | 100 kr     | 100 kr     | 100 kr     | 100 kr     | 1,700 kr     | 142 kr     |
|                               | Furniture                          | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 5,000 kr   | 5,000 kr   | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 10,000 kr    | 833 kr     |
|                               | Utilities                          | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr         | 0 kr       |
|                               | Board Fees + tax                   | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 250,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 250,000 kr   | 20,833 kr  |
|                               | Salaries+tax+pension+vacation      | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 450,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 150,000 kr | 1,500,000 kr | 125,000 kr |
| Digital Services              | Monthly totals:                    | 0 kr     | 4,000 kr | 0 kr     | 4,000 kr  | 1,200 kr   | 45,115 kr  | 22,520 kr  | 32,820 kr  | 27,020 kr  | 36,820 kr  | 31,880 kr  | 39,380 kr  | 244,755 kr   | 20,396 kr  |
|                               | Google Workspace                   | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 700 kr     | 700 kr     | 700 kr     | 700 kr     | 700 kr     | 700 kr     | 700 kr     | 700 kr     | 5,600 kr     | 467 kr     |
|                               | Amazon Server                      | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 7,000 kr   | 7,000 kr   | 7,000 kr   | 7,000 kr   | 7,000 kr   | 7,000 kr   | 7,000 kr   | 49,000 kr    | 4,083 kr   |
|                               | Ezyy Integration                   | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 18,595 kr  | 1,800 kr   | 1,800 kr   | 1,800 kr   | 1,800 kr   | 1,800 kr   | 1,800 kr   | 29,395 kr    | 2,450 kr   |
|                               | Accounting Software                | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 500 kr     | 4,000 kr     | 333 kr     |
|                               | Final Cut Pro                      | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 4,000 kr   | 0 kr       | 4,000 kr   | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 8,000 kr     | 667 kr     |
|                               | Website Lisencing                  | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 8,000 kr   | 10,000 kr  | 12,000 kr  | 14,000 kr  | 16,000 kr  | 18,000 kr  | 20,000 kr  | 98,000 kr    | 8,167 kr   |
|                               | Stripe                             | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 800 kr     | 1,000 kr   | 1,300 kr   | 1,500 kr   | 1,800 kr   | 2,100 kr   | 2,500 kr   | 11,000 kr    | 917 kr     |
|                               | Canva                              | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 1,100 kr   | 1,100 kr     | 92 kr      |
|                               | Mailgun                            | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 1,000 kr   | 1,000 kr   | 1,000 kr   | 1,000 kr   | 1,000 kr   | 1,000 kr   | 1,000 kr   | 7,000 kr     | 583 kr     |
|                               | EpicmicSound                       | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 3,500 kr   | 0 kr       | 0 kr       | 3,500 kr     | 292 kr     |
|                               | Adobe Software                     | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 520 kr     | 520 kr     | 520 kr     | 520 kr     | 520 kr     | 780 kr     | 780 kr     | 4,160 kr     | 347 kr     |
| Various                       | 0 kr                               | 4,000 kr | 0 kr     | 4,000 kr | 0 kr      | 4,000 kr   | 0 kr       | 4,000 kr   | 0 kr       | 4,000 kr   | 0 kr       | 4,000 kr   | 24,000 kr  | 2,000 kr     |            |

|                    |                                    |      |      |          |           |            |            |           |           |           |           |           |           |            |           |
|--------------------|------------------------------------|------|------|----------|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|-----------|
| Travel             | Monthly totals:                    | 0 kr | 0 kr | 0 kr     | 0 kr      | 100,000 kr | 0 kr       | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 100,000 kr | 8,333 kr  |
|                    | Travel Morgan                      | 0 kr | 0 kr | 0 kr     | 0 kr      | 50,000 kr  | 0 kr       | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 50,000 kr  | 4,167 kr  |
|                    | Travel Adrian                      | 0 kr | 0 kr | 0 kr     | 0 kr      | 50,000 kr  | 0 kr       | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 50,000 kr  | 4,167 kr  |
| Professional Fees  | Monthly totals:                    | 0 kr | 0 kr | 5,000 kr | 10,000 kr | 65,000 kr  | 11,000 kr  | 12,000 kr | 13,000 kr | 14,000 kr | 15,000 kr | 16,000 kr | 17,000 kr | 150,000 kr | 14,833 kr |
|                    | Legal fees                         | 0 kr | 0 kr | 0 kr     | 0 kr      | 55,000 kr  | 0 kr       | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 55,000 kr  | 4,583 kr  |
|                    | Accounting                         | 0 kr | 0 kr | 5,000 kr | 10,000 kr | 10,000 kr  | 10,000 kr  | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 95,000 kr  | 7,917 kr  |
|                    | Influencers                        | 0 kr | 0 kr | 0 kr     | 0 kr      | 0 kr       | 1,000 kr   | 2,000 kr  | 3,000 kr  | 4,000 kr  | 5,000 kr  | 6,000 kr  | 7,000 kr  | 28,000 kr  | 2,333 kr  |
| Project Skyscraper | Monthly totals:                    | 0 kr | 0 kr | 0 kr     | 0 kr      | 0 kr       | 510,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 570,000 kr | 47,500 kr |
|                    | Development MVP Downpayment 50%    | 0 kr | 0 kr | 0 kr     | 0 kr      | 0 kr       | 500,000 kr | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 500,000 kr | 41,667 kr |
|                    | Development MVP Complete Next year | 0 kr | 0 kr | 0 kr     | 0 kr      | 0 kr       | 0 kr       | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr      | 0 kr       | 0 kr      |
|                    | Other                              | 0 kr | 0 kr | 0 kr     | 0 kr      | 0 kr       | 10,000 kr  | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 10,000 kr | 70,000 kr  | 5,833 kr  |

## Summary

|                    | Jan        | Feb       | Mar       | Apr        | May          | Jun          | Jul         | Aug         | Sep        | Oct        | Nov        | Dec        | Total        | Average    |
|--------------------|------------|-----------|-----------|------------|--------------|--------------|-------------|-------------|------------|------------|------------|------------|--------------|------------|
| Income             | 0 kr       | 0 kr      | 30,000 kr | 0 kr       | 2,815,000 kr | 230,000 kr   | 100,000 kr  | 220,000 kr  | 325,000 kr | 355,000 kr | 375,000 kr | 425,000 kr | 4,875,000 kr | 541,667 kr |
| Expenses           | 12,000 kr  | 4,000 kr  | 19,000 kr | 25,000 kr  | 982,700 kr   | 1,078,715 kr | 313,120 kr  | 324,420 kr  | 319,620 kr | 340,420 kr | 346,480 kr | 354,980 kr | 4,120,455 kr | 343,371 kr |
| Net savings [1]    | -12,000 kr | -4,000 kr | 11,000 kr | -25,000 kr | 1,832,300 kr | -848,715 kr  | -213,120 kr | -104,420 kr | 5,380 kr   | 14,580 kr  | 28,520 kr  | 70,020 kr  | 754,545 kr   | 326,967 kr |
| Ending balance [2] | 18,000 kr  | 14,000 kr | 25,000 kr | 0 kr       | 1,832,300 kr | 983,585 kr   | 770,465 kr  | 666,045 kr  | 671,425 kr | 686,005 kr | 714,525 kr | 784,545 kr |              | 651,445 kr |

## Income

|       | Jan  | Feb  | Mar       | Apr  | May          | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Total        | Average    |
|-------|------|------|-----------|------|--------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|
| Sales | 0 kr | 0 kr | 0 kr      | 0 kr | 0 kr         | 230,000 kr | 100,000 kr | 220,000 kr | 325,000 kr | 355,000 kr | 375,000 kr | 425,000 kr | 2,030,000 kr | 169,167 kr |
| Other | 0 kr | 0 kr | 30,000 kr | 0 kr | 2,815,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 2,845,000 kr | 237,083 kr |

## Expenses

|                               | Jan      | Feb      | Mar      | Apr       | May        | Jun        | Jul        | Aug        | Sep        | Oct        | Nov        | Dec        | Total        | Average    |
|-------------------------------|----------|----------|----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|
| Websites                      | 0 kr     | 0 kr     | 2,000 kr | 1,000 kr  | 0 kr       | 300,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr         | 25,250 kr  |
| InvestorAlliansen AS          | 6,000 kr | 0 kr     | 6,000 kr | 0 kr      | 500 kr     | 15,500 kr  | 108,500 kr | 108,500 kr | 108,500 kr | 118,500 kr | 128,500 kr | 128,500 kr | 729,000 kr   | 60,750 kr  |
|                               | 6,000 kr | 0 kr     | 6,000 kr | 0 kr      | 0 kr       | 12,000 kr  | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 24,000 kr    | 2,000 kr   |
| Office/General Administrative | 0 kr     | 0 kr     | 0 kr     | 10,000 kr | 816,000 kr | 185,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 160,100 kr | 1,971,700 kr | 164,308 kr |
| Digital Services              | 0 kr     | 4,000 kr | 0 kr     | 4,000 kr  | 1,200 kr   | 45,115 kr  | 22,520 kr  | 32,820 kr  | 27,020 kr  | 36,820 kr  | 31,880 kr  | 39,380 kr  | 244,755 kr   | 20,396 kr  |
| Travel                        | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 100,000 kr | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 0 kr       | 100,000 kr   | 8,333 kr   |
| Professional Fees             | 0 kr     | 0 kr     | 5,000 kr | 10,000 kr | 65,000 kr  | 11,000 kr  | 12,000 kr  | 13,000 kr  | 14,000 kr  | 15,000 kr  | 16,000 kr  | 17,000 kr  | 150,000 kr   | 14,833 kr  |
| Project Skyscraper            | 0 kr     | 0 kr     | 0 kr     | 0 kr      | 0 kr       | 510,000 kr | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 10,000 kr  | 570,000 kr   | 47,500 kr  |

## 3. Operational Overview

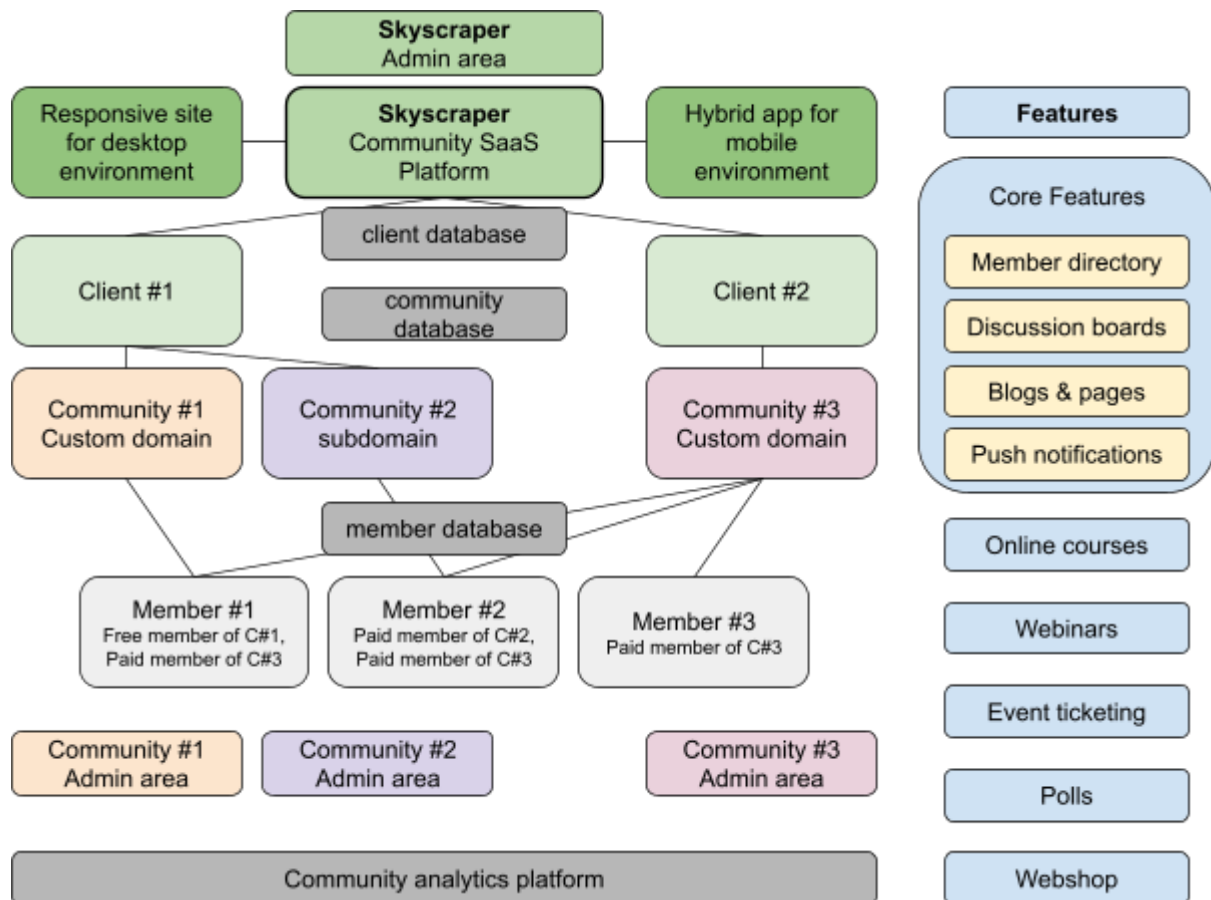
Project Skyscraper, whose final name will be decided later, is an online community-building Software as a Service (SaaS) platform that empowers influencers to create and host vibrant communities, allowing them to monetize their communities via memberships, digital products, online courses, and online/offline events. The platform enables members to connect, build their profiles, participate in events and forum discussions, read blogs and articles, and vote on polls.

Skyscraper supports our customers' corporate goals by helping them increase platform engagement, improve their members' satisfaction, and drive sales and revenue. This aligns with our business strategy, which is to provide innovative and user-friendly software solutions to influencers and community leaders.

In Q3 and Q4, we will focus on developing the Minimum Viable Product (MVP) version of the platform, with the basic features to be rolled out in Q1 2025. The MVP scope will be shared with our current development agency as well as external agencies to get multiple quotations and technical solutions to build the platform. We plan to partner with the selected agency to start working on the development.

The core features of the platform will include a member directory, discussion board, blogs, and a Content Management System (CMS) for landing pages. Additional features will include a course builder, webinar hosting, event ticketing and management, polls, community management tools, and a basic webshop (not part of the MVP).

## Basic Overview of the platform, users, and features:



The core product is a SaaS community builder platform where our clients can register an account, choose a community type and package, link their domain names (optional), and set up an online community space using a few simple steps. The platform allows our clients a great deal of customization from an admin area, including memberships, content access management, branding, landing pages, theme colours, modules, navigation, and more.

The platform will be hosted on a server that allows multiple sites to be created under subdomains and domains, so it will need to be scalable and robust.

Our clients can enable one or more of the core and add-on features, depending on the type of community they wish to build and the kind of content they wish to publish.

The members of the communities can browse and join multiple communities (if made public) and become free or paid members at different levels across multiple communities.

Our clients will have access to a community analytics platform, where they can monitor their community's performance.

InvestorAlliansen.com - This is our main website for official reports and documents. The website is now operational, and investors have been set up with a user account (login details to be sent out shortly).

MooseRider.com - This website will focus on the lifestyle of remote workers and digital nomads. The website will feature articles, tutorials, videos, and a forum centred on the topic. The website has finished development and will soft launch in mid-July, with a formal launch in August.

MarginSqueeze.com - This website will focus on business and investments, similar to formueforum.no, except with all the content being made in English. The website will feature articles, tutorials, videos, and a forum centred on the topic. The website has finished development and will soft launch in mid-July, with a formal launch in August.

SwayPad.com - This website will focus on the lifestyle and development of influencers and people who wish to become more skilled with social media, either as creators or in digital marketing. The website will feature articles, tutorials, videos, and a forum centred on the topic. The website has finished development and will soft launch in mid-July, with a formal launch in August.

## 4. Strategic Progress

Our company is now focused on two main topics: Project Skyscraper and our websites.

Project Skyscraper, which will require many months to complete its development phase, will significantly increase the company's income potential once we have an MVP ready to launch. Our CTO, Adrian, is now finalising the MVP scope of work, and we are in negotiations with multiple development companies to find a suitable partner. The scope of work is projected to be finalised in July, and development will begin shortly after.

Websites: Morgan and Adrian are currently working on filming and developing branding, content, and services for each of the three websites. A significant part of our success will come from these websites, so we need to ensure that all investors partake in promoting and spreading the content we produce so that the respective algorithms pick up our channels and spread our content organically. This will increase our income potential and reduce our need for a large marketing budget.

In addition to developing the MVP scope of work, Adrian has received significant training in social media video use and is making great progress with his channels. In the last month, Adrian has gained thousands of followers and is now about to pass 10,000 followers with his short-form videos. He has now started to produce long-form videos as well. In the next quarter, Adrian will start to develop a new course on digital marketing and SEO, which is projected to bring in strong cash flow for our company. Adrian is also producing a lot of content for MooseRider, which will bring in strong cash flow in the coming months.

Morgan is now travelling and filming extensively for MooseRider. He is working on a large new YouTube series about the best cities to live in Southeast Asia for digital nomads or remote workers. The YouTube series will be launched in Q3 and will be our main resource for bringing in members to MooseRider, which, in turn, will bring in more members to our other websites. After the filming for this series is finalised, Morgan will start to create paid courses on multiple topics as well.

Due to our limited capital call, we decided to suspend the creation of the proposed company in the Philippines, which would assist us in running these websites. Instead, we will now hire freelancers to assist us in developing our communities and content. This is a more expensive way to produce and manage websites, but it requires less capital upfront. We will grow this team organically and add members as we can support them.

In the coming months, we ask that the investors focus on supporting the content creators, the websites, and the company by engaging with the content we produce. Like, comment, subscribe, and share the videos we make. Watch the whole video so that the algorithms that decide which videos get pushed to new viewers start to notice us more.

Furthermore, we ask that investors take action and partake in creating activity for our new websites. By being active on our forums, we will generate business and protect our business model.

**New Capital Call:** In order to further our chances of success in our business, we will have a new capital call in Q4 2024. With the current capital available, we are forced to focus more on quick cash flow rather than the longer-term development of Project Skyscraper, which has significantly more upside. This is not ideal. Furthermore, as of this moment, there is a significant power imbalance in the company between the shareholders and the administration. It would be healthier for the company to have a more even distribution of power in future voting. The preliminary work for this capital call will start in Q3.

## 5. Conclusion

We have now put the first quarter of the business behind us and we are now rolling full steam ahead. We had several setbacks during our initial startup phase, but we now have a very strong business plan and we are likely to be cash flow positive in a few months.

We now have optimised for a lean startup and the focus on content creation is high. Organic growth will be our main focus, and we will supplement with paid advertising soon.

Adrian and Morgan are working double shifts almost every day to ensure our investment will get stronger. Development of systems and creating content is paramount to our success long term.

Our 3 community websites are now ready to soft launch. Expected launch is in two weeks.

investoralliansen.com and the other 3 websites will soon send you log in details for you to access all their websites going forward.

We request that investors participate in boosting our content in social media and creating activity in our forums on our new websites. Please make sure to follow the youtube channel “Adrian Turcsan” and the channel “Morgan Nilsen” and engage with the content there. All the videos to come will have relevance to our 3 websites.

Project Skyscraper is going well and is almost ready for development. Adrian is finalising the MVP scope of work and the project development will likely start in August.

We wish Robin all the best and hope he recovers as fast as possible from his health problems. And we welcome Moritz to our board as a temporary board member to assist us going forward.

Freelancers are now joining our team to speed up our progress, and we are connecting with more and more partners to grow quickly in the next few months.

Work will soon start on running a new capital call in Q4 2024. More information about this later.

Any questions regarding this report can be asked in the Discord channel #investor-text

Respectfully,

Morgan Nilsen  
Chairman and CEO

## 6. Appendix

### 1. Robins Exit Letter

Dear owners of InvestorAlliansen AS,

I am writing to you today to announce my resignation from my position as board member of InvestorAlliansen AS, with immediate effect from 17.06.24.

Due to unexpected health reasons, which unfortunately will require a longer period of recovery, I have found it necessary to prioritise my health and well-being at this time. This is a decision that has not been easy to make, but it is the best for both myself and the organisation as I will not be able to fulfil my duties while processing the injury.

It has been a great pleasure to serve as a board member of InvestorAlliansen AS, and I am proud of what we have achieved together since its inception. I have great faith that you will continue to drive the organisation forward with the same dedication and commitment as always.

I wish you all the best in future projects and hope that our paths will cross again under other circumstances.

With best regards,

Robin Svendsen

## 2. Shareholder Breakdown

### Shareholder Overview

| Investor # | Company              | Contact Person                | Shares    | Ownership % | Capital Investment |
|------------|----------------------|-------------------------------|-----------|-------------|--------------------|
| 1          | Skaftet Holding AS   | Truls Morgan Nilsen           | 2 200 000 | 53,32%      | 22 000             |
| 2          | Domixnet Europe Ltd  | Adrian Turcsan                | 800 000   | 19,39%      | 8 000              |
| 3          | Robins Holding AS    | Arnt Robin Svendsen           | 0         | 0,00%       | 0                  |
| 4          | Skurdalen Holding AS | Bjørn Frydenlund              | 100 000   | 2,42%       | 250 000            |
| 5          | AKINVEST AS          | Arve Kristiansen              | 80 000    | 1,94%       | 200 000            |
| 6          |                      | Vegard Viking Kjosås          | 60 000    | 1,45%       | 150 000            |
| 7          | WIRGENES-HOLDING AS  | Ola Wirgenes                  | 60 000    | 1,45%       | 150 000            |
| 8          | Garshol Holding AS   | Erlend Emdal Garshol          | 60 000    | 1,45%       | 150 000            |
| 9          | V-J Holding AS       | Vegard Jensen                 | 60 000    | 1,45%       | 150 000            |
| 10         |                      | Truls Bredsand                | 40 000    | 0,97%       | 100 000            |
| 11         |                      | Glenn Magne Sola Gjerde       | 40 000    | 0,97%       | 100 000            |
| 12         |                      | Olav Aaen                     | 40 000    | 0,97%       | 100 000            |
| 13         |                      | Trond Erik Børresen           | 40 000    | 0,97%       | 100 000            |
| 14         | Agiass Eiendom as    | Shujat Hussain Agias          | 40 000    | 0,97%       | 100 000            |
| 15         | ECO VVS AS           | Anders Høst Hansen            | 40 000    | 0,97%       | 100 000            |
| 16         | PERSON HOLDING AS    | Juris Ivanovs                 | 36 000    | 0,87%       | 90 000             |
| 17         |                      | Sindre Kjetså                 | 32 000    | 0,78%       | 80 000             |
| 18         |                      | Tommy Stene                   | 30 000    | 0,73%       | 75 000             |
| 19         |                      | Anne-Lise Synnøve Sørensen    | 30 000    | 0,73%       | 75 000             |
| 20         | Målene holding as    | Lene Sæthre Ingvaldsen        | 30 000    | 0,73%       | 75 000             |
| 21         |                      | Daniel Sakshaug               | 24 000    | 0,58%       | 60 000             |
| 22         |                      | Gunn Kirsti Kjeldsø Børresen  | 20 000    | 0,48%       | 50 000             |
| 23         |                      | Fabian Fjeld                  | 20 000    | 0,48%       | 50 000             |
| 24         |                      | Nikolaj Borkovic              | 20 000    | 0,48%       | 50 000             |
| 25         |                      | Kristoffer S. Henriksen       | 16 000    | 0,39%       | 40 000             |
| 26         | Eiha-Holding AS      | Eilert Engenes                | 12 000    | 0,29%       | 30 000             |
| 27         |                      | Steinar Roald Gjendahl        | 12 000    | 0,29%       | 30 000             |
| 28         | Kamfjord AS          | Tommy Kamfjord                | 12 000    | 0,29%       | 30 000             |
| 29         |                      | Robin Sakshaug                | 12 000    | 0,29%       | 30 000             |
| 30         | Blik Holding As      | Max Blikfeldt                 | 12 000    | 0,29%       | 30 000             |
| 31         |                      | Johan Georg Hultman           | 12 000    | 0,29%       | 30 000             |
| 32         | MILLIARD AS          | Moritz André Myrseth          | 12 000    | 0,29%       | 30 000             |
| 33         | TORØD HOLDING AS     | Simen Aasvik Torød            | 10 000    | 0,24%       | 25 000             |
| 34         | Elektronick AS       | Niklas Eibakk                 | 10 000    | 0,24%       | 25 000             |
| 35         |                      | Peder Haga                    | 10 000    | 0,24%       | 25 000             |
| 36         |                      | Baste Sandvik Christensen     | 10 000    | 0,24%       | 25 000             |
| 37         |                      | Jardar Tveit                  | 8 000     | 0,19%       | 20 000             |
| 38         |                      | Curt Mekiassen                | 6 000     | 0,15%       | 15 000             |
| 39         |                      | Kine Marie Holm Skytøen       | 6 000     | 0,15%       | 15 000             |
| 40         |                      | Hans-Jørgen Roti Uttgaard     | 6 000     | 0,15%       | 15 000             |
| 41         |                      | Jan Ivar Rønning              | 5 000     | 0,12%       | 12 500             |
| 42         |                      | Olav Vindedal Erikstad        | 5 000     | 0,12%       | 12 500             |
| 43         |                      | Kjetil Ø Engelsen             | 4 000     | 0,10%       | 10 000             |
| 44         |                      | Andreas Järvinen Larssen      | 4 000     | 0,10%       | 10 000             |
| 45         |                      | Robert Krondorfer             | 4 000     | 0,10%       | 10 000             |
| 46         |                      | Markus Holen Olaisen          | 4 000     | 0,10%       | 10 000             |
| 47         | PH Finans AS         | Philip Egil Hesland           | 4 000     | 0,10%       | 10 000             |
| 48         |                      | Martin Oliver Lundsrud        | 4 000     | 0,10%       | 10 000             |
| 49         |                      | Henrik Isnæs Aaserud          | 4 000     | 0,10%       | 10 000             |
| 50         | HAD Dataservice      | Håvard Dahle                  | 4 000     | 0,10%       | 10 000             |
| 51         |                      | Hans Eirik Kvía               | 4 000     | 0,10%       | 10 000             |
| 52         |                      | Benedicte Leininger Johansson | 4 000     | 0,10%       | 10 000             |
| 53         |                      | Petter Elias Pettersen        | 4 000     | 0,10%       | 10 000             |
| 54         |                      | Andreas Hansen                | 4 000     | 0,10%       | 10 000             |