



# KMIKEYM

## Annual Report

### May 2018 - May 2019



Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, (collectively referred to herein as forward-looking statements). Except for the rare statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected performance of K. Mike Merrill; (ii) completion of, and the use of proceeds from, the sale of the influence being offered hereunder; (iii) the expected development of K. Mike Merrill’s projects; (iv) execution of K. Mike Merrill’s vision and growth strategy, including with respect to global growth; (v) sources and availability of personal finances for the K. Mike Merrill and various projects; (vi) completion of K. Mike Merrill’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of K. Mike Merrill’s current agreements; and (vii) future liquidity, working capital, and capital requirements.

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# KMIKEYM

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KmikeyM is a global network of advisors dedicated to building value by influencing the life of K. Mike Merrill. Established in 2008, it's a network of hundreds of “shareholders” from around the world.



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# Letter to Shareholders

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Dear Shareholders,

A few years ago I put up a vote for shareholder approval on my birthday. While the stock price reflects my “approval rating” to a certain extent, this has become an opportunity to receive critical feedback, as well as reflect on accomplishments from the past year. Since it’s become an annual tradition, I’m synchronizing my annual report to the same period. Think of it as my “fiscal year.”

It’s hard to look back on an entire year. Reviewing my calendar and photos, I am reminded of all the events and interactions I had completely forgotten about! Do I have a terrible memory, or is it normal to feel like I’m looking at the digital exhaust of a total stranger?

I left my job six weeks ago and am now going into an uncertain future, trying to figure out how to use my creative talents to make a living. That eclipses a lot of the more granular ups and downs of the last year.

And while the focus of this report is the last 12 months, I’m eager to focus on the future and discover how I can better and more consistently wield what I know is my greatest superpower: the shareholders.

Over this next year, I will continue to develop the superpower of “Community through capitalism.” I will endeavor to better integrate it into my daily life. I will use it in a way that benefits everyone. The next year will involve weirder experiments, more frequent communication, and a steady stream of questions. With that deeper connection I expect great things will happen.

Profitably Yours,  
K. Mike Merrill



# Travel / Major Events / Milestones

		TRIPS	EVENTS	MILESTONES
2018	May	Marfa, TX		Approval: 88%
	June			
	July		Moved into Cabin	
	August	Portland, OR Trip		
	September		Sturtevant Camping Trip	Started Data Tracking
	October	San Diego, CA		
	November	Yosemite National Park	PatreCon (LA)	Press: The Hustle
	December	Palm Springs, CA		
2019	January	Portland, OR		Launched news.kmikeym.com
	February			Press: Forbes
	March	Palm Springs, CA	Indian Wells Tennis Tournament	
	April		Left Sandwich	



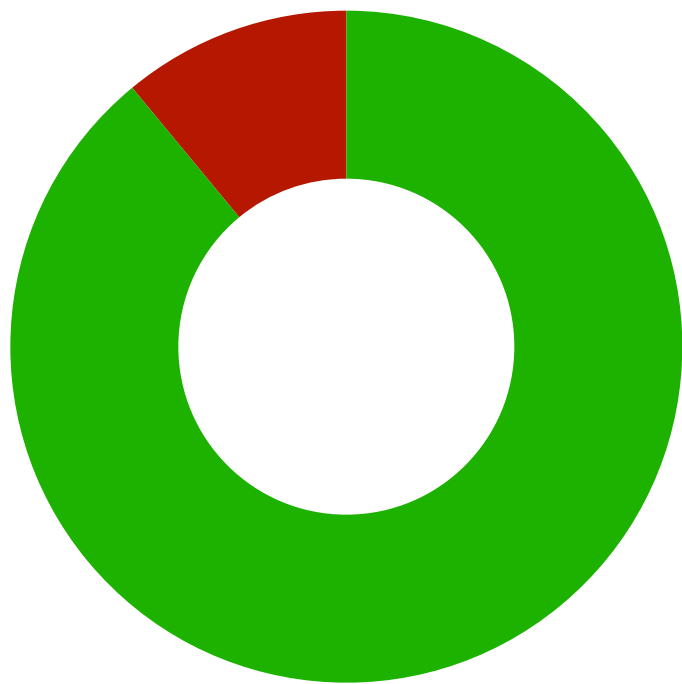
# Votes

The most common request I get is: more votes!

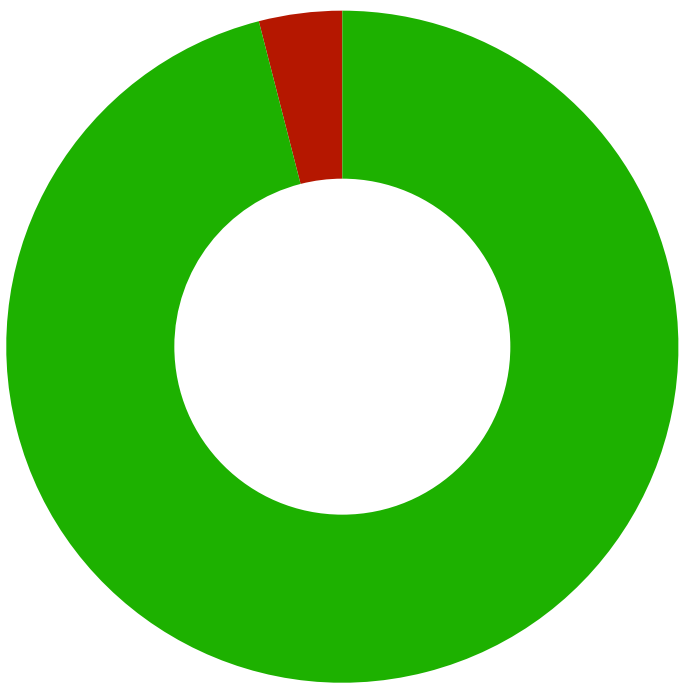
In the past year I put up eleven votes on KmikeyM.com and tested out four additional smaller votes on weejee.io.

That’s compared to 17 votes last year (but I was experimenting with press requests as well as finishing the series of travel votes).

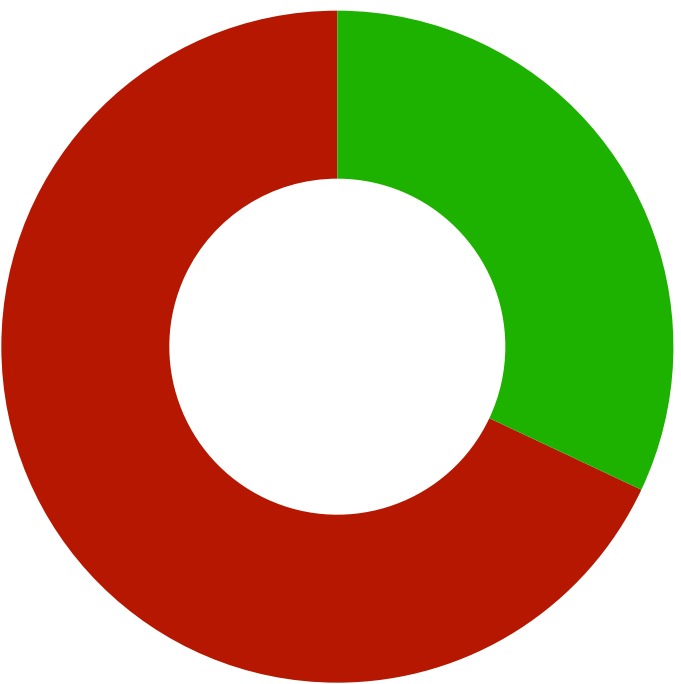
In the next year I’ll be putting development resources into weejee.io and continuing to experiment with votes that have a smaller impact and a faster turn-around time. I’m looking forward to real-time results and having a new way to interact more frequently with shareholders.



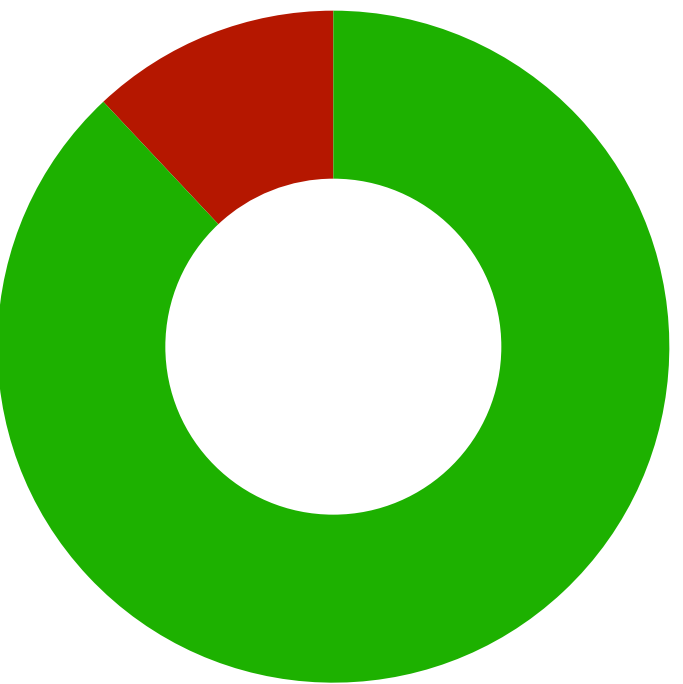
2018 Approval Rating



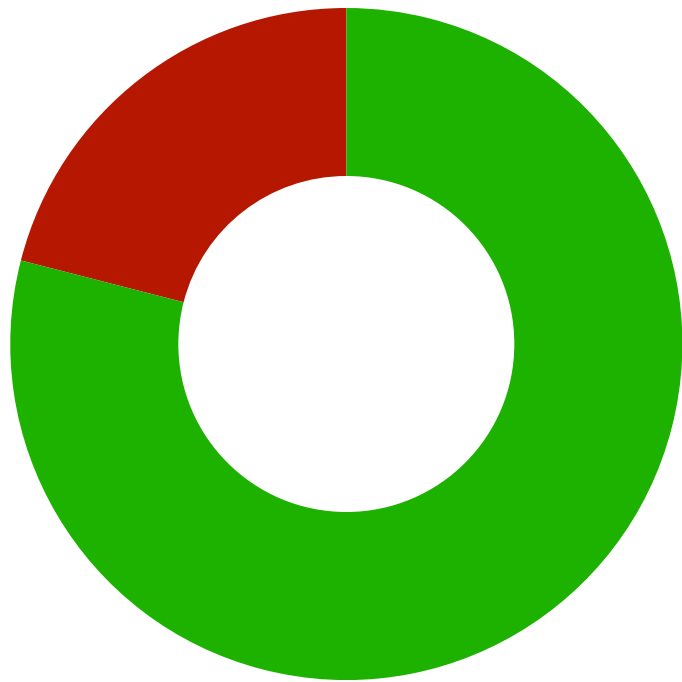
Move Into Cabin



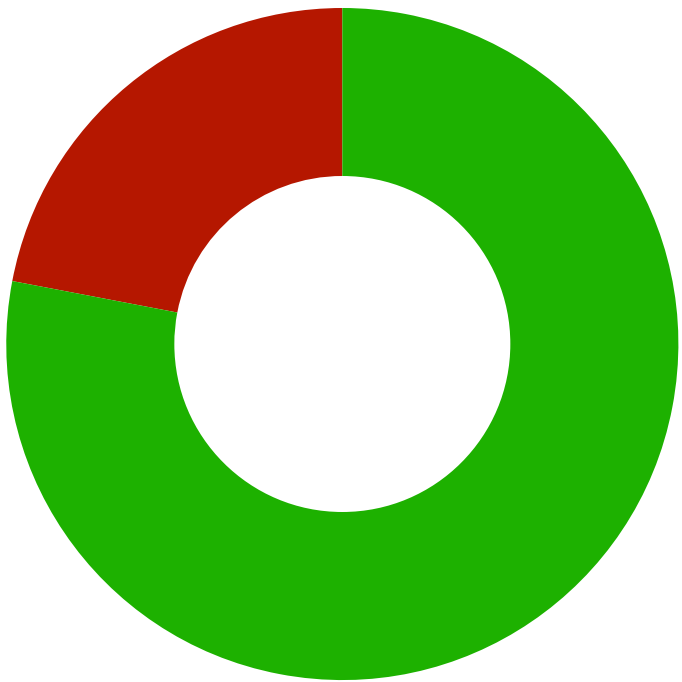
Fannypack



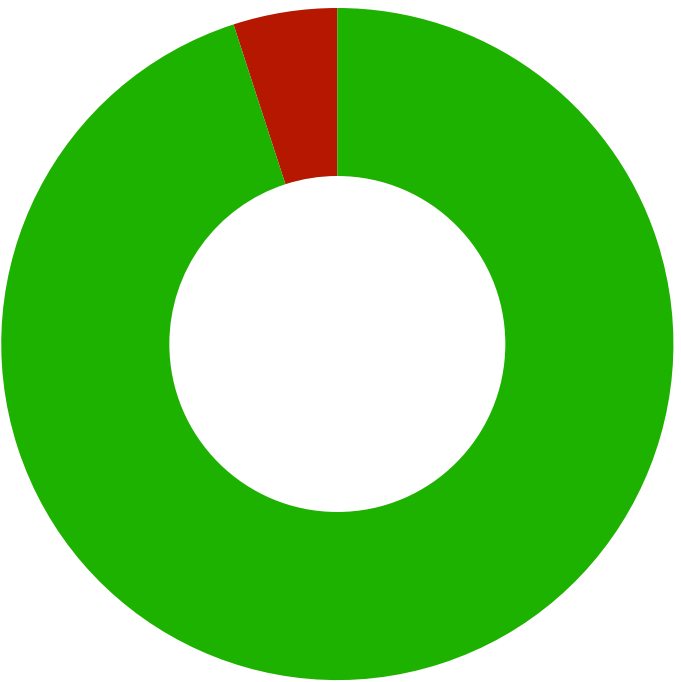
Cancel Spotify



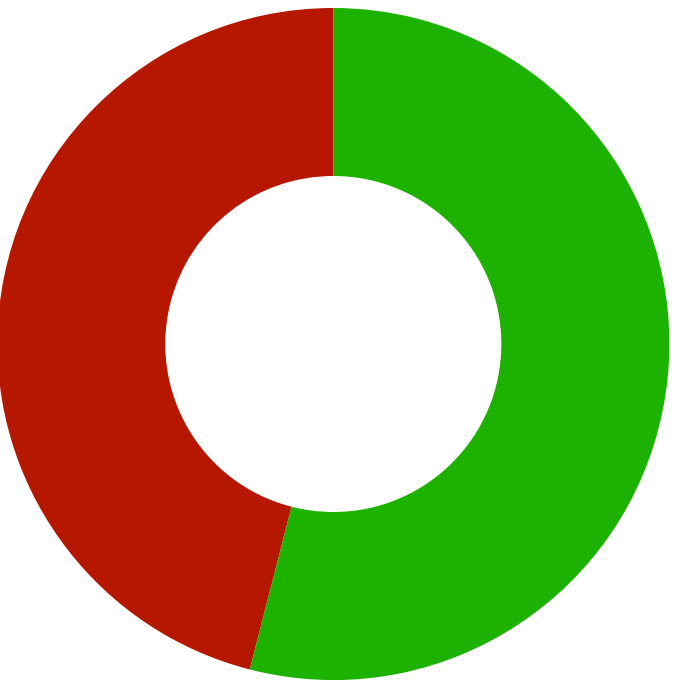
Shareholder Equality



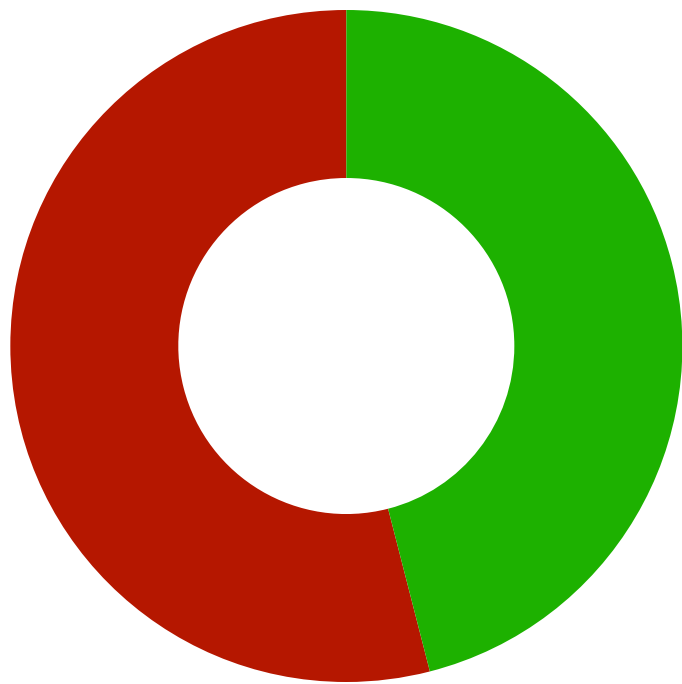
Reset Coffee Habit



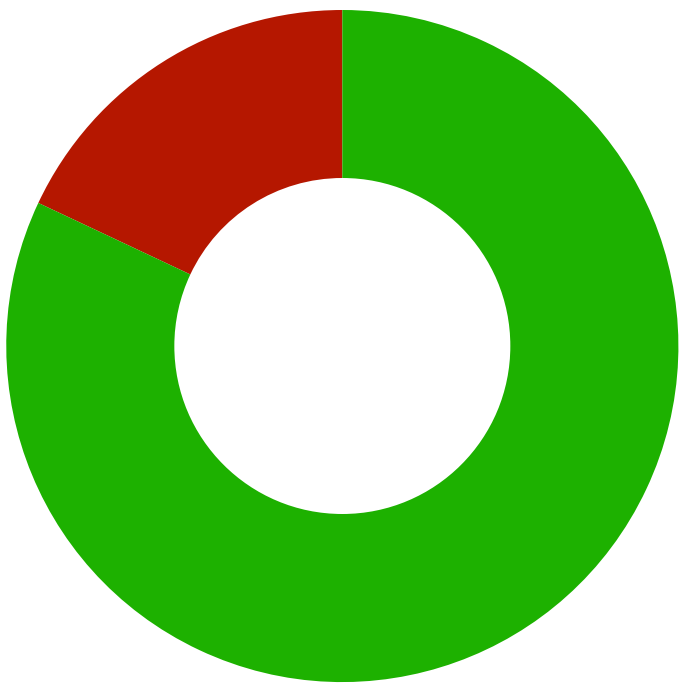
Dry January



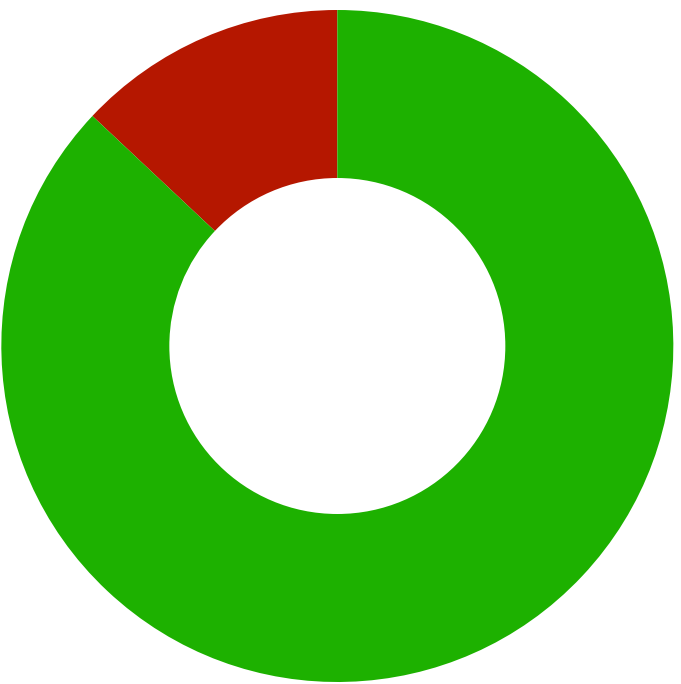
Watch Spider-Man



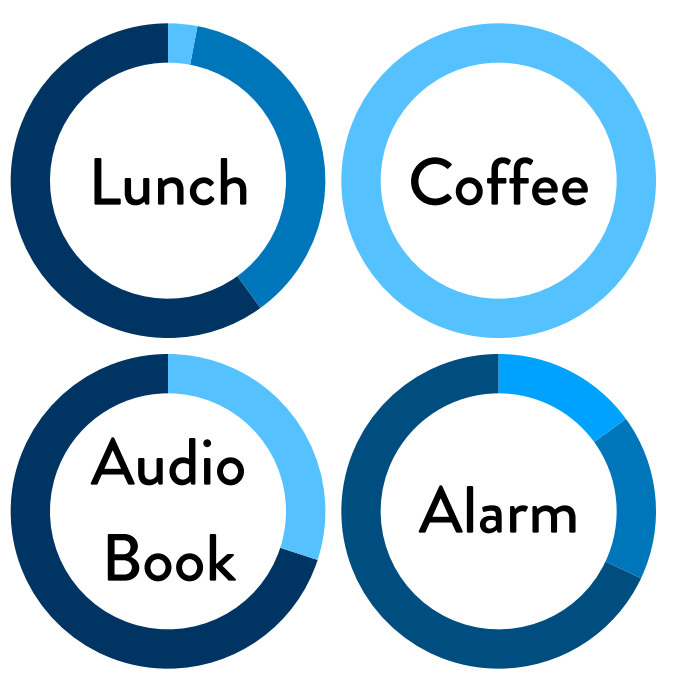
Rescinding “No Tights”



Terms of Engagement



Weight Loss Buy Back



weejee.io votes



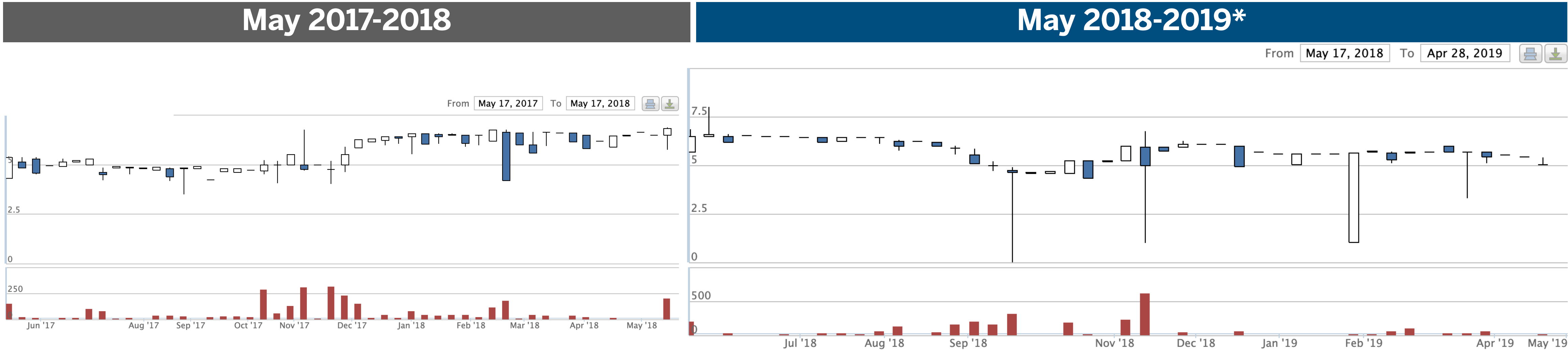
# Stock Price

The stock price has been hanging around the \$5 mark for most of the past year. There was an influx of trading at the beginning of 2018 that pushed the price up a bit, but then it settled into the usual range.

There seems to be some market pressure holding me at \$5 share. Maybe because it is a price where people can easily participate? That’s 5x over the initial \$1.00 share I started trading at, but it’s interesting that even as more shares enter the market, the price holds. There are now 12,586 shares in shareholder hands, giving me a market capitalization of \$68,811 at the current price of \$5.07.

Later this year there will be an annual sale of new shares into the market. We’ve experimented with bulk sales, auctions, and options to release new shares. I look forward to learning which method is preferred.

Last year, even after we implemented top-of-book trading, there were some strange dips in the stock price. These are from people “gifting” shares by selling shares for mere pennies. It’s risky because both parties have to be at the computer at the same time, but it works because of the low trading volume.





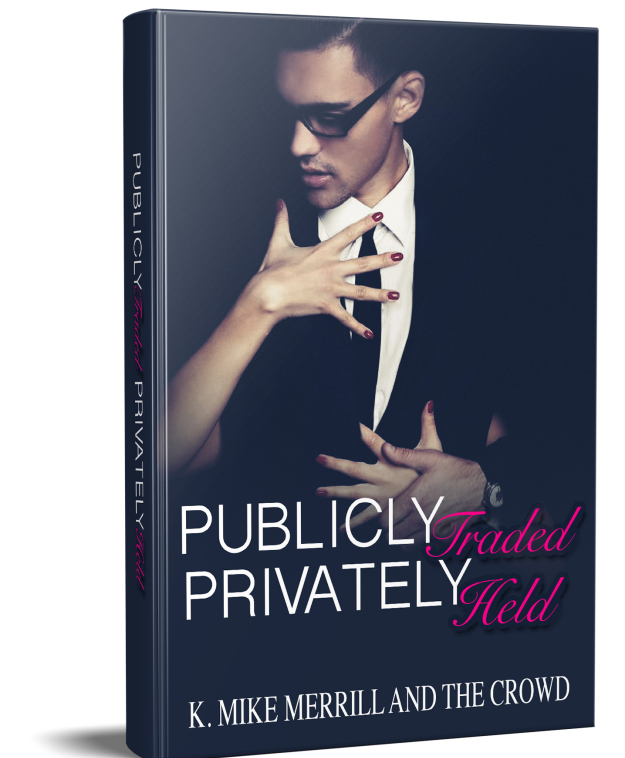
# Projects

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The biggest project is, of course, KmikeyM itself. That involves the voting, reporting, and development of the KmikeyM platform. But the products from that platform are the various projects launched with shareholder input. Some of these succeed, some fail, and some linger in a liminal state.

In January of 2018 I wanted to clear the decks and declare Project Bankruptcy, but it was denied by the shareholders. It was recommended instead, and approved, that I undergo a Project Reorganization.

The difference was much like the difference between Chapter 7 and Chapter 11 bankruptcy. So while many projects were categorized as failures, we remain committed to the smaller portfolio.



**Panic Inc**

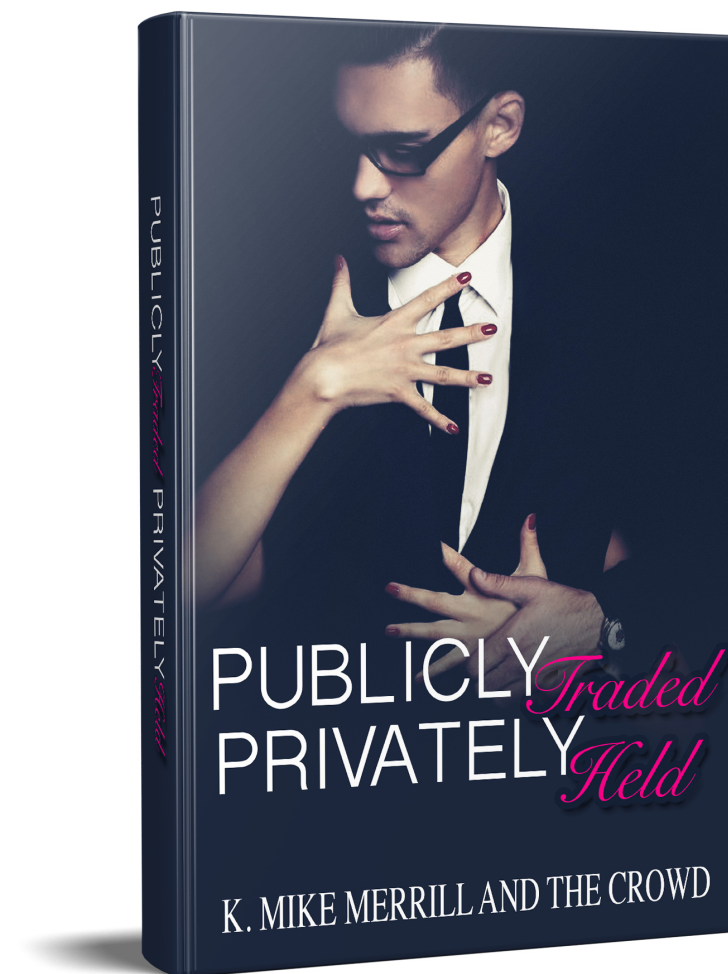
**Alex Mahan**





# Publicly Traded, Privately Held

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Publicly Traded, Privately held is the world's first ghostwritten, crowd-sourced, erotic fanfic. The idea is to use elements of the same decision-making engine as KmikeyM but for a creative endeavor. We're now six chapters into the process and I admit the results have been mixed.

Maybe it's a genre problem. I do not care about erotica, which makes it difficult to be an efficient manager of the project. Or maybe the stakes feel lower in the realm of fiction, as we're accustomed to votes resulting in real action. But I know there is a problem, because readership is low and voting participation is low.

As the experiment continues I must seek out ways to make it more fun for all parties involved.





The idea for weejee is based on the idea that you don't need a stock market to have a decision-making engine.

The initial experiment has been PTPH, but we're also trying out smaller votes about my life on the platform. We'll be adding a new feature that incorporates text alerts. This will open up the opportunity for near-realtime control over decisions.

The weejee platform is also built to allow other people to use it. In the next year we plan to launch a private beta. This will allow people to engage with their community.



# Weight Loss Buy Back Program

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In March of 2019 I found out that I weighed 193 lbs, which was far over my ideal of 175. I created a program with a financial incentive to lose a pound a week. If I was over my goal, based on a moving average, I would buy back shares from the market.

I'm currently 11 weeks into the 21 week process and while I recently hit a bit of a plateau I have already lost 13 lbs and I'm taking more active control over what I eat.

# Instagram

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Social media kind of ruined the internet. That makes me sound like a grumpy old man, but I think it's mostly true. The promise of the open web has been captured by closed platforms that sell us access to one another. It's dark but fascinating.

How does a shareholder community use social media? That's what I've been thinking about with the help of Norberto, an artist who is managing my Instagram account. Together we've come up with an idea that combines what social media is good at, but also speaks to the community-building aspects of KmikeyM.

We're calling it Doing The Work™ because we will document the process of working with artists from various mediums to interpret some aspect of KmikeyM.

Kriss Knapp is the first collaborator who is creating a new visual language to interpret the stock price during key emotional moments of my life. It's the first ever artistic analysis that combines both market and emotional data. The early experiments are beautiful.



# Operation Nashville

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Operation Nashville has suffered from scope creep.

Initially it was just a trip to Nashville using the air miles I earned from paying off my credit card and getting out of debt. But as weejee development progressed it became an opportunity to test “live control” by the shareholders. And then I had a fortuitous meeting with an underground TV hero of mine who was interested in documenting the trip.

So the project is in a planning and development phase while we test out weejee and work on how best to document the trip.

**Panic Inc**

**Alex Mahan**

VTAC, or Validation of Trusted Authenticity Certificate, is a paid service where I tattoo the name of a person, company, or organization onto my body after researching and endorsing them. It is not easy to earn a VTAC. So far I have issued only two. One to my former employer, Panic Inc., and one to my friend and shareholder Alex Mahan.

Last year I started to work on a rebrand as well as a stand-alone website in order to relaunch the service. I've been searching for a high quality launch partner. So far I've had to disqualify the early responses.

If you, or someone you know, would like to have their name, company name, or child's name tattooed on my body, please get in touch. It could also be a surprise gift for a loved one. Truly one of a kind.





In 2016, Snacker.News became my first media acquisition. I was conflicted about whether to kill it during the project reorganization. But the costs and maintenance are so low, I ultimately decided to let it live.

There have been over 100 posts on Snacker.News in the past year. That said, the community is small and my interest in snack culture has waned.

Perhaps it's time to look for a buyer for Snacker.News? Someone who can take the "Pretzkull" logo and the domain and really activate the community? If that person is you, let's talk cash and snacks.

# Social Media

As aforementioned, social media is destroying the world. Facebook executives are issuing warnings and talking about their “tremendous guilt” while MIT researchers have shown that fake news spreads faster than the truth on social media.

I can’t help but love social media. I was using sites like SixDegrees.com back in the late 90s to connect with people. But in light of how bad it’s become, I’ve been compelled to delete most of my tweets and reset my presence on Facebook and Instagram.





While Instagram is now a project I’m working on, it was important to me to find a way to use it that wasn’t emulating the existing paradigms of influencer culture.

I’ve always experimented with social media and am guilty of buying Twitter followers, sponsoring posts, and I even hired an influencer dog. While I no longer think social media is important, I still find it an interesting place to play around.

I’ve been tracking my following on a number of platforms since 2011 and it’s clear I’m at no risk of becoming an influencer myself.

### “Five Lies”

Five Lies is a campaign to confound the algorithm. On every social media profile you should lie about at least five things. Your name, age, gender, location, or even just your favorite TV show. The idea is to misrepresent yourself, which makes it harder to target you for advertising. Check out my social media and see if you spot all five lies!

	2011	2012	2013	2014	2015	2016	2017	2018	Today
	635	721	4027	3283	3555	3964	4232	4546	4655
	176	317	489	741	925	1132	1382	1510	1556
	151	315	784	864	881	910	927	1024	1036
	n/a	310	548	606	780	12500	6726	223	167



# Press

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Press coverage brings new buyers to the market and raises the stock price. Not all press has the impact of a Today Show appearance but as a publicly traded person I work to make myself as available as I can to anyone who is interested. The past year was relatively quiet, but I still made a number of appearances.

## Podcast



## Television



## Radio



## Print / Web



# Media Consumption

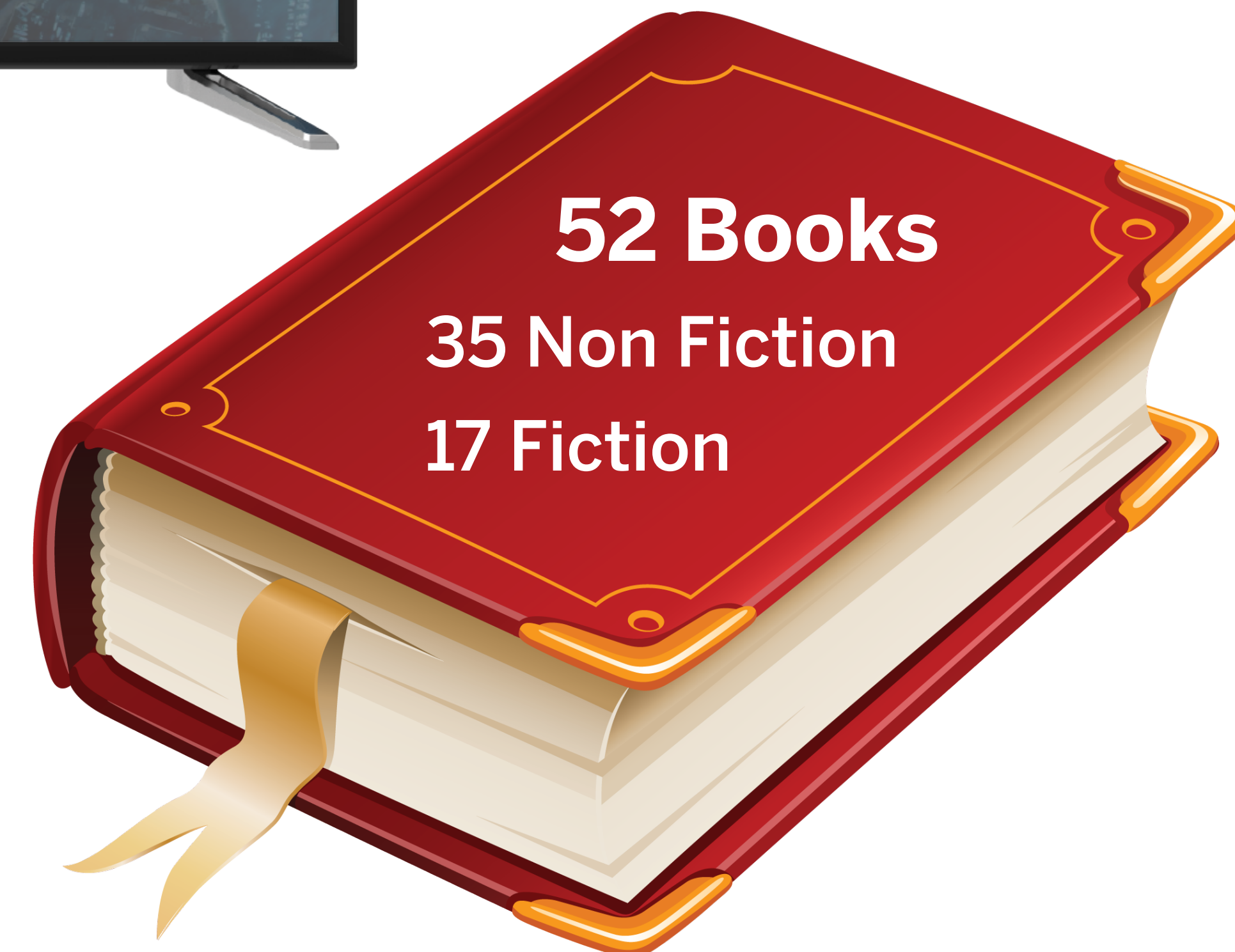
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This is an under-utilized aspect of understanding KmikeyM. What a person is reading and watching shapes them. I am surprised that my choice in movies, books, and TV don't spark more trading.

Is it good that I'm watching Billions? Does reading so much Alan Watts speak to some lack of commitment to capitalism? Why did I read that obscure YA book?

These are the questions I would be asking if I were investing in someone. Can you "Moneyball" a publicly traded person based on their entertainment? I suspect yes, but I have no idea.

*\*I record movies and TV by year, which makes it very difficult to measure them outside of the calendar year. These numbers are just for 2019.*





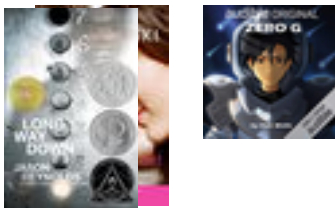
# Book Breakdown

## FICTION

### SCIENCE FICTION



### YOUNG ADULT



### CLASSICS



### FEMINISM



### COMICS



### HUMOR



## NON-FICTION

### BUSINESS



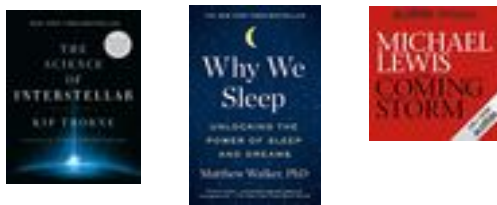
### ADVERTISING



### BIOGRAPHY



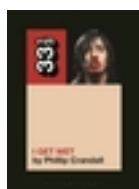
### SCIENCE



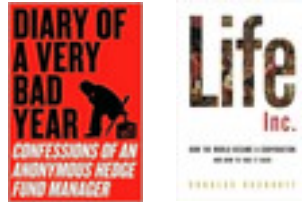
### PHILOSOPHY



### MUSIC



### ECONOMICS



### TECHNOLOGY



### POLITICS



### SOCIOLOGY



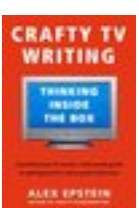
### LEADERSHIP



### HISTORY



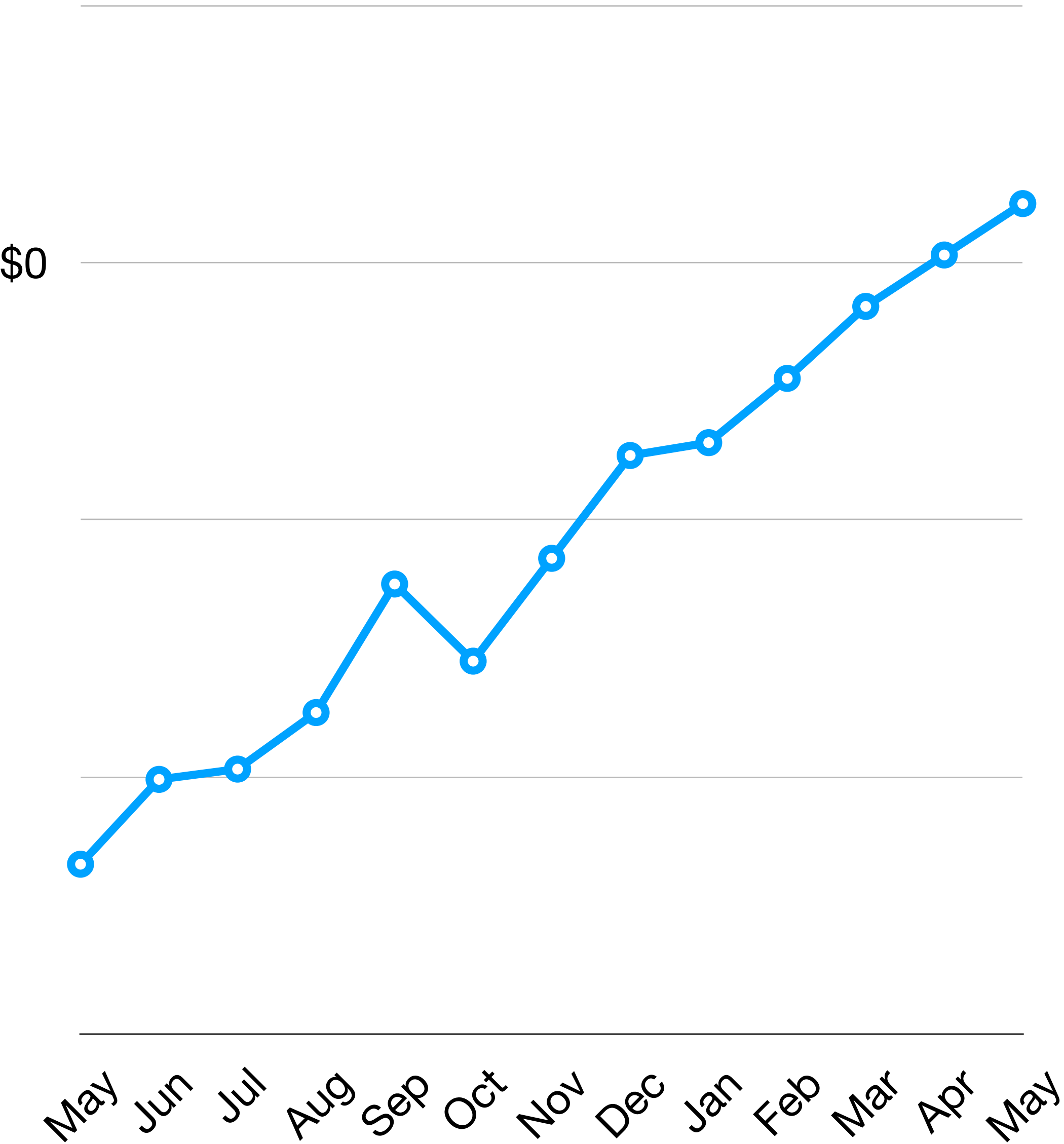
### WRITING



### SELF HELP



# Personal Net Worth\*



I’ve been in debt since 2013. It started with IRS debt from this project after I appeared on television. Then I built up credit card debt by failing to properly adjust my spending during the leaner times of working on my start-up, Chroma.

In February of 2017, with shareholder approval, I started to work with a financial coach. Later that year, I landed an advertising job with a steady paycheck and was able to eliminate all my debt. I am incredibly relieved and excited to say that I am absolutely debt free.

Moving forward I am creating financial goals, in three phases:

- 1. Save Money
- 2. Invest in Low Risk / Low Return Assets
- 3. Invest in High Risk / High Return Assets

I’m currently in phase one, but expect to enter phase two in the next year (2020/2021) and then start to get into phase 3 the year after that (2021/2022).

*\*Specific amounts kept private, but this is the progression out of personal debt.*



# Runway

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“Runway” is how most startups think about time. How much money do we have in the bank, and how much are we spending each month? As I’m embarking on a new venture I also have a runway, and it seems like the perfect metric to share as it’s a useful way to talk about personal finances.

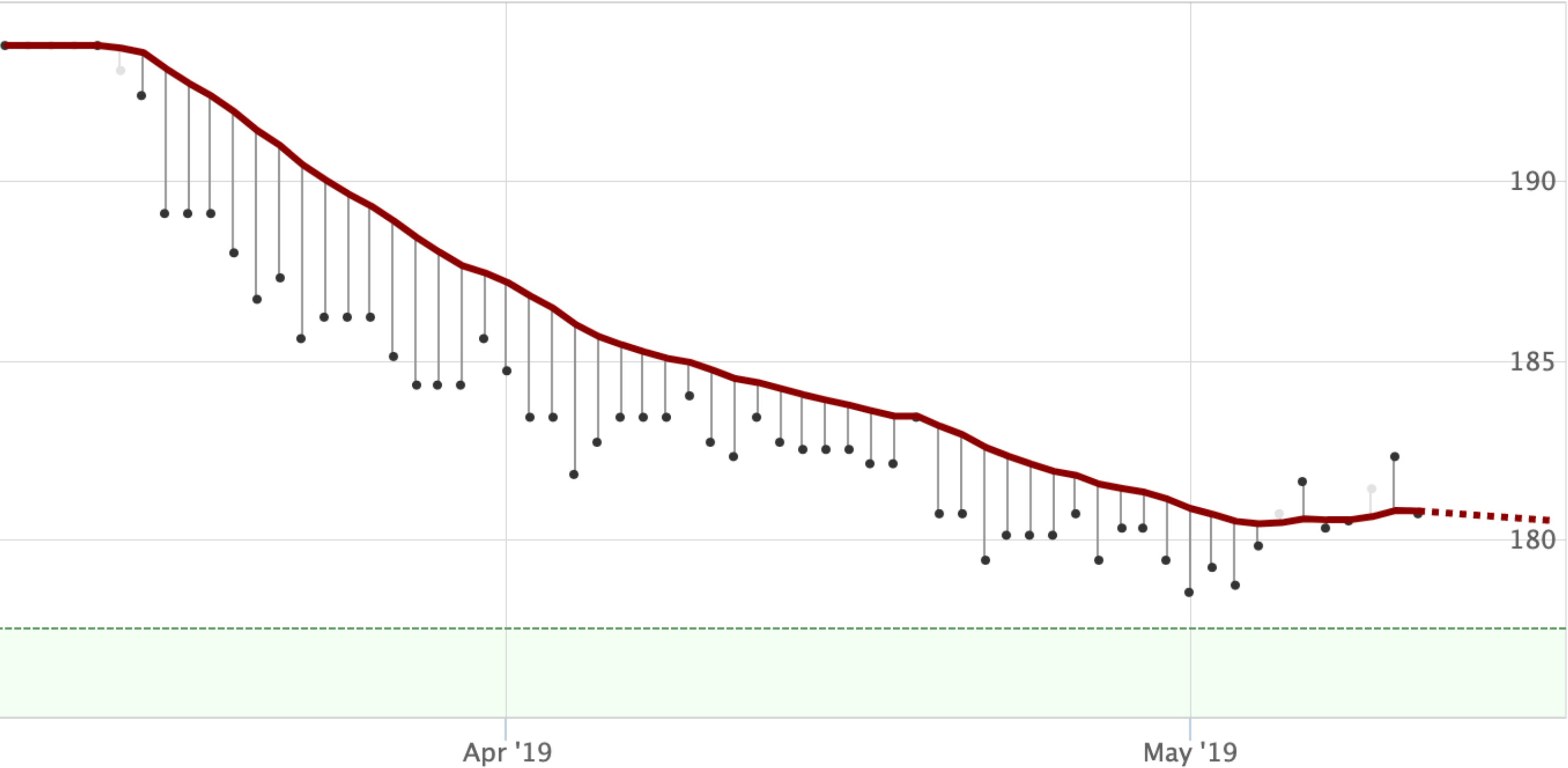
I left Sandwich Video with a runway of just 3.5 months. After I cut out a number of expenses, I now have a 5-month runway.

I’m anticipating that in the next few months, I’ll be able to extend my runway by another 6 months, pushing me well into 2020. Of course the goal of a runway is to achieve “lift off” and become a profitable enterprise. My current expectation is that I will achieve that goal by late-2020.

I’ll provide more details regarding paid work in my regular email updates.



# Personal Fitness



I have been working to lose weight through a combination of diet and exercise, as well as tracking my progress using a rolling average. Initially I was losing weight very quickly, but in the past few weeks I've reached a plateau.

I've had a number of out of town guests visit over the last few weeks. As a result, I have not been as diligent about diet and exercise.

I use the Apple Watch to track my lap swimming, the Fitbod app to generate weight-based workouts, and I do a lot of cooking from the Fit Men Cook app.

Fitness is an important aspect of a publicly traded person. In the coming year, I'd like to better understand what health concerns shareholders might have, and in turn, what I should report back to them.



Swim  
Tracking on  
Apple Watch



Fitbod App



Fit Men Cook  
App

# The Year Ahead

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The next month is the easiest to understand. I am going to Portland again to see family, and then going to Germany to speak at a Future Congress. In June I'll be in Toronto with Kathryn while she's on set. And in July we'll return to Yosemite, but after that my future is wide open.

I'll be spending the next few months financially constrained, but that has never been a real issue for me. I love capitalism and I love buying things, but until some of the creative projects I'm working on pay off I'll be even more fiscally conservative.

I don't believe anyone can really predict the future, but I'm excited to see what happens and develop methodologies that allow me to fully take advantage of opportunities as they arise.

Here are my hopes: in the coming year, I want to become a person who makes his living through or near creative endeavors. I don't exactly know what that looks like. Adapting a graphic novel into a teleplay? Assisting Hollywood screenwriters in a writers' room or research capacity? Being my girlfriend's agent and manager? Becoming one of the most powerful men in America? It's unclear, but it's thrilling. What I know is this: my goal is to listen to my gut as much as my brain, and be bold yet discerning when it comes to using my waking hours.

The other part of that is to put myself into situations where paying creative opportunities are likely. That is certainly a place where shareholders can have a direct impact. If what I'm saying sounds like something you'd also like to explore, let's talk, share and help one another. Let's continue to create community through capitalism.

-K. Mike Merrill