

## RISK FACTORS

**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 literature.**

**These securities are offered under an exemption from registration; however, the U.S. Securities and Exchange Commission has not made an independent determination that these securities are exempt from registration.**

8. Discuss the material factors that make an investment in the issuer speculative or risky:

- (1) **We are in a competitive industry.** A larger social network could take our ideas or innovate to resemble our platform. Lifeblink is entering a space that consists of the largest, wealthiest, and most innovative tech companies in the world. Companies like Facebook and Instagram have billions of dollars to upgrade, improve, or revise their product. The benefit that Lifeblink has over them is that we are focused less on daily communication and more on preserving important historical data. Although companies such as Facebook have added scrapbooking features, they are receiving no traction because their current product is not viewed as a product preserve memories.
- (2) **Our industry depends on creation of a large user base.** It takes time to build a large user base. Lifeblink will need to focus with marketing and promotions for at least one year to generate sufficient interest and retained traction to produce returning consumers.
- (3) **Our industry uses the latest technologies.** Changing technology will likely require revisions, upgrades, and improvements to our platform. Lifeblink will need to continuously monitor the trends of other social networks, research the latest advertising technology and stay up to date on platform interface designs to keep our users interested and active in the Lifeblink platform. Since our platform utilizes API's from Facebook, Twitter and Google, we would need to continuously update any of theses integrated services.
- (4) **We are a development stage company and are dependent upon future investments.**

Although Lifeblink, Inc. is not competing directly with the large social networks, we are subject to all the same issues a social network would need to address. Those issues include technology change, technology growth, user traction and growth, and user management. As an early stage company we will need to grow with our user-base. Such growth will, in part, depend upon securing future rounds of funding. The Company cannot give assurance to prospective investors that Lifeblink will be able to secure future investments. Should future investments not be achieved, the company's growth may slow down or come to a stop.

- (5) **The Company has limited working capital and requires significant additional financing, which may or may not be available at all or on a timely basis.**

Lifeblink has limited working capital and there may not be sufficient financial resources available to carry out planned technology development on a regular basis. We depend upon timely availability of adequate working and investment capital in order to meet the objectives of our business strategy and business plans. There can be no assurance that positive cash flow will ever occur. There can be no assurance that the Company will sell the maximum number of shares offered in this private placement, or that our capital needs and operations will not require additional capital greater than or sooner than currently anticipated. If Lifeblink is unable to obtain additional capital if needed, in the amount and at the time needed, this may restrict planned or future investments, development or rate of growth; may limit Lifeblink's ability to take advantage of future opportunities; may negatively affect its ability to implement its business and investment strategies and meet its goals; and possibly limit its ability to continue operations. The Company's working capital requirements may significantly vary from those currently anticipated.

**(6) Lifeblink may incur significant losses and there can be no assurance that Lifeblink will ever become a profitable business.**

It is anticipated that Lifeblink will initially sustain operating losses in its first 24 months. Its ability to become profitable depends on success in marketing our products to a mass audience to generate enough advertising revenue to be cash positive. There can be no assurance that this will occur. Unanticipated problems and expenses often encountered in the investment of capital and resources may impact whether the Company is successful. Furthermore, Lifeblink may encounter substantial delays and unexpected expenses related to technology development, technological changes, marketing, and other unforeseen difficulties. There can be no assurance that Lifeblink will ever become profitable. If Lifeblink sustains losses over an extended period of time, it may be unable to continue in business.

**(7) Our future revenue and operating results are unpredictable and may fluctuate significantly.**

It is difficult to accurately forecast Lifeblink revenues and operating results and they could fluctuate in the future due to a number of factors. These factors may include: Lifeblink's ability to generate cash flow from advertising or fee-based services; the amount and timing of operating costs; competition from other market participants that may reduce market share; and changes in social media networking platforms. Lifeblink's operating results may fluctuate from year to year due to these and other factors.

**8) The nature of the Company's business strategy is high-risk.**

Investment in the Company requires a long-term commitment with no certainty of return. The Company is in an industry that is rapidly advancing and could generate multiple competitors.

**(9) The Company may encounter great difficulty or even a complete inability to develop and make suitable products.**

An investor must rely upon the ability of management to make future decisions consistent with the Company's investment objectives and policies. Although the principals have had some success in the past, they may be unable to invest the Company's committed capital in a profitable manner or meet its business objectives. Shareholders will not have the opportunity to evaluate personally the relevant economic, financial, and other information that will be utilized by management in the deployment of capital.

**(10) Lifeblink may not be able to maintain a competitive advantage.**

The potential markets for technical products are characterized by rapidly changing technology, evolving industry standards, frequent enhancements to existing online products, the introduction of new services and products, and changing user demands. The Company's success could depend on the ability of management to respond to evolving challenges, situations, and technologies on a timely and cost-effective basis. In addition, any failure by such management to anticipate or respond adequately to changes in technology and customer feedback could have an adverse effect on Lifeblink's financial condition, operating results and cash flow.

**(11) Our aggressive growth strategy may not be achievable.**

For the foreseeable future, we intend to pursue an aggressive user-base growth strategy for the expansion of our business. Our future operating results will depend largely upon our ability to adequately capitalize our company and develop successful products, find suitable investments and acquisitions, develop our business, build key relationships and successfully develop and manage our business. Moreover, our ability to grow will depend upon many factors, including our ability to identify and invest in businesses that have products and services that are in demand, to identify and enter new markets, and to obtain adequate capital resources on acceptable terms. Any limitations on our ability to accomplish any of these and other goals will have a material adverse effect on our business, results of operations, and financial objectives. There is no assurance that our operations will be successful or achieve anticipated or any positive operating results.

**(12) Lifeblink does not plan to pay dividends to its shareholders in the near future and there is no guarantee it will ever receive any profit from its operations so as to be able to declare and pay dividends to its shareholders.**

The principal investment objective of the Company is to make business profits that present opportunities for significant appreciation to the Company. It is anticipated that the Company will not be able to pay dividends until a larger industry player purchases the Company. There can be no assurance with respect to the amount and timing of dividends to the Company's shareholders, or that they will ever be made. The Company initially intends to retain cash from its operations to fund the development and growth of its business.

**(13) We will have broad discretion on how the net proceeds of this private placement are utilized.**

The Company has broad discretion on how to allocate the proceeds received as a result of this private placement and may use the proceeds in ways that differ from the proposed uses discussed in this Offering Statement. If the Company fails to spend the proceeds effectively, our business and financial condition could be harmed and there may be the need to seek additional financing sooner than expected.

**(14) We anticipate competition from other startups and industry players.**

A larger social network could attempt to, or use our ideas or attempt to innovate to resemble our platform. Lifeblink is entering a space that consists of the largest, wealthiest, and most innovative technology companies in the world. Companies like Facebook and Instagram have billions of dollars at their disposal to upgrade, improve, or revise their product. The benefit that Lifeblink has over such companies is that we are focused less on daily communication between users, and

more on preserving important historical data of each user.

**(15) We will present only unaudited financial statements, which may not be reliable.**

In addition to the unaudited financial statement presented with this Offering Statement, we expect to prepare supplemental financial statements on a periodic basis. The financial data presented with this Offering Statement has not been audited, certified, or reviewed.

**(16) Our pro forma financial statements rely on assumptions that may not prove accurate.**

Certain pro forma financial information may be provided to prospective investors for illustrative and informational purposes only. In preparing the pro forma financial statements, we have made certain assumptions concerning our business and the market, which may not be accurate.

**(17) Investors may suffer potential loss on dissolution and termination.**

In the event of a dissolution or termination of the Company, the proceeds realized from the liquidation of assets, if any, will be distributed in the priority established by applicable law, but only after the satisfaction of the claims of creditors. Accordingly, the ability of an investor to recover all or any portion of its investment under such circumstances will depend on the amount of funds realized and claims to be satisfied therefrom.

**(18) Actual results may vary from any projection we present.**

Lifeblink may provide certain projected results of operations to prospective investors in connection with this offering. Projections are hypothetical and based upon present factors believed by management to influence our business operations. Projections do not, and cannot, take into account such factors as market fluctuations, economy changes, unforeseeable events such as natural disasters, the terms and conditions of any possible financing, and other possible occurrences that are beyond our ability to control or predict. While management believes that the projections reflect the possible outcome of our operation and performance, results depicted in the projections cannot be guaranteed.

**(19) Our operating costs are unpredictable.**

In addition to general economic conditions and market fluctuations, significant operating cost increases could adversely affect our business due to numerous factors, many of which are beyond our control or ability to predict.

**(20) We may not be able to protect our intellectual property.**

We intend to explore options for protection of certain intellectual property, primarily in the form of our innovative technology processes and systems, but we have not made any such filings to date. We anticipate continuing to develop certain technology processes that can be protected by the USPTO. We view the legal protection of our intellectual property as important to future success and will rely on a combination of patent, copyright, trade secret, and trademark laws, as well as confidentiality procedures and contractual restrictions to establish and protect our proprietary rights in our products and services. There can be no assurance that the steps we take to protect our proprietary rights will prove sufficient to prevent infringement or misappropriation of our proprietary rights.

**(21) Incidents of hacking, identity theft or cyberterrorism may adversely impact our operations.**

Our business operations are and will continue to be dependent upon digital technologies, including information systems, infrastructure and cloud applications. The maintenance of our user data base, financial and other records is also dependent upon such technologies. The U.S. government has issued public warnings that indicate that such business information technology might be specific objects of cyber security threats, including hacking, identity theft and acts of cyberterrorism. Our critical systems or the systems of our products may be vulnerable to damage or interruption from earthquakes, storms, terrorist attacks, floods, fires, power loss, telecommunications failures, computer viruses, computer denial of service attacks, or other attempts to harm the systems. Many of these systems will not be fully redundant, and disaster recovery planning cannot account for all eventualities. Deliberate attacks on, or unintentional events affecting our systems or infrastructure, the systems or infrastructure of third parties, or the cloud could lead to corruption or loss of our proprietary data and potentially sensitive data, delays in our operations, difficulty in completing and settling transactions, challenges in maintaining our books and records, environmental damage, communication interruptions, other operational disruptions and third party liability. Further, as cyber incidents continue to evolve, we may be required to expend additional resources to continue to modify or enhance our protective measures or to investigate and remediate any vulnerability to cyber incidents or natural disasters.

**(22) Management may have significant conflicts of interest.**

Management and certain affiliates will devote as much of their time to the business of the Company as they believe, in their sole judgment, is reasonably required. Accordingly, there may be conflicts of interest between investments made by the Company and other investments or business ventures in which management or affiliates are participants. Any agreement between the Company and the management and affiliates shall contain terms at least as favorable to the Company as the fair market terms offered by other similar companies to third-party providers of comparable services.

**(23) We have indebtedness to a third Party.**

The Company has a compensation accrual obligation in the form of a loan in the amount of \$29,000 to Martha Girgenti. The Company intends to use a portion of the net proceeds of this offering to pay a portion of that obligation. The proceeds used to repay this obligation will not be available to the Company for other purposes, including making new or additional investments.

**(24) Conflicts of interest may result due to affiliates of management providing services to the Company.**

The management and persons and entities affiliated with the management may be appointed or utilized to provide services for investments in which the Company invests. Therefore, the selection of investments may be influenced by the ability of the management and its affiliates to provide other services. Moreover, the management and its affiliates may profit from investments even where the Company loses all or a portion of its investment.

**(25) There is significant risk associated with the Company's indemnification of affiliated parties.**

Our Directors and executive officers will be relieved of liability to the Company or our Shareholders for monetary damages for conduct as Directors and executive officers to the maximum extent permitted by Delaware law. Further, our certificate of incorporation and bylaws permit us to indemnify, to the fullest extent provided or allowed by law, our Directors and executive officers against damages that we or our shareholders incur in connection with our business. We may also enter into separate indemnity agreements with our Directors and executive officers. The exculpation provisions contained therein may have the effect of preventing shareholders from recovering damages against our Directors and executive officers caused by poor judgment or other circumstances. The indemnification provisions may require us to use our assets to defend our Directors and executive officers against claims, including claims arising out of negligence, poor judgment, or other circumstances. Our Directors and executive officers may not be liable to the Company or shareholders for any act or omission performed or omitted by them in good faith on our behalf and in a manner reasonably believed by them to be within the scope of their authority and in our best interests. The Company will be required to indemnify the officers of the Company and certain persons affiliated therewith for losses, costs, liabilities and expenses incurred by such parties in connection with the business of the Company and investment decisions made on its behalf, except for actions taken in bad faith or which constitute gross negligence or willful misconduct. Such liabilities may be material and may have an adverse impact on the returns to the shareholders unless insurance proceeds are available. The indemnification obligations of the Company will be payable from the assets of the Company.

**(26) Certain future relationships have not been established.**

The Company has established and will establish certain relationships with others. We will need to maintain such relationships and, in some cases, establish new ones or replace existing ones to continue business operations and growth. There will be several agreements and documents that remain to be negotiated, executed, and implemented with respect to certain aspects of our planned operations. In some cases, the parties with whom we would need to establish a relationship may not yet be identified. If we are unable to enter into these agreements or relationships on satisfactory terms, our operations could be delayed or curtailed, expenses could be increased, and profitability and the likelihood of returns to shareholders could be adversely affected.

**(27) The purchase price of the Shares has been arbitrarily determined and may not reflect their actual value.**

The purchase price of the Shares has been determined by an average evaluation of technology companies in a similar startup time period. The price is not based on past earnings of the Company, nor does the price necessarily reflect the current market value of the Company.

**(28) The persons acquiring shares in this offering will experience dilution with future investments.**

Lifeblink plans on raising future rounds of funding, accordingly, shares purchase during this offering will be subject to one or more dilutions from future investments.

**(29) There is no public market for the Shares and you will have to hold your Shares indefinitely, subject only to a private sale to a qualified counterparty that is exempt from registration, or a registration of your common shares, or a sale of the business.**

Currently, there is no public or other trading market for the Shares, and there can be no assurance that Lifeblink will be able to facilitate a private sale of your Shares or that any other market will develop. Thus, there can be no assurance that you will be able to liquidate your investment in case of an emergency or if you otherwise desire to do so. Investment in the shares of Lifeblink is of a long-term nature. Accordingly, purchasers of Shares will bear the economic risk of investment for an indefinite period of time.

**(30) Our Shareholders' Agreement imposes significant restrictions on transfer of Shares.**

Investors that purchase Shares in this Offering will be required to become bound by our Shareholders' Agreement. A copy of the Shareholders' Agreement is available upon request from the Company. The Shares may be transferred only if certain legal requirements as well as requirements imposed by our Shareholders' Agreement are satisfied and only with our consent. The Shareholders' Agreement imposes certain requirements and restrictions on the ability of a shareholder to sell or transfer the Shares. Among other requirements, in most circumstances, the shareholder must first offer the Shares to the Company and then the other shareholders before the shareholder may transfer the Shares to a third party. Certificates representing the Shares will also bear a legend indicating that the Shares are subject to the restrictions on transfer imposed by the Shareholders' Agreement.

**(31) Shares are subordinate equity interests.**

The Shares purchased in this offering will constitute equity interests, which will be subordinate to all of our current and future indebtedness with respect to claims on our assets. In any liquidation, all of our debts and liabilities must be paid before any payment is made to the holders of our Shares.

**(32) The shares are unlikely to be able to be pledged as collateral.**

The Shares will not usually be acceptable as collateral for loans. Furthermore, absent a public market, Shares generally cannot be sold for an amount based on their economic value as determined by the fair market value of the underlying property. The Shareholders may not receive cash or other liquid consideration sufficient to pay taxes resulting from such a disposition. The Shares have not been registered under federal or state securities laws, and we do not plan on, and are under no obligation to provide for, a registration of the Shares in the future. In addition, any transfer of the Shares or an interest therein must satisfy the requirements set forth in various Company agreements with shareholders that restrict the ability to transfer Shares.

**(33) You will not have the benefit of review of this Offering Statement by the SEC or any other agency.**

Since this offering is an exempt offering of securities and, as such, is not registered under federal or state securities laws, you will not have the benefit of review of this Offering Statement by the SEC or any state securities commission. The terms and conditions of this Offering may not comply with the guidelines and regulations established for offerings that are registered and qualified with those agencies.

INSTRUCTION TO QUESTION 8: Avoid generalized statements and include only those factors that are unique to the issuer. Discussion should be tailored to the issuer's business and the offering and should not repeat the factors addressed in the legends set forth above. No specific number of risk factors is required to be identified. Add additional lines and number as appropriate.