



1. What is Move In History (MIH)?
 - a. Move In History is a mashup of TikTok, Zillow, Facebook, CarFax, Angi, and Redfin all in one driven by A.I. technology . Our Copyright protected processes and patent pending protection will introduce another level of accountability into the real estate industry. Thus, preventing more catastrophes like the condo collapse in Surfside, Florida in 2021.

2. How much is Move In History's pre-money valuation?
 - a. \$50 million U.S. dollars

3. How are you determining your current valuation?
 - a. Move In History's A.I. Property Newsfeed is comparable to Facebook's Newsfeed which is valued at \$320 billion U.S. dollars.
 - b. Move In History's end of year 4 annual revenues are projected to exceed \$300 million U.S. dollars with 3% market share, thus current valuation is based on projected income.

4. What new features does Move In History bring to the real estate industry that its competitors do not?
 - a. We introduce an A.I. real estate platform and Property Newsfeed based on address or location.
 - b. New terminologies and processes into the real estate industry:
 - i. Property Newsfeed
 - ii. Property Owner Rating
 - iii. Property Owner Score
 - iv. Tenant Notification System
 - v. Social Property Referrals
 - vi. Pay It Forward Property Data
 - c. We provide tenants with a voice.
 - d. A self-referral and self-marketing system for businesses and entrepreneurs with no hidden cost to gain repeat work for the service or work completed at an address.
 - e. Direct accountability for property owners, managers, and tenants.



5. What is a Property Newsfeed and what's different than a Facebook Newsfeed?
 - a. Facebook's Newsfeed is based on an individual or group, a Property Newsfeed is based on a property, address, parcel ID or physical location.
 - b. A Property Newsfeed tracks content about the property on its Property Newsfeed i.e. tenant remarks, owner remarks, tenant videos, timeliness of repairs, hazards, average utilizes cost, trash collection day, services completed at the address and the companies or individuals who completed the service, publications and more.
 - c. An algorithm generates a Property Owner Rating for the address based on positive and negative content noted on the Property Newsfeed.

6. What is a Property Owner Rating (POR)?
 - a. The Property Owner Rating is a score from 0 – 850 that tells you how well a property is maintained and how well its tenants are cared for.
 - b. Property Owner Rating is tied to a specific location and not an individual or business.

7. What is a Property Owner Score (POS)?
 - a. A Property Owner Score is a score from 0 – 850 with is tied to an individual or business and follows them similar in nature to a credit score.
 - b. A Property Owner Score can be generated from one property or multiple properties combined to create one Property Owner Score.
 - c. Property Owner Score tells you how well an individual or business takes care of their property and/or tenants residing at the property.

8. What is the Tenant Notification System (TNS)?
 - a. An automated or manual notice to tenants, owners and/or managers triggered by a hazard placed on a Property Newsfeed by a stakeholder such as the owner, building inspectors, architects, engineers, local municipal agencies, state or federal agencies.

9. What problems does Move In History solve for society?
 - a. A one stop shop for property information for the 36 million average annual movers
 - b. Reduces misleading information from property owners, and property managers to tenants.
 - c. Arms potential tenants with property information prior to signing a contract or moving in.



10. Why is this the right time for this product or service?
 - a. It's needed more today than ever before; the Tenant Notification System could save lives. For example:
 - i. June 24, 2021 Surfside, Florida condo collapse killing 98 people.
 - ii. April 18, 2023 New York City parking garage collapse killing 1 and injuring 5
 - iii. May 28, 2023 Davenport, Iowa apartment building collapse killing 3 people.

11. How was the Move In History business concept created?
 - a. Literally a dream, not one dream but multiple dreams over a period of years, stated the founder Dr. Robinson.
 - b. Dr. Robinson documented his account of these dreams in a book titled, "God's Business" under his pen name author, "Joe Valentine" on Amazon Books published in 2023.

12. How big is the market opportunity?
 - a. \$500 Billion housing market
 - b. 97 Million service providers providing work or services at the property within the market.

13. Does the market differ from your closest competitor?
 - a. Yes
 - b. Angi is our closest competitor, Angi profits over \$87 million U.S. dollars per year in revenues and \$21 million U.S. dollars per quarter. Their market consists of service providers but not all service providers.
 - c. Move In History service providers and market size consist of anyone or any business conducting work at an address. Thus realtors, appraisers, attorneys, preservationists, surveyors, and more are not excluded from Move In History's market size.

14. What is the major difference between Move In History and its closest competitor?
 - a. Angi's focus is on "Pre" services finding leads and Move In History's focus is on "Post" services getting credit for the work you have already done, gaining repeat work without additional fees.

15. What percentage of the market do you hope to gain? Within what time frame?
 - a. 3% market share by the end of year 3, revenue projections exceeding \$300 million U.S. dollars.



16. What is the expected annual growth rate for Move In History?
 - a. 17% growth rate year over year (Angi Inc., 2022)

17. How much stock are you selling or is available to purchase?
 - a. 20 million shares are available for purchase at .25 cents per share totaling \$5 million U.S. dollars.

18. Why does Indiegogo show Move In History as raising \$100K in funding when MIH has \$5 million in stock available for purchase?
 - a. Indiegogo has a fund all or nothing policy so keeping the amount low is beneficial to MIH.
 - b. The minimum fundraising sought is \$100K and a maximum cap of \$5 million in stock sales is available for purchase.

19. What is unique about Move In History, their niche?
 - a. The 1st ever Property Newsfeed
 - b. The 1st real estate platform that provides tenants a voice.
 - c. The 1st real estate platform with a Property Owner Rating and Property Owner Score
 - d. The 1st real estate platform that focuses on accountability.
 - e. The 1st real estate platform to track upkeep and maintenance.
 - f. The 1st real estate platform with a Tenant Notification System designed to save lives.

20. Are your concepts, intellectual property and services protected?
 - a. Yes, all processes have legal standing under the patent pending protection.
 - b. Copyrights for all process were issued by the U.S. Copyright and Trademark Office.
 - c. International patents and copyrights are pending.

21. Who developed the intellectual property owned by Move In History?
 - a. Founder, Dr. Joe F. Robinson



22. Are there any additional patents or copyrights pending or planned?

- a. Yes, Dr. Robinson will continue to patent and copyright new processes as needed as Move In History continues to scale.

23. What milestones have you achieved?

- a. Patent protection filed, 2013.
- b. Domain names purchased, 2014.
- c. Hired a development team, 2020.
- d. Platform mockup completed, 2021.
- e. iPhone and Android mockups completed, 2021.
- f. Social media sites created, 2021.
- g. U.S. Patent pending, 2022.
- h. Filed and received U.S copyright and trademark protections, 2022.
- i. International patent and trademark pending, 2023.
- j. Pre-seed funding, 2023

24. What are some future milestones for the company?

- a. Launch Move In History services in Massachusetts.
- b. Achieve \$10 million in subscription sales .001% market share, 2025.
- c. 2nd round of funding, Series funding, 2025.
- d. Achieve 3% Market share by the end of year 4, 2027.
- e. 3rd round of funding, IPO (Go Public, U.S. Stock Exchange), 2028.

25. How much feedback have you received so far?

- a. Multiple surveys and small focus groups of service providers, not one business or individual objected to the utilization of Move In History services at the \$99 price point.
- b. Suggestions consisted of easier ways to verify completed invoices.

26. What changes have you made based on that feedback?

- a. Invoice scan tool or picture upload tool to be incorporated into the apps and website.



27. Has Move In History ever been publicized?
- Yes, the 1st publication took place in 2014 when Move In History was listed as a new technology startup, in TechCrunch.
28. What trends do you see in the market?
- Increased service providers in the real estate industry due to the housing shortage
 - 7.3 million units short, National Low Income Housing Coalition, April 2023
 - 6.5 million units short, Realtor.com, April 2023
29. How many users do you expect to utilize the platform daily?
- Angi's monthly user growth was 11.37% totaling 9.9 million monthly users.
 - Move In History anticipates 5 million monthly users.
30. Can I visit the platform and see what you have completed so far?
- Yes, visit www.moveinhistory.com
 - The ability to create an account has been disabled until the actual launch date 6 months from pre-seed funding.
 - Marketing videos are available for viewing from the website and YouTube via the website.
31. Where are your headquarters?
- Massachusetts
32. Where is the company registered?
- Massachusetts, Secretary of State
33. Who is the registered agent on record?
- Dr. Joe Robinson is the registered agent on record.
34. Who are the founders?
- Dr. Joe Robinson is the sole founder of Move In History.



35. Who are the key team members currently?

- a. Dr. Joe Robinson
- b. Rodney Anderson
- c. Mark Starks
- d. Sredrick Robinson
- e. Attorney, Louis Starks
- f. James Robinson

36. Any existing board members?

- a. Yes

37. Why is the team uniquely capable of executing the plan?

- a. Over 50 years of executive leadership
- b. Over 35 years of business ownership
- c. Over 20 years of IT and code writing experience

38. Why do users care about your product?

- a. The only place tenants have a voice, can make remarks and upload supporting evidence videos.
- b. Free user access to housing information not relatively available to everyday consumers.
- c. No more asking the new neighbors or calling multiple organizations to gather vital housing information.
- d. Housing information you cannot access via traditional real estate platforms.
- e. Provides real estate industry more accountability.
- f. Free maintenance request services
- g. Free rent payment services

39. What other streams of revenue does this company have?

- a. 4 sources of revenue
 - i. Subscriptions monthly and quarterly
 - ii. Transaction fees
 - iii. Advertisement Sales
 - iv. Data sales



40. What is your Public Relations strategy?
 - a. Protect the brand.
 - b. Promote the brand through advertisement, community events and memorabilia.
 - c. Perform at a high-performance level.
 - d. Prove the product works.
 - e. Listen to user feedback and recommendations.

41. What is your marketing strategy?
 - a. Target specific service providers.
 - b. Social media advertising.
 - c. Direct mail marketing.
 - d. Telemarketing calls.
 - e. Create compelling content.

42. Which competitor is doing the best job and why?
 - a. Angi is the closest competitor. Angi is excelling due to their brand recognition and national marketing campaigns.

43. What will you do with the money?
 - a. Complete and optimize the A.I. platform for scale and ROI (Return On Investment)
 - b. Purchase CRM (Customer Relationship Management System)
 - c. Purchase real-estate data for integration
 - d. Marketing and advertising

44. What key roles may need to be hired for soon?
 - a. IT Development Team
 - b. Sales Team
 - c. Data Entry Team
 - d. Marketing Coordinator
 - e. Economic Research and Data Analyst



45. What motivates you?

- a. The opportunity to create Move In History into a Fortune 500 company.

46. Are any of the founders willing to be bought out now?

- a. No

47. Are there any other people who may claim they are owed or responsible for your ideas?

- a. No

48. Who exactly is your ideal customer?

- a. Users: 36 million annual movers in the United States
- b. Service Providers: 97 million service providers (plumbers, electricians, realtors, attorneys etc.)
- c. Homeowners: 142 million housing units, owner occupied homes and rentals

49. How are you marketing your product?

- a. Social media advertisement
- b. Direct mail marketing
- c. Telemarketing calls
- d. Broadcast media targeting home improvement channels and shows.

50. How much is your marketing budget?

- a. TBA, after raising capital.

51. How did you come up with your financial projections and figures?

- a. 3 to 5 year proforma financial projections utilizing housing statistics from the U.S. Census Bureau, competitors (Angi, Inc.) and various other reliable sources

52. What are your per customer acquisition costs?

- a. \$35.79



53. What are your profit margins?

- a. 65%

54. How would scaling impact profit margins?

- a. Scaling the business and increasing revenues would decrease customer acquisition cost and increase profit margins by as much as 10 – 20%.

55. How much equity and debt has been raised in the past?

- a. \$0

56. What if you don't get all the funding you are seeking?

- a. We will continue to raise capital until we reach our minimum funding goal of \$1 million U.S. dollars or a maximum goal of \$5 million U.S. dollars at .25 cents per share, up to 20 million shares available for purchase during pre-seed funding.

57. How long will it take to become profitable?

- a. We anticipate 18 months to reach profitability after the official platform launch date.

58. What do you expect from an investor besides money?

- a. Branding, all we ask is for each investor to broadcast to family and friends their pride in owning a part of a revolutionary real-estate platform.

59. How will this investment make money for investors? (Dividends, Interest or Capital Gains)

- a. Dividends, each quarter and/or annual profits will be evaluated, and a designated percent will be paid out in the form of dividends to the companies' shareholders.
- b. Profit, loss, and dividend payouts will be discussed during quarterly shareholder meetings.



60. What must happen for my investment to increase in value? (Increase in interest rates, real estate values, or increase in market share).
- Stock value increase will be determined on several factors such as companies market size increase, profit increase, cashflow increase.
61. When will I start to see a return on my money?
- We anticipate 18 - 24 months.
62. How liquid is this investment if I need to sell my stock right away?
- The stock agreement will identify the terms of selling stock in detail.
 - Unable to sell stock during first 18 months.
 - Move In History and/or its founder has 1st rights to buy back stock and up to 60 days to purchase your stock at current company's market rate value with a written notice after the initial investment period of 18 months has lapsed.
63. What are the risks associated with this investment?
- Like all investments there is a risk involved and you may lose your monies, however we will do our very best to eliminate those risk by mitigating risk and creating solutions to problems that may arise. We will be good stewards of our investors monies with the goal of earning them a profit.
64. How long has the company been in business?
- Listed in Tech Crunch as a new technology startup, 2012.
 - State of Iowa, business registration October 7, 2014
 - State of Massachusetts, business registration December 29, 2020



65. Has the management staff been successful in the past?

- a. Very successful
- b. Founder: Dr. Joe Robinson is a recent State of Massachusetts Rising Star Award Winner 2022, Silver Star Award Winner 2023, built and scaled successful businesses, over 20 years of leadership experience, over 10 years as a College Business Professor and IT Instructor, Six Sigma & Lean Certified, Data Analytics Certified, Residential and Commercial Construction, 8.5 years United States Marine Corp retired Veteran
- c. Advisor: Mark Starks retired 35 years John Deere Inc. in Marketing and Global Logistics, over 20 years corporate training, business development
- d. Advisor: Sredrick Robinson, over 25 years in Community Development, 13 years in ministry Licensed Chaplain, Counselor and Servant Advisor, small business owner
- e. Advisor: Attorney Louis Starks, Senior Operations Executive, over 30 years Housing and Urban Redevelopment, Community Based Planning
- f. Advisor: Rodney Anderson, 35 years Small Business Ownership, Serial-Entrepreneur, Land Development and Philanthropy
- g. Advisor: James Robinson, 20 years IT, coding, web design, Network Administrator, 6 years United States Marine Corp

66. What experience does the management team have?

- a. Prior business ownership, prior land development, executive leadership, and real-estate

67. How frequently do I get investment statements and/or updates?

- a. Quarterly

68. Who are your competitors?

- a. No direct competitor, Move In History.com is introducing new technologies and a new business model into the real estate market.
- b. Closet competitors are Angi Inc., HomeAdvisor, Thumbtack.



69. What are your strengths and advantages over your competitors?
- Strength: We're hungry to enter the market and build a brand with new technologies: Property Newsfeed, Property Owner Rating, Property Owner Score, and Tenant Notification System
 - Advantage: 1st ever Property Newsfeed platform that tracks services and history of property in real-time and allow service providers to get repeat work
 - Advantage: Larger market size by offering services not only to construction company service providers like our competitor but we offer services to all service providers working on a property or providing a service to a property like cable companies etc..
 - Advantage: 1st real-estate platform providing tenants a voice and introduce accountability
70. What are your weaknesses or disadvantages in comparison to your competitors?
- Disadvantage: Brand recognition and 25 years later start than our highest competitor.
 - Weaknesses: Lack of access to capital, competitors are publicly traded companies
71. What barriers to entry or scale are there for Move In History?
- Copyright protection and/or patent protection of Move In History processes, already achieved.
 - Strong brand recognition of competitor Angi Inc.
 - High startup cost for our real estate platform
 - Overcoming advertising cost entering the market space
72. How do your features differ from competitors?
- New technologies, thus there is no direct competition. Angi Inc. is the closest competitor.
 - Business model is different: Angi Inc. offers pre-services and MIH offers post-services
 - MIH focus on services, upkeep and maintenance of the entire property, address or location
73. How does your price point compare to your competitors?
- Move In History's price point is superior to our competitors.
 - Closest competitor Angi: To list a business with Angi Inc. is FREE but costs \$15 - \$85 plus fees per job lead with an average cost of \$300 per month totaling \$3,600 per year, advertising to the site costs additional.
 - Move In History as a fixed price subscription business model and NO job lead transaction fees.



74. What kind of subscription service does MIH offer?

- a. MIH has 2 subscription services for commercial businesses and entrepreneurs, yet site usage is FREE for everyday consumers.
- b. Basic subscription entails: A fixed price of \$99 plus \$5 service fee totaling \$104 for 12 months of listing completed projects on each Property Newsfeed.
- c. Premium subscription entails: A fixed price of \$99 per quarter same benefits as the basic subscription plan plus the service provider has a dedicated business page within the platform listing all completed jobs within the state and Free advertisement on their business page.

75. What is your exit goal? (IPO)

- a. Move In History anticipates having a public offering (IPO) within 5 years.

76. Is this company publicly traded or private?

- a. Private held currently.

77. Are you bound by SEC rules?

- a. All U.S. companies are bound by some regulatory governance of SEC rules.
- b. Publicly traded companies have reporting and disclosure requirements such as financial statements and 10-K reports.
- c. As a private company, Move In History does NOT have those same reporting requirements to the SEC. MIH will disclose financials to its shareholders quarterly in full transparency.
- d. MIH would not be required to disclose its financials to society until it is traded publicly and/or reaches \$10 million in assets and/or more than 500 owners.

78. How often will you conduct internal financial audits?

- a. Annually

79. Will investors have access to financial records or reports?

- a. Yes, financial reports will be available quarterly to investors.



80. How much money are you trying to raise now?
- \$1 million U.S. dollars minimum and a maximum of \$5 million U.S. dollars at .25 cents per share of common stock.
81. What is the next milestone this money will take you to?
- Completion of the A.I. platform
 - Staff key personnel
 - Marketing campaigns over a 12-month period
 - Purchase of CRM and supporting office equipment
 - Reaching 1% of the market in first 12 months of business operations
82. What additional fundraising campaigns do you anticipate?
- Seed funding
 - Series A funding (IPO)
83. How else do you hope an investor will help beyond money?
- Branding, investors are welcome to promote MIH services and tout stock ownership.
 - Investors with key expertise beneficial to MIH may be sought for advisory board positions.
84. Why are you choosing this method of raising capital?
- Crowdfunding presents an opportunity to make everyday people a great deal of money and not just the affluent in addition dictating our own sales terms, and stock agreement.



85. Why are you the right person to bet on to achieve this company's goals?

- a. I was tasked with this mission and vision through dreams from God and brought it this far.
- b. 20 years of leadership and executive experience taught me to mitigate risk and solve problems.
- c. United States Marine Corp leadership taught me to adapt, adjust and overcome all obstacles.
- d. 15 years as a small business owner building and scaling businesses.
- e. I've experienced gains, growth, and losses in business, I know what it takes.
- f. 8 years teaching as a College Business Professor.
- g. Real-estate experience as a residential and commercial construction company owner.
- h. I've created a team of well-seasoned businessmen and women, advisors to advise.
- i. I will be a good steward of investors monies and make them money, return on investment.
- j. Finally, my children, grandchildren, and my sibling's generational wealth depend on Move In History's success. We want squander this God given opportunity to impact society.

86. If your investment question was not answered during this FAQ document or you have additional questions, please email us at: info@moveinhistory.com

Final Message To Investors:

You, your family, or someone you know will utilize Move In History to gather information like electrical cost, water bill expenses, trash collection dates, who completed work on the property or what service companies (Internet, cable, oil, etc...) service the address. Years from now will you say, "I'm one of the original investors in Move In History.com" or will you say, "I had an opportunity to invest in Move In History.com but I let it pass by?"