

FORMAT INC  
Form 10-Q  
April 28, 2011

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

- QUARTERLY REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934:  
For the quarterly period ended March 31, 2011
- TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934:  
For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission File Number: 000-52213

Format, Inc.  
(Exact name of registrant as specified in its charter)

Nevada  
(State or other jurisdiction  
of incorporation or organization)

33-0963637  
(I.R.S. Employer  
Identification No.)

3553 Camino Mira Costa, Suite E, San Clemente, California 92672  
(Address of principal executive offices) (Zip Code)

949-481-9203  
(Registrant's telephone number, including area code)

Indicate by check mark whether the issuer (1) has filed all reports required to be filed by Section 13 or 15(d) of the Exchange Act during the past 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.  Yes  No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).  Yes  No

Indicate by check mark whether the registrant is a large accelerated file, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="radio"/>	Accelerated filer	<input type="radio"/>
Non-accelerated filer	<input type="radio"/>	Smaller	<input checked="" type="radio"/>

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(Do not check if a smaller  
reporting company)

reporting  
company

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). o  
Yes x No

As of April 27, 2011, there were 3,770,083 shares of the issuer's \$.001 par value common stock issued and  
outstanding.

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## PART I - FINANCIAL INFORMATION

## Item 1. Financial Statements.

## FORMAT, INC.

## CONDENSED BALANCE SHEETS

	March 31, 2011 (Unaudited)	December 31, 2010
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash	\$ 69,111	\$ 47,988
Accounts receivable, net	-	-
Loan receivable, net	-	-
Prepaid expense	1,248	1,248
Security deposit	1,200	1,200
Total current assets	71,559	50,436
<b>PROPERTY AND EQUIPMENT, NET</b>	<b>2,732</b>	<b>3,333</b>
<b>TOTAL ASSETS</b>	<b>\$ 74,291</b>	<b>\$ 53,769</b>
<b>LIABILITIES AND STOCKHOLDERS' (DEFICIT)</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 106,158	87,285
Accrued officer compensation	50,000	42,500
Income taxes payable	1,600	800
Due to related party	114,156	116,656
Total current liabilities	271,914	247,241
<b>TOTAL LIABILITIES</b>	<b>271,914</b>	<b>247,241</b>
<b>STOCKHOLDERS' (DEFICIT)</b>		
Preferred stock, par value \$0.001 per share, 5,000,000 shares authorized and 0 shares issued and outstanding	-	-
Common stock, par value \$0.001 per share, 50,000,000 shares authorized and 3,770,083 shares issued and outstanding	3,770	3,770
Additional paid-in capital	37,809	37,809
Accumulated deficit	(239,202)	(235,051)
Total stockholders' (deficit)	(197,623)	(193,472)
<b>TOTAL LIABILITIES AND STOCKHOLDERS' (DEFICIT)</b>	<b>\$ 74,291</b>	<b>\$ 53,769</b>

The accompanying notes are an integral part of these unaudited condensed financial statements.

FORMAT, INC.  
 CONDENSED STATEMENTS OF OPERATIONS  
 (UNAUDITED)

	Three Months Ended March 31,	
	2011	2010
REVENUE	\$ 10,261	\$ 10,176
<b>OPERATING EXPENSES</b>		
Wages and wage related expenses	7,500	7,500
Professional fees	20,676	11,753
Rent expense	3,744	3,744
Depreciation expense	601	666
Other general and administrative expenses	1,091	2,387
Total operating expenses	33,612	26,050
LOSS FROM OPERATIONS	(23,351)	(15,874)
<b>OTHER INCOME</b>		
Non-refundable fee relating to merger-related activities	20,000	-
LOSS BEFORE PROVISION FOR INCOME TAXES	(3,351)	(15,874)
Provision for income taxes	(800)	(800)
NET LOSS	\$ (4,151)	\$ (16,674)
<b>NET LOSS PER COMMON SHARE -</b>		
BASIC AND DILUTED	\$ (0.00)	\$ (0.00)
WEIGHTED AVERAGE NUMBER OF COMMON SHARES OUTSTANDING	3,770,083	3,770,083

The accompanying notes are an integral part of these unaudited condensed financial statements.

FORMAT, INC.  
 CONDENSED STATEMENT OF CASH FLOWS  
 (UNAUDITED)

	Three Months Ended March 31,	
	2011	2010
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Net loss	\$ (4,151)	\$ (16,674)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:		
Depreciation	601	666
Net changes in operating assets and liabilities:		
Prepaid expenses and other current assets	-	(1,791)
Accounts payable and accrued expenses	19,673	11,803
Accrued officer compensation	7,500	5,000
Net cash provided by (used in) operating activities	23,623	(996)
<b>CASH FLOWS USED BY INVESTING ACTIVITIES</b>		
Purchase of fixed assets	-	-
Net cash provided by investing activities	-	-
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>		
Repayments to related party	(2,500)	(278)
Net cash used in financing activities	(2,500)	(278)
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS	21,123	(1,274)
CASH AND CASH EQUIVALENTS - BEGINNING OF PERIOD	47,988	56,763
CASH AND CASH EQUIVALENTS - END OF PERIOD	\$ 69,111	\$ 55,489
<b>SUPPLEMENTAL DISCLOSURES OF CASH FLOW ACTIVITY</b>		
Cash paid during the period for income taxes	\$ 800	\$ -

Cash paid during the period for interest expense	\$	-	\$	-
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The accompanying notes are an integral part of these unaudited condensed financial statements.



FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 1 ORGANIZATION AND BASIS OF PRESENTATION

Format, Inc. (the “Company”) was incorporated in the State of Nevada on March 21, 2001. The Company provides EDGARizing services to various commercial and corporate entities. The Company provides services throughout the United States.

Interim Financial Statements

The accompanying unaudited financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America for interim financial information and pursuant to the rules and regulations of the Securities and Exchange Commission. Certain information and footnote disclosures normally included in annual financial statements prepared in accordance with accounting principles generally accepted in the United States of America have been omitted pursuant to such rules and regulations.

In the opinion of management, all adjustments, consisting of normal and recurring adjustments, necessary for a fair presentation of the financial position and the results of operations for the periods presented have been included. The operating results of the Company on a quarterly basis may not be indicative of operating results for the full year. For further information, refer to the financial statements and notes included in Format Inc.’s Form 10-K for the year ended December 31, 2010.

Going Concern

As shown in the accompanying financial statements the Company has an accumulated deficit of \$239,202 and a working capital deficit of \$197,623 as of March 31, 2011. The Company has experienced cash shortages that have been funded by the Company’s President. There is no guarantee that the Company will be able to sustain operations to alleviate the working capital deficit or continued operating losses, or that the Company’s President will continue to fund operations. These conditions raise substantial doubt about the Company’s ability to continue as a going concern for a reasonable period.

Management’s plans to mitigate the effects that give rise to the conditions involve seeking a viable merger candidate. This will include working closely with lawyers, associations and investment advisors.

The accompanying financial statements do not include any adjustments related to the recoverability and classification of assets or the amounts and classification of liabilities that might be necessary should the Company be unable to continue as a going concern.

Reclassification

Certain reclassifications have been made to conform the prior period financial statement amounts to the current period presentation for comparative purposes.

FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Cash and Cash Equivalents

The Company considers all highly liquid debt instruments and other short-term investments with a maturity of three months or less, when purchased, to be cash equivalents.

The Company maintains cash balances at one financial institution that is insured by the Federal Deposit Insurance Corporation up to \$250,000.

Use of Estimates

The preparation of financial statements in conformity with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

Accounts Receivable

Accounts receivable are reported at the customer's outstanding balances less any allowance for doubtful accounts. Interest is not accrued on overdue accounts receivable.

Allowance for Doubtful Accounts

An allowance for doubtful accounts on accounts receivable is charged to operations in amounts sufficient to maintain the allowance for uncollectible accounts at a level management believes is adequate to cover any probable losses. Management determines the adequacy of the allowance based on historical write-off percentages and information collected from individual customers. Accounts receivable are charged off against the allowance when collectibility is determined to be permanently impaired. Management has determined that as of March 31, 2011 an allowance of \$25,156 is required.

Property and Equipment

Property and equipment are stated at cost. Depreciation and amortization are computed using the straight-line method on the estimated useful lives of the assets, generally ranging from three to seven years. Expenditures of major renewals and improvements that extended the useful lives of property and equipment are capitalized. Expenditures for repairs and maintenance are charged to expense as incurred. Leasehold improvements are amortized using the straight-line method over the shorter or the estimated useful life of the asset or the lease term. Gains or losses from retirements or sales are credited or charged to income.

FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Long-Lived Assets

The Company accounts for its long-lived assets in accordance with Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”) 360, “Accounting for the Impairment or Disposal of Long-Lived Assets.” ASC No. 360 requires that long-lived assets be reviewed for impairment whenever events or changes in circumstances indicate that the historical cost carrying value of an asset may no longer be appropriate. The Company assesses recoverability of the carrying value of an asset by estimating the future net cash flows expected to result from the asset, including eventual disposition. If the future net cash flows are less than the carrying value of the asset, an impairment loss is recorded equal to the difference between the asset’s carrying value and fair value or disposable value. As of March 31, 2011, the Company does not believe there has been any impairment of its long-lived assets.

Fair Value of Financial Instruments

Pursuant to ASC No. 820, “Fair Value Measurements and Disclosures”, the Company is required to estimate the fair value of all financial instruments included on its balance sheet as of March 31, 2011. The Company’s financial instruments consist of cash, accounts receivables, payables, and other obligations. The Company considers the carrying value of such amounts in the financial statements to approximate their fair value due to their short term nature.

Revenue Recognition

The Company generates revenue from professional services rendered to customers either at time of delivery or completion, when the earning process is complete and collectibility is probable.

Concentrations

During the three months ended March 31, 2011 and 2010, the Company derived 100% of its operating revenue from one customer. The revenue from this customer was earned pursuant to a service contract entered into on July 8, 2009.

The Company’s cash balance in financial institutions at times may exceed federally insured limits of \$250,000.

Loss Per Share of Common Stock

The Company follows ASC No. 260, “Earnings Per Share” (ASC No. 260) that requires the reporting of both basic and diluted earnings (loss) per share. Basic earnings (loss) per share is computed by dividing net income (loss) available to common stockholders by the weighted average number of common shares outstanding for the period. The calculation of diluted earnings (loss) per share reflects the potential dilution that could occur if securities or other contracts to issue common stock were exercised or converted into common stock. In accordance with ASC No. 260, any anti-dilutive effects on net earnings (loss) per share are excluded. For the three months ended March 31, 2011 and 2010, there were no common stock equivalents.

There were no options or warrants to purchase shares of common stock at March 31, 2011 and 2010.

FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

Recent Accounting Pronouncements

In January 2011, the Financial Accounting Standards Board (FASB) issued Accounting Standards Update 2011-01 (ASU 2011-01) Receivables (Topic 310): Deferral of the Effective Date of Disclosures about Troubled Debt Restructurings in Update No. 2010-20. ASU 2011-01 temporarily delay the effective date of the disclosures about troubled debt restructurings. The effective date of the new disclosures about troubled debt restructurings for public entities and the guidance for determining what constitutes a troubled debt restructuring will then be coordinated. Currently, the guidance is anticipated to be effective for interim and annual period ending after June 15, 2011. The Company does not expect the provisions of ASU 2011-01 to have a material effect on its financial position, results of operations or cash flows.

Other pronouncements issued by the FASB or other authoritative accounting standards groups with future effective dates are either not applicable or are not expected to be significant to the financial statements of the Company.

NOTE 3 FAIR VALUE ACCOUNTING

Fair Value Measurements

On January 1, 2008, the Company adopted ASC No. 820-10 (ASC 820-10), Fair Value Measurements. ASC 820-10 relates to financial assets and financial liabilities.

ASC 820-10 defines fair value, establishes a framework for measuring fair value in accounting principles generally accepted in the United States of America (GAAP), and expands disclosures about fair value measurements. The provisions of this standard apply to other accounting pronouncements that require or permit fair value measurements and are to be applied prospectively with limited exceptions.

ASC 820-10 defines fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date. This standard is now the single source in GAAP for the definition of fair value, except for the fair value of leased property as defined in SFAS 13. ASC 820-10 establishes a fair value hierarchy that distinguishes between (1) market participant assumptions developed based on market data obtained from independent sources (observable inputs) and (2) an entity's own assumptions, about market participant assumptions, that are developed based on the best information available in the circumstances (unobservable inputs). The fair value hierarchy consists of three broad levels, which gives the highest priority to unadjusted quoted prices in active markets for identical assets or liabilities (Level 1) and the lowest priority to unobservable inputs (Level 3). The three levels of the fair value hierarchy under ASC 820-10 are described below:

- Level 1 - Unadjusted quoted prices in active markets that are accessible at the measurement date for identical, unrestricted assets or liabilities.
- Level 2 - Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly or indirectly, including quoted prices for similar assets or

liabilities in active markets; quoted prices for identical or similar assets or liabilities in markets that are not active; inputs other than quoted prices that are observable for the asset or liability (e.g., interest rates); and inputs that are derived principally from or corroborated by observable market data by correlation or other means.

- Level 3 - Inputs that are both significant to the fair value measurement and unobservable. These inputs rely on management's own assumptions about the assumptions that market participants would use in pricing the asset or liability. (The unobservable inputs are developed based on the best information available in the circumstances and may include the Company's own data.)

FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 3 FAIR VALUE ACCOUNTING (continued)

The following table presents the Company's fair value hierarchy for those assets and liabilities measured at fair value on a recurring basis as of March 31, 2011 and December 31, 2010:

		March 31, 2011	Carrying Amount	December 31, 2010	Carrying Amount
	Level	Fair Value	Fair Value	Fair Value	Fair Value
<b>Assets</b>					
Cash	1	\$ 69,111	\$ 69,111	\$ 47,988	\$ 47,988
<b>A c c o u n t s</b>					
receivable	2	-	-	-	-
<b>Liabilities</b>					
<b>Accounts payable and accrued expenses</b>					
Accrued officer compensation	2	107,758	107,758	88,085	88,085
Due to related party	2	50,000	50,000	42,500	42,500
	2	114,156	114,156	116,656	116,656

NOTE 4 LOAN RECEIVABLE

As of March 31, 2011 and December 31, 2010, the Company has a loan receivable from an outside party in the amount of \$20,500. The loan is interest free and due on demand. At March 31, 2011 and December 31, 2010, collectability is uncertain and an allowance has been setup for the full amount due of \$20,500.

NOTE 5 PROPERTY AND EQUIPMENT

Property and equipment consisted of the following as of March 31, 2011 and December 31, 2010.

	March 31, 2011	December 31, 2010
Office machinery and equipment	\$ 33,901	\$ 33,901
Furniture and fixtures	2,011	2,011
	35,912	35,912
Less: Accumulated depreciation	(33,180)	(32,579)
	\$ 2,732	\$ 3,333

Depreciation expense for the three months ended March 31, 2011 and 2010 amounted to \$601 and \$666, respectively.





FORMAT, INC.  
NOTES TO CONDENSED FINANCIAL STATEMENTS  
MARCH 31, 2011  
(UNAUDITED)

NOTE 6 RELATED PARTY TRANSACTIONS

The Company's President, who is also a stockholder, has made advances to the Company which are unsecured, non-interest bearing, and due on demand. For the three months ended March 31, 2011, the Company did not receive any advances and repaid \$2,500. For the three months ended March 31, 2010, the Company did not receive any advances and repaid \$278. The total amount due at March 31, 2011 was \$114,156.

Effective July 1, 2009, the Company agreed to compensate its President \$2,500 per month for services rendered, and to pay such compensation at a later date when sufficient funds are available. The accrued compensation due to the President totaled \$50,000 at March 31, 2011. Accrued compensation charged to operations for the three months ended March 31, 2011 and 2010 was \$7,500 and \$7,500 respectively.

NOTE 7 INCOME TAXES

The Company accounts for income taxes under ASC No. 740 (ASC 740). This statement mandates the liability method of accounting for deferred income taxes and permits the recognition of deferred tax assets subject to an ongoing assessment of realizability.

As of March 31, 2011, the Company had estimated federal net operating loss carryforwards totaling approximately \$177,000 which can be used to offset future federal income tax. The federal net operating loss carryforwards expire at various dates through 2031. Deferred tax assets resulting from the net operating losses are reduced by a valuation allowance, when, in the opinion of management, utilization is not reasonably assured. At March 31, 2011, the Company's gross deferred tax asset totaled \$42,480. This amount was reduced 100% by a valuation allowance, making the net deferred tax asset \$0.

The components of the Company's income tax provision for the three months ended March 31, 2011 and 2010 amounted to:

	March 31, 2011	March 31, 2010
Current income tax expense	\$800	\$800
Deferred income tax benefit	(42,480	) (7,680 )
Change in valuation allowance	42,480	7,680
	\$800	\$800

NOTE 8 MERGER - RELATED ACTIVITIES

The Company has engaged in activities relating to a potential merger with a privately held company. In connection therewith, through March 31, 2011, the Company had received payments totaling \$45,000, of which \$25,000 is held in our attorney's trust account to be utilized as an expense reimbursement under specified conditions. The remaining \$20,000 is non-refundable and has been credited to operations.

NOTE 9 SUBSEQUENT EVENT

In connection with the merger-related activities, the Company received on April 1, 2011 an additional non-refundable payment of \$12,500.

Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations.

The following information specifies certain forward-looking statements of management of the company.

Forward-looking statements are statements that estimate the happening of future events and are not based on historical fact. Forward-looking statements may be identified by the use of forward-looking terminology, such as "may", "shall", "could", "expect", "estimate", "anticipate", "predict", "probable", "possible", "should", "continue", or similar terms, variations of those terms or the negative of those terms. The forward-looking statements specified in the following information have been compiled by our management on the basis of assumptions made by management and considered by management to be reasonable. Our future operating results, however, are impossible to predict and no representation, guaranty, or warranty is to be inferred from those forward-looking statements.

The assumptions used for purposes of the forward-looking statements specified in the following information represent estimates of future events and are subject to uncertainty as to possible changes in economic, legislative, industry, and other circumstances. As a result, the identification and interpretation of data and other information and their use in developing and selecting assumptions from and among reasonable alternatives require the exercise of judgment. To the extent that the assumed events do not occur, the outcome may vary substantially from anticipated or projected results, and, accordingly, no opinion is expressed on the achievability of those forward-looking statements. No assurance can be given that any of the assumptions relating to the forward-looking statements specified in the following information are accurate, and we assume no obligation to update any such forward-looking statements.

**Critical Accounting Policy and Estimates.** Our Management's Discussion and Analysis of Financial Condition and Results of Operations section discusses our financial statements, which have been prepared in accordance with accounting principles generally accepted in the United States of America. The preparation of these financial statements requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. On an on-going basis, management evaluates its estimates and judgments, including those related to revenue recognition, accrued expenses, financing operations, and contingencies and litigation. Management bases its estimates and judgments on historical experience and on various other factors that are believed to be reasonable under the circumstances, the results of which form the basis for making judgments about the carrying value of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates under different assumptions or conditions. The most significant accounting estimates inherent in the preparation of our financial statements include estimates as to the appropriate carrying value of certain assets and liabilities which are not readily apparent from other sources. These accounting policies are described at relevant sections in this discussion and analysis and in the notes to the financial statements included in our Quarterly Report on Form 10-Q for the period ended March 31, 2011.

For the three months ended March 31, 2011, as compared to the three months ended March 31, 2010.

**Results of Operations.**

**Revenues.** We generated revenues of \$10,261 for the three months ended March 31, 2011, as compared to \$10,176 for the three months ended March 31, 2010.

**Operating Expenses.** For the three months ended March 31, 2011, our total operating expenses were \$33,612, as compared to total operating expenses of \$26,050 for the three months ended March 31, 2010. The increase in total operating expenses is due primarily to an increase in professional fees between the two periods. Specifically, we had an increase in professional fees, which was \$20,676 for the three months ended March 31, 2011, as compared to \$11,753 for the three months ended March 31, 2010.



Other Income. We had other income of \$20,000 for the three months ended March 31, 2011, as compared to no other income for the three months ended March 31, 2010.

Net Loss. We had net loss of \$4,151 for the three months ended March 31, 2011, as compared to net loss of \$16,674 for the three months ended March 31, 2010.

Liquidity and Capital Resources. We had cash of \$69,111 as of March 31, 2011. Our total current assets of \$71,559 as of March 31, 2011, included cash of \$69,111, prepaid expense of \$1,248 and a security deposit of \$1,200. As of March 31, 2011, the total of our property and equipment, less accumulated depreciation, was a net value of \$2,731, which together our current assets of \$71,559 equal our total assets of \$74,291 as of March 31, 2011.

As of March 31, 2011, our current liabilities were \$271,914, of which \$106,158 was represented by accounts payable and accrued expenses, \$50,000 was accrued officer compensation, \$1,600 of income taxes payable and \$114,156 was represented by a related party advance. The related party advance is payable to Mr. Neely, our officer, principal shareholder and one of our directors. Mr. Neely had advanced those funds to us for working capital. We had no other long term liabilities, commitments or contingencies.

We had cash of \$69,111 as of March 31, 2011, which we estimate will not be sufficient to fund our operations for the next twelve months. Our forecast for the period for which our financial resources will be adequate to support our operations involves risks and uncertainties and actual results could fail as a result of a number of factors. Our President, who is also a stockholder, has made advances to us which are unsecured, non-interest bearing, and due on demand. For the three months ended March 31, 2011, we made net repayments of \$2,500. The total amount due at March 31, 2011, was \$114,156. All of those loans are interest free and due on demand.

Off-Balance Sheet Arrangements. We have no off-balance sheet arrangements.

Item 3. Quantitative and Qualitative Disclosures about Market Risk.

Not applicable.

Item 4. Controls and Procedures.

Evaluation of disclosure controls and procedures. We maintain controls and procedures that are designed to ensure that information required to be disclosed in the reports that we file or submit under the Securities Exchange Act of 1934 is recorded, processed, summarized and reported within the time periods specified in the SEC's rules and forms, and that such information is accumulated and communicated to our management including our principal executive and principal financial officers, as appropriate, to allow timely decisions regarding required disclosures. Based upon their evaluation of those controls and procedures performed as of the end of the period covered by this report, our principal executive officer and our principal financial officer concluded that our disclosure controls and procedures were effective.

Changes in internal controls. There were no changes in our internal control over financial reporting that occurred during the fiscal quarter covered by this report that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

PART II — OTHER INFORMATION

Item 1. Legal Proceedings.

None.

Item 1A. Risk Factors.

Not applicable.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds.

None.

Item 3. Defaults Upon Senior Securities.

None.

Item 4. (Removed and Reserved).

Item 5. Other Information.

None.

Item 6. Exhibits.

Exhibit Description

No.

31 Certification of Principal Executive and Financial Officer, pursuant to Rule 13a-14 and 15d-14 of the Securities Exchange Act of 1934

32 Certification of Principal Executive and Financial Officer, pursuant to 18 U.S.C. Section 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Format, Inc.,  
a Nevada corporation

Date: April 28, 2011

By: /s/ Ryan Neely  
Ryan Neely  
Chief Executive Officer, Chief  
Financial Officer, President and a  
Director  
(Principal, Executive, Financial and  
Accounting Officer)