

Firm Brochure

(Part 2A of Form ADV)

February 24th, 2026



StockLift Incorporated

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Part 2A of Form ADV (the “Brochure”) provides information about the qualifications and business practices of StockLift Incorporated. If you have any questions about the contents of this Brochure, please contact us at (203) 979-6331 and/or info@stocklift.co. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

StockLift Incorporated is registered as an investment adviser with the State of Connecticut Department of Banking; however, such registration does not imply a certain level of skill or training and no inference to the contrary should be made.

Item 1: Cover Page

Please refer to the previous page.

Item 2: Material Changes

This brochure is an initial filing and, as such, there are no material changes to previous brochures.

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Item 4: Advisory Business

A. Description of Firm

StockLift Incorporated (“StockLift Incorporated,” “StockLift,” or the “Firm”) is a New Canaan, Connecticut-based investment management firm founded in 2020. StockLift Incorporated provides investment advisory and financial planning services to individuals. As discussed more fully below, StockLift Incorporated assists clients in investment advisory and consultation (but not investment management), determination of financial objectives, identification of financial problems, cash flow management, tax planning, insurance review, education funding, retirement planning, and estate planning. Some of the investment instruments StockLift Incorporated advises its clientele on include, among other things, mutual funds, exchange traded funds ("ETFs"), equities, bonds, treasuries, options and/or limited partnership interests. Additionally, some of the mutual funds, ETFs or limited partnership interests the Firm recommends to clients may invest in commodities and/or real estate.

StockLift Incorporated is currently registered with the State of Connecticut Department of Banking as an investment adviser. StockLift was incorporated in Delaware as a C Corporation. The principal owner of StockLift Incorporated are Brendan D. Sweeney, Shannan C. Sweeney, Dennis R. Sweeney, and Sean M. McDevitt. Of these, only Brendan D. Sweeney is involved in the investment advisory business; the other principal owners have no involvement in advisory activities.

B. Types of Advisory Services Offered

StockLift Incorporated primarily provides a single Investment Advisory Service. This service is described more fully below.

1. Investment Advisory Services

StockLift Incorporated offers clients a single Investment Advisory Service designed to deliver personalized investment portfolio advice and analysis through reports that are generated for the client and delivered on a monthly basis. This service includes features that help clients understand their investment portfolios (including historical performance), receive recommendations on next steps, explore hypothetical financial scenarios, and improve their financial literacy. While the service may incorporate elements commonly associated with financial planning (such as tax or retirement considerations), StockLift does not provide discretionary asset management or prepare formal financial plans.

The Investment Advisory Service process typically begins with the collection, organization, and assessment of relevant client data, including information concerning the client’s lifestyle, risk tolerance, and cash flow, as well as identification of the client’s financial concerns, goals, objectives, and data on the client’s current investment portfolio. Following the collection of relevant information, StockLift then provides reports to the client on a monthly basis regarding different aspects of their portfolio and investing considerations. The primary objective of this

process is to allow the Firm to assist the client with advice in developing a strategy for the successful management of investments (as well as cash flow, other assets, and liabilities if provided by the client) in order to help meet the client's individual financial objectives. To help achieve this objective, StockLift Incorporated may perform ongoing tracking of the client's progress in achieving his or her financial goals.

The Firm employs a defined process for each step in the investment advisory cycle including goal setting and risk/return profiling, asset allocation modeling, investment selection, and ongoing monitoring and reporting while not managing client assets directly. Clients make changes to their investment portfolio based on our recommendations at their discretion in their own accounts, and StockLift does not have or seek discretionary powers over the investment holdings that clients report to us through the Investment Advisory Service process. This approach helps to provide a robust process to advise on long-term investment solutions. Please refer to Item 8 for more information on StockLift Incorporated's investment strategies, methods of analysis and their associated risks of loss.

C. General Information About StockLift Incorporated's Advisory Services

1. Gathering Individual Client Information

As explained above, Investment Advisory Service provided by StockLift Incorporated is customizable based upon the individual needs, objectives, and other financial goals of the client. Early on in the relationship, StockLift Incorporated will typically memorialize each client's investment portfolio data connected through a secure data aggregator (including but not limited to Plaid Inc.), investment objectives, risk tolerance, time horizons and other important and necessary information, including any investment guidelines, in the client's Investment Policy Statement. This information, together with any other information relating to the client's overall financial circumstances, will be used by the Firm to generate personalized reports for the client and determine the most appropriate investment recommendations to best meet the client's financial goals. There may be times when certain restrictions are placed by a client which prevent the Firm from accepting or continuing to service the client's account. StockLift Incorporated reserves the right to not accept and/or terminate a client's account if it feels that the client imposed restrictions would limit or prevent it from meeting and/or maintaining its objectives.

StockLift Incorporated will not assume any responsibility for the accuracy of the information provided by the client. The Firm is not obligated to verify any information received from the client or from the client's other professionals (e.g., attorney, accountant, etc.) and is expressly authorized to rely on such information. Under all circumstances, clients are responsible for promptly notifying the Firm in writing of any material changes to the client's financial situation, investment objectives, time horizon, or risk tolerance. In the event that a client notifies the Firm of changes in the client's financial circumstances, StockLift Incorporated will review such changes and may recommend revisions to the client's reports and investment recommendations.

2. Advisory Agreements

Prior to engaging StockLift Incorporated to provide Investment Advisory Services, the client will be required to enter into a written agreement (“Client Agreement”) with the Firm setting forth the fees to be charged and the terms and conditions under which it will render its services. StockLift Incorporated will provide a Brochure and one or more Brochure Supplements to each client or prospective client prior to or contemporaneously with the execution of a Client Agreement. The advisory relationship will continue until terminated by the client or StockLift Incorporated in accordance with the provisions of the Client Agreement.

D. Wrap-Fee Programs

StockLift Incorporated does not provide portfolio management services to any wrap fee programs, as that term is defined the instructions to Form ADV Part 2.

E. Assets Under Management

As StockLift does not offer investment management services for clients or discretionary accounts, the Firm does not have assets under management.

Item 5: Fees And Compensation

A. Advisory Fees

Prior to engaging StockLift Incorporated to provide advisory services, the client will be required to enter into a written Client Agreement with the Firm setting forth the terms and conditions and the fees under which it will render its services. Fees may be subject to negotiation under certain circumstances as agreed on by the Firm and the client. The following schedule of fees outlines the typical fee structure under which StockLift Incorporated renders its services. The actual schedule of fees, as it applies to a particular client, will be clearly outlined in the Client Agreement.

1. Fees for Investment Advisory Services

StockLift charges clients a fixed monthly subscription fee for its Investment Advisory Services. Subscription plans currently range from \$5.99 to \$39.99 per month, depending on the level of access to features and reports selected by the client. Fees are billed monthly in advance through the App Store or other authorized payment platforms.

StockLift does not charge performance-based fees or asset-based fees. Clients may cancel at any time, and cancellations will be effective at the end of the current billing period.

Promotional pricing or free trial periods may be offered at StockLift’s discretion. These offers do not affect the standard fee structure described above.

B. Billing Method

StockLift's advisory services are offered on a subscription basis. Clients are billed a fixed monthly fee in advance, based on the selected service tier. Payment is processed through the App Store or other third-party platforms authorized to collect subscription fees on StockLift's behalf.

Clients may cancel their subscription at any time, and cancellation will be effective at the end of the current billing cycle. No pro-rated refunds are provided for mid-cycle cancellations.

StockLift does not bill clients directly and does not deduct fees from client investment accounts. Instead, all billing is handled through secure, external payment processors. Additionally:

- Billing is automated and recurring unless cancelled by the client.
- No additional advisory fees are charged outside of the subscription fee.
- StockLift does not custody client funds or charge asset-based fees.

D. Termination of Services

Clients may terminate their advisory relationship with StockLift at any time by canceling their subscription through the platform on which they subscribed (e.g., the App Store). Termination will be effective at the end of the current billing period. StockLift does not charge any termination fees and does not provide pro-rated refunds for mid-cycle cancellations.

E. No Compensation For Sale or Securities

StockLift Incorporated does not accept compensation for the sale of securities or other investment products.

Item 6: Performance-Based Fees And Side-By-Side Management

StockLift Incorporated does not charge performance-based fees (*i.e.*, fees calculated based on a share of capital gains upon or capital appreciation of the funds or any portion of the funds of an advisory client). Consequently, StockLift Incorporated does not engage in side-by-side management of accounts that are charged a performance-based fee with accounts that are charged another type of fee (such as fees based on the client's assets under management). As described above, StockLift Incorporated provides its services for a fixed subscription fee.

Item 7: Types Of Clients

StockLift primarily provides investment advisory services to individual retail investors through a subscription-based digital platform. Clients access services via a non-discretionary advisory account, and no minimum account size is required.

Item 8: Methods Of Analysis, Investment Strategies And Risk Of Loss

A. Methods of Analysis

In formulating investment advice, StockLift Incorporated analyzes economic factors such as the supply of money, various interest rates, and commodity prices to help forecast the future economic environment. Political factors are considered in areas that impact the overall economic environment. These analyses guide the Firm's recommendations and the advisement of investments suitable for particular client portfolios. Clients should be aware that investing in securities involves risk of loss that they should be prepared to bear.

To support the development of Reports and investment recommendations provided under this Agreement, the Advisor may utilize third-party service providers and technology platforms. These tools may include, but are not limited to, data aggregation platforms, portfolio analytics software, financial planning tools, risk profiling systems, economic forecasting models, compliance monitoring systems, market research databases, and artificial intelligence engines.

Notwithstanding the use of such technology and third-party tools, the Advisor remains solely responsible for the accuracy, suitability, and fiduciary integrity of all advice delivered to the Client.

B. Investment Strategies

The primary investment strategy used to give any investment advice to clients is asset allocation. Based on the Firm's economic forecast and client-driven factors such as desired rate of return, aversion to risk, investment time horizon, tax consequences, and other constraints, investments are diversified across different asset classes and investment styles.

C. Risk of Loss

Investing in securities involves a significant risk of loss, and all investments have certain risks that are borne by the investor. StockLift Incorporated's methods of analysis and investment strategies aim to keep the risk of loss in mind.

Some of risks of loss a client should be aware of include, but are not limited, to the following:

1. **Interest-Rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
2. **Market Risk:** The price of a stock, bond, mutual fund or other security may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances.
3. **Inflation Risk:** When any type of inflation is present, a dollar today will not buy as much as a dollar next year, because purchasing power is eroding at the rate of inflation.
4. **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
5. **Political and Legislative Risks:** Companies face a complex set of laws and circumstances in each country in which they operate. The political and legal environment can change rapidly and without warning, with significant impact, especially for companies operating outside of the United States.
6. **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
7. **Business Risk:** These risks are associated with a particular industry or a particular company within an industry. For example, oil-drilling companies depend on finding oil and then refining it, a lengthy process, before they can generate a profit. They carry a higher risk of profitability than an electric company, which generates its income from a steady stream of customers who buy electricity no matter what the economic environment is like.
8. **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
9. **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

Item 9: Disciplinary Information

Registered investment advisers such as StockLift Incorporated are required to disclose all material facts regarding any legal or disciplinary event that would be material to a client's or prospective client's evaluation of the Firm or the integrity of its management. StockLift Incorporated has not been subject to any such legal or disciplinary event, and thus has no information to disclose with respect to this Item.

Item 10: Other Financial Industry Activities And Affiliations

Neither StockLift Incorporated, nor any member of its management is registered as a securities broker-dealer, or a futures commission merchant, commodity pool operator or commodity trading advisor.

The Firm does not have any affiliation with any related person who is a broker-dealer, investment company, other investment advisor, financial planning firm, commodity pool operator, commodity trading adviser or futures commission merchant, banking or thrift institution, accounting firm, law firm, insurance company or agency, pension consultant, real estate broker or dealer, or an entity that creates or packages limited partnerships.

StockLift Incorporated does not receive compensation directly or indirectly from other advisers that creates a material conflict of interest, nor does it have other business relationships with advisers that would create a material conflict of interest.

Item 11: Code Of Ethics, Participation Or Interest In Client Transactions And Personal Trading

A. Code of Ethics Summary

The principals and staff of StockLift Incorporated have adopted a Code of Ethics for the purpose of instructing its personnel in their ethical obligations and to provide rules for their personal securities transactions. The Firm owes a duty of loyalty, fairness and good faith towards its clients, and the obligation to adhere not only to the specific provisions of the Code but to the general principles that guide the Code. The Code of Ethics covers a range of topics that may include: general ethical principles, receipt and giving of gifts, reporting personal securities trading, exceptions to reporting securities trading, reportable securities, initial public offerings and private placements, reporting ethical violations, distribution of the Code of Ethics, review and enforcement processes, amendments to Form ADV and supervisory procedures. We will provide a copy of the Code of Ethics to any client or prospective client upon request.

B. Participation or Interest in Client Transactions and Personal Trading

It is StockLift Incorporated's policy not to enter into any principal transactions or agency cross transactions on behalf of client accounts. Principal transactions occur where an adviser, acting as principal for its own account, buys securities from or sells securities to an advisory client. Agency cross transactions occur where a person acts as an investment adviser in relation to a

transaction in which the adviser, or an affiliate of the adviser, acts as broker for both the advisory client and for another person on the other side of the transaction.

Neither StockLift Incorporated nor any of its employees act as general partner in a partnership in which clients are solicited to invest or as an investment adviser to a mutual fund or other investment company that is recommended to clients. Based upon a client's stated objectives, StockLift Incorporated may, under certain circumstances, recommend the purchase or sale of securities in which the Firm or its affiliates have an interest. Such recommendations will only be made to the extent that they are reasonably believed to be in the best interests of the client. Additionally, as part of StockLift Incorporated's fiduciary duty to clients, the Firm and its associated persons will endeavor at all times to put the interests of the clients first, and at all times are required to adhere to the Firm's Code of Ethics.

The Firm's principals and staff may have positions in securities that we also recommend to clients. StockLift Incorporated's recommendations to clients may differ from client to client, based on each client's unique circumstances. The Firm may also recommend purchase of a security for one client while recommending the sale of that security for another. However, as a fiduciary StockLift Incorporated aims to act for the benefit of clients and place clients' interests before its own. Client transactions have priority over transactions in securities and other investments of which our principals and staff may own. Principals and staff must adhere to the Firm's Personal Trading Policy at all times.

To help mitigate any real or potential conflicts of interest associated with these practices, the Chief Compliance Officer of StockLift Incorporated reviews employee trades involving reportable securities each quarter and holding reports annually. The personal trading reviews help ensure that the personal trading of employees does not affect the markets, and that clients of the Firm receive preferential treatment. Since most employee trades are small mutual fund trades or exchange-traded fund trades, the transactions generally do not affect the securities markets. It should be noted, that under the Firm's Code of Ethics employees of the Firm are not required to report transactions involving open-ended mutual funds to the Firm's Chief Compliance Officer and some employees may hold outside brokerage accounts consisting of non-reportable securities, which consequently are not subject to the Chief Compliance Officer's quarterly transactions review.

Timing of Trade Orders

All trades, for clients, staff and principals must be submitted through the central trading process, in which all orders are submitted together and executed at the market price. This mitigates the potential for favoritism or abuse.

Item 12: Brokerage Practices

A. Broker-Dealer Partnerships

The Firm does not provide brokerage services or act as a broker-dealer. Clients are responsible for executing any trades through a brokerage of their choice. StockLift may provide tools that integrate with third-party brokerage accounts for analysis purposes only. Clients cannot execute trades in their external brokerage accounts through StockLift's platform.

B. Research and Other Soft Dollar Benefits

The Firm does not have any arrangements to receive soft dollar benefits in connection with client securities transactions.

C. Brokerage for Client Referrals

StockLift Incorporated does not have any arrangements to receive client referrals from any broker- dealer or third party. Additionally, and as explained more fully in Item 14 below, StockLift Incorporated does not give or receive economic benefits for referring or referred clients.

Item 13: Review Of Accounts

A. Review of Accounts and Reviewers

The Firm's advisory accounts are reviewed on an other-than-periodic basis, with regard to the overall asset allocation of the portfolio and in light of the client's Investment Policy Statement. The Review triggers for our reviews are explained below.

Reviews are conducted by StockLift Incorporated's professional staff, all of whom are Supervised Persons.

B. Review Triggers

The Firm's advisory accounts are reviewed with regard to the overall asset allocation of the portfolio and in light of the client's Investment Policy Statement. Triggers for investment reviews include:

- Deposits or withdrawals
- Changes in the client's holdings, including due to performance or allocation
- Changes in the client's situation or in the client's objectives
- Re-balancing of accounts

- Upon generation of personalized reports for clients

C. Regular Reports

StockLift Incorporated typically sends written monthly reports to all Investment Advisory Services clients regarding the investment accounts they have shared with us. The reports include Investment Portfolio Holdings Summaries, Performance Reports, Risk Reports, Tax Reports, and Dividend Reports. Clients are urged to carefully compare statements sent by the Firm with statements sent by other third parties, such as those sent by the client's custodian independently from the Firm.

Item 14: Client Referrals And Other Compensation

StockLift Incorporated has entered into a referral agreement with TradeStation, a registered broker-dealer. Under this arrangement, StockLift receives a one-time payment of \$100 for each client who opens and funds a new TradeStation brokerage account with at least \$2,000, provided that the client was referred by StockLift.

This compensation creates a conflict of interest because StockLift has a financial incentive to recommend that clients open accounts with TradeStation rather than another brokerage firm. Despite this agreement, StockLift gives clients the option of creating or linking accounts with brokerage firms that do not pay a referral fee as well.

Clients are not obligated to use TradeStation and are free to select any broker-dealer or custodian of their choosing. StockLift does not require clients to maintain accounts at TradeStation in order to receive advisory services.

The referral compensation received by StockLift is paid by TradeStation and does not increase the advisory fees charged to clients.

StockLift addresses this conflict of interest by disclosing the arrangement to clients and by making recommendations based on the client's stated financial situation, investment objectives, and suitability profile rather than on the potential referral compensation.

Item 15: Custody

StockLift does not have custody of client assets. All client funds and securities remain with the third-party financial institutions clients choose to link to the Firm's platform or use.

Item 16: Investment Discretion

StockLift does not exercise discretionary authority over client accounts. All investment decisions remain solely under the control of the client and cannot be executed on StockLift's platform.

Item 17: Voting Client Securities

StockLift does not have authority to vote client securities on their behalf. Clients retain all rights to vote proxies and make decisions related to their securities.

Item 18: Financial Information

StockLift Incorporated does not require or solicit prepayment of more than \$240 in fees per client, six months or more in advance and does not have custody of client assets, and therefore is not required to provide, and has not provided, a balance sheet. Furthermore, StockLift Incorporated does not have any financial commitments that may impair its ability to meet contractual and/or fiduciary obligations to clients. Finally, the Firm has not been the subject of a bankruptcy proceeding.

Brochure Supplement

(Part 2B of Form ADV)

February 24th, 2026



Brendan Sweeney

CEO & Investment Advisor Representative, StockLift Incorporated

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This brochure supplement provides information about Brendan Sweeney that supplements the StockLift Incorporated brochure. You should have received a copy of that brochure. Please contact info@stocklift.co or (203) 979-6331 if you did not receive StockLift Incorporated's brochure or if you have any questions about the contents of this supplement.

Additional information about Brendan Sweeney is available on the SEC's website at www.advisorinfo.sec.gov.

Item 2: Educational Background and Business Experience

Brendan Sweeney (born in 1997) is currently Chief Executive Officer and an Investment Advisor Representative with StockLift Incorporated. He graduated from Brown University in 2020 with a bachelor's degree.

From January 2021 to April 2023, Brendan was employed by Ares Management as a Private Equity Analyst on the private equity secondaries deal team. In this role, Brendan gained deal experience that included underwriting about \$400 million of investments in GP-led and LP-led deals. He modeled private equity investments and prepared investment committee memoranda related to potential deals. He also determined the alpha generation of private equity and private real estate firms using a proprietary method as a part of due diligence for deals.

From April 2023 to present, Brendan has been the Chief Executive Officer of StockLift Incorporated. In this role, he has led a team in designing, building, and managing the StockLift app and platform, as well as directed marketing, user acquisition, and user engagement initiatives at StockLift. He has also built strategic partnerships with data providers and fintech platforms such as Plaid to enhance product capabilities and user experience. As a registered Investment Advisor Representative, he provides advice to clients, as discussed in further detail in the StockLift brochure. Lastly, he oversees compliance, financial, and operational functions to ensure adherence to regulatory requirements and industry standards.

Item 3: Disciplinary Information

Brendan Sweeney has not been subject to any material disciplinary events.

Item 4: Other Business Activities

Brendan Sweeney is not actively engaged in any investment-related business or occupation other than StockLift Incorporated.

Item 5: Additional Compensation

Brendan Sweeney does not receive additional compensation from individuals who are *not* clients for providing advisory services.

Item 6: Supervision

Brendan Sweeney, who serves at Chief Executive Officer, will supervise himself. He can be reached at (203) 979-6331 or brendan@stocklift.co

Item 7: Requirements for State-Registered Advisers

Brendan Sweeney has not been involved in any of the following events:

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices
2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:
 - a. an investment or an investment-related business or activity;
 - b. fraud, false statement(s), or omissions;
 - c. theft, embezzlement, or other wrongful taking of property;
 - d. bribery, forgery, counterfeiting, or extortion; or
 - e. dishonest, unfair, or unethical practices
3. A bankruptcy petition