

Wall Street Media Co, Inc.
Form 10-K
December 12, 2016

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D. C. 20549

Form 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Fiscal Year Ended September 30, 2016

TRANSITION REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Commission File Number 333-163439

WALL STREET MEDIA CO, INC.

Edgar Filing: Wall Street Media Co, Inc. - Form 10-K

(Exact name of registrant as specified in its charter)

Nevada **26-4170100**
(State or other jurisdiction of (I.R.S. Employer
incorporation or organization) Identification No.)

Wall Street Media Co, Inc

2001 Palm Beach Lakes Blvd – Suite 502-E

West Palm Beach, FL 33409

(Address of principal executive office, Zip Code)

Registrant’s telephone number, including area code: (877) 222-0205

Securities registered pursuant to Section 12(b) of the Exchange Act: None

Securities registered pursuant to Section 12(g) of the Exchange Act:

Title of Each Class

Common Stock, \$0.001 par value

Indicate by check mark if registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes [] No [X]

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Act. Yes [X] No []

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 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 [X]. No []

Edgar Filing: Wall Street Media Co, Inc. - Form 10-K

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 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 if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K (§229.405 of this chapter) is not contained herein, and will not be contained, to the best of registrant's knowledge, in the definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, 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 . Accelerated filer
Non-accelerated filer . (Do not check if a smaller reporting company) Smaller reporting company

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

There were 26,922,007 shares of the registrant's common stock, par value \$0.001 per share, outstanding on December 6, 2016.

INDEX

	Page
<u>PART I</u>	
Item 1. <u>Business</u>	1
Item 1A. <u>Risk Factors</u>	3
Item 1B. <u>Unresolved Staff Comments</u>	7
Item 2. <u>Properties</u>	7
Item 3. <u>Legal Proceedings</u>	7
Item 4. <u>Mine Safety Disclosures</u>	
<u>PART II</u>	
Item 5. <u>Market for Registrant’s Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities</u>	8
Item 6. <u>Selected Financial Data</u>	8
Item 7. <u>Management’s Discussion and Analysis of Financial Condition and Results of Operation</u>	8
Item 7A. <u>Quantitative and Qualitative Disclosures About Market Risk</u>	10
Item 8. <u>Financial Statements and Supplementary Data</u>	10
Item 9. <u>Changes in and Disagreements With Accountants on Accounting and Financial Disclosure</u>	11
Item 9A. <u>Controls and Procedures</u>	11
Item 9B. <u>Other Information</u>	11
<u>PART III</u>	
Item 10. <u>Directors, Executive Officers and Corporate Governance</u>	12
Item 11. <u>Executive Compensation</u>	13
Item 12. <u>Security Ownership of Certain Beneficial Owners and Management and Related Stockholder Matters</u>	14
Item 13. <u>Certain Relationships and Related Transactions, and Director Independence</u>	14
Item 14. <u>Principal Accountant Fees and Services</u>	15
<u>PART IV</u>	
Item 15. <u>Exhibits and Financial Statement Schedules</u>	15
<u>SIGNATURES</u>	16

CERTAIN CAUTIONARY STATEMENTS REGARDING FORWARD-LOOKING INFORMATION

Certain statements in this annual report on Form 10-K contain or may contain forward-looking statements that are subject to known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These forward-looking statements were based on various factors and were derived utilizing numerous assumptions and other factors that could cause the Company's actual results to differ materially from those in the forward-looking statements. These factors include, but are not limited to, economic, political and market conditions and fluctuations, government and industry regulation, interest rate risk, U.S. and global competition, and other factors. Most of these factors are difficult to predict accurately and are generally beyond the Company's control. You should consider the areas of risk described in connection with any forward-looking statements that may be made herein. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this report. Readers should carefully review this report in its entirety, including but not limited to the financial statements and the notes thereto. Except for our ongoing obligations to disclose material information under the Federal securities laws, the Company undertakes no obligation to release publicly any revisions to any forward-looking statements, to report events or to report the occurrence of unanticipated events.

When used in this yearly report, the terms "Wall Street Media", "Company", "we," "our," and "us" refers to Wall Street Media Co, Inc.

PART I

ITEM 1. BUSINESS

General

Wall Street Media Co, Inc. was formed in January 2009 under the original name of My Catalogs Online, Inc. as an internet-based technology company, headquartered in New York and Florida. In April 2009, the Company changed its name to My Catalogs Online, Inc. In November 2012 the Company changed its name to Bright Mountain Holdings, Inc. and, in August, 2013, the company again changed its name to Wall Street Media Co, Inc.

The Company has significant experience in providing consulting and management services to entities looking to merge with or acquire or otherwise consult with third party entities. These services are currently provided to Landmark-Pegasus Inc., a related party ("Landmark Pegasus"). Landmark-Pegasus is owned by John Moroney the

majority shareholder of Wall Street Media Co. Inc. The company was previously involved in providing services to the internet sector and maintaining a catalog of domain names.

Mission Statement

About Wall Street Media Co, Inc.

Wall Street Media is situated within the consulting services sector, and looks to expand its services to companies of the utmost quality. Wall Street Media chooses to implement its efforts within the consulting sector because of the need for quality evaluation of the growing start-up marketplace. The Company now has the means to detect and attain the best companies with the most beneficial services to be provided.

The prominent goal motivating Wall Street Media is to discover the hidden assets and potential of the companies our clients have engaged us to evaluate. Wall Street Media scans the market for companies that may be of interest to our clients and utilize the most current techniques to evaluate and advise our clients. The ultimate goal of Wall Street Media is to build relationships with companies throughout various industries who have something unique to offer to our current and future clients. Through Wall Street Media and the affiliation with Landmark-Pegasus (a related party), the Company has the potential to explore other fields of the sector beyond the boundaries of the usual conforming standards of the industry.

There are myriad of sectors and hundreds of potential start-up companies in various industries, and the Company has the ability to build one of the most powerful and effective consulting portfolios in the market place today. Wall Street Media Co, Inc. has the infrastructure, tools, knowledge and capability to turn these opportunities into future revenue streams for the benefit of the shareholders.

Company Overview

Wall Street Media is building on its relationship with Landmark-Pegasus (a related party) with its diverse staff comprised of consultants, and seasoned professionals. This means that when opportunities arise, Wall Street Media is well-equipped to achieve these goals and set new ones. Not only are opportunities abundantly available, but additional possibilities constantly reveal themselves and research new and previously unknown industries. Through Wall Street Media and its capable and knowledgeable staff, we are able to communicate and connect with companies both in the United States and abroad.

Wall Street Media aims to create a profile of success, through efficiently and aggressively acting within the investment banking community. Wall Street Media actively searches for emerging technologies and innovative products and services. Through creating relationships with companies that are unlike any other in their specialized field, Wall Street Media will create new and profitable income streams.

When reviewing candidate companies, Wall Street Media takes the time to meticulously research the candidate and their particular industry.

Products and Services

Wall Street Media Co, Inc.

The Company has entered into related party transactions to do a limited amount of business with Wall-Street.com LLC, a previously related entity for the purpose of maintaining Company's website.

The Company has elected not to own directly the domain name (Wall-Street.com) or the intellectual property associate with Wall-Street.com LLC, and has disclosed such in an 8-K filed in July, 2014.

Wall-Street.com LLC will continue to maintain the website of The Company. There is no other relationship or association with Wall-Street.Com LLC.

The Company is currently provided financial consulting services to Landmark-Pegasus Inc. a related party. Landmark-Pegasus is owned by John Moroney, the majority shareholder of Wall Street Media Co, Inc.

Marketing Strategy

The company plans to increase its current client base by exploiting its relationship with Landmark-Pegasus, Inc (a related party) and to use this relationship to expand into other firms with similar backgrounds and needs.

HISTORY OF WALL-STREET.COM

Since 1984, Wall-Street.com, through its predecessor company, performed an exclusive investor relations (IR) service for a very select and limited group of some of the largest and best-known companies on Wall Street through its “Fastest-Growing Companies”, “Shareholder Friendly Companies” and “Exceptional Companies” investor relations programs. Wall-Street.com IR Programs have been so well received by IR and Wall Street professionals that most Programs became “oversubscribed” shortly after becoming available. Some of Wall-Street.com’s best-know larger alumni include Amgen, Applied Materials, Biogen, BMC Software, Cooper Companies, Genentech, General Dynamics, Medtronic, Motorola, Raymond James Financial and Rent-A-Center.

Ten years later, in 1994, Wall-Street.com’s predecessor established one of the very first financial websites on the Internet and has operated continually since then under the registered trademark name, Wall-Street.com. During this time, it dramatically increased its coverage of microcap companies.

Consulting Services. Beginning in the first Quarter of the 2016 fiscal year the Company ceased all of its internet and IT services and began exclusively providing consulting services. These services consist of general business and financial services and are provided to existing clients of Landmark-Pegasus (a related party).

ITEM 1A. RISK FACTORS

An investment in our common stock is highly speculative, involves a high degree of risk, and should be made only by investors who can afford a complete loss. You should carefully consider the following risk factors, together with the other information in this 10-K filing, including our financial statements and the related notes, before you decide to buy our common stock. If any of the following risks actually occur, our business, financial condition, or results of operations could be materially adversely affected, the trading of our common stock could decline, and you may lose all or part of your investment therein.

Risks Relating to the Early Stage of our Company

We are at a very early operational stage and our success is subject to the substantial risks inherent in the establishment of a new business venture and 100% of revenues are from a related party.

The implementation of our business strategy, particularly our consulting service business, is in a very early stage. Our business and operations should be considered to be in a very early stage and subject to all of the risks inherent in the establishment of a new business venture. Accordingly, our intended business and operations may not prove to be successful in the near future, if at all. Any future success that we might enjoy will depend upon many factors, several of which may be beyond our control, or which cannot be predicted at this time, and which could have a material adverse effect upon our financial condition, business prospects and operations and the value of an investment in our Company.

We have a very limited operating history and our business plan is unproven and may not be successful.

Our Company was formed in January 2009 and we have recently transitioned to a consulting services focus. We have not provided, licensed or sold any substantial amount of services and do not have any definitive agreements to do so. We have not proven that our business model will allow us to generate a profit. One hundred percent of our revenues were derived from Landmark-Pegasus (a related party).

We have suffered operating losses since inception and we may not be able to achieve profitability.

We had an accumulated deficit of \$1,428,035 as of September 30, 2016 and we expect to continue to incur significant developmental expenses in the foreseeable future related to our transition to, and development of, our consulting services business. As a result, we are sustaining substantial operating and net losses, and it is possible that we will never be able to sustain or develop the revenue levels necessary to attain profitability.

We may have difficulty raising additional capital, which could deprive us of necessary resources.

In order to support the initiatives envisioned in our business plan, we will need to raise additional funds through public or private debt or equity financing, collaborative relationships or other arrangements. Our ability to raise additional financing depends on many factors beyond our control, including the state of capital markets, the market price of our common stock and the development or prospects for development of competitive technology by others. Because our common stock is not listed on a major stock market, many investors may not be willing or allowed to purchase it or may demand steep discounts. Sufficient additional financing may not be available to us or may be available only on terms that would result in further dilution to the current owners of our common stock.

We expect to raise additional capital during Fiscal Year Ending 2017 but we do not have any firm commitments for funding. If we are unsuccessful in raising additional capital, or the terms of raising such capital are unacceptable, we may have to modify our business plan and/or significantly curtail our planned activities and other operations.

There are substantial doubts about our ability to continue as a going concern and if we are unable to continue our business, our shares may have little or no value.

The Company's ability to become a profitable operating company is dependent upon its ability to generate revenues and/or obtain financing adequate to support our cost structure. There can be no assurance that we will generate revenues or financing. These factors have raised substantial doubts about our ability to continue as a going concern. We plan to attempt to raise additional equity capital by selling shares through one or more private placement or public offerings. However, the doubts raised, relating to our ability to continue as a going concern, may make our shares an unattractive investment for potential investors. These factors, among others, may make it difficult to raise any additional capital.

Failure to effectively manage our growth could place strains on our managerial, operational and financial resources and could adversely affect our business and operating results.

Should the Company develop another subsidiary and if the business of the subsidiary grows, we will be required to manage multiple relationships. Any growth by us or our subsidiary, or an increase in the number of our strategic relationships will increase this strain on our managerial, operational and financial resources. This strain may inhibit our ability to achieve the rapid execution necessary to implement our business plan, and could have a material adverse effect upon our financial condition, business prospects and operations and the value of an investment in our Company.

Risks Relating to Our Business

We will need to achieve commercial acceptance of our consulting services to generate revenues and achieve profitability.

We may not successfully develop successful relationships with potential clients, and even if we do, we may not do so on a timely basis. We cannot predict when significant commercial market acceptance for our consulting services will develop, if at all, and we cannot reliably estimate the projected size of any such potential market. If markets fail to accept consulting services, we may not be able to generate revenues from the provision of such services. Our revenue growth and achievement of profitability will depend substantially on our ability to introduce services that are accepted by customers. If we are unable to cost-effectively achieve acceptance of our services by customers, or if the associated services do not achieve wide market acceptance, our business will be materially and adversely affected.

We will need to establish additional relationships with collaborative and development partners to fully develop and market our services.

We do not possess all of the resources necessary to develop and commercialize consulting services on a mass scale. Unless we expand our development capacity and enhance our internal marketing, we will need to make appropriate arrangements with collaborative affiliates to develop and commercialize consulting services and products.

Collaborations may allow us to:

generate cash flow and revenue;

offset some of the costs associated with our internal development; and

successfully commercialize consulting services and products.

If we need, but do not find appropriate affiliate arrangements, our ability to develop and commercialize consulting services and products could be adversely affected. Even if we are able to find collaborative partners, the overall success of the development and commercialization of our services and products will depend largely on the efforts of other parties and is beyond our control. In addition, in the event we pursue our commercialization strategy through collaboration, there are a variety of attendant technical, business and legal risks, including:

a development partner would likely gain access to our proprietary information and knowledge, potentially enabling the partner to develop services and products without us or design around our intellectual property;

We may not be able to control the amount and timing of resources that our collaborators may be willing or able to devote to the development or commercialization of services and products, or to their marketing and distribution; and

Disputes may arise between us and our collaborators that result in the delay or termination of the development or commercialization of our services and products or that result in costly litigation or arbitration that diverts our management's resources.

The occurrence of any of the above risks could impair our ability to generate revenues and harm our business and financial condition.

We may not be successful at marketing our consulting services or products.

We may not be able to market our services or products, or efforts we exert to develop, commercialize or promote such services and products may not result in revenue or earnings.

We may lose out to larger and better-established competitors.

The consulting services industry is intensely competitive. Most of our competitors have significantly greater financial, technical, marketing and distribution resources as well as greater experience in the industry than we have. Our services may not be competitive with their services. If this happens, our sales and revenues will decline. In addition, our current and potential competitors may establish cooperative relationships with larger companies, to gain access to greater development or marketing resources. Competition may result in price reductions, reduced gross margins and loss of market share.

Risks Relating to our Stock

We have no firm commitments to purchase any substantial amount of shares.

We have no firm commitment for the purchase of any large quantities of shares. Therefore there is no assurance that a trading market will develop or be sustained. The Company has not engaged a placement agent or broker for the sale of the shares. The Company may be unable to identify investors to purchase the shares and may have inadequate capital to support its ongoing business obligations.

All proceeds from the sale of shares offered by the Company will be and have been immediately available for use by the Company.

All proceeds from the sale of shares to date, offered by the Company, have been and will continue to be available for immediate use by the Company. The proceeds of the sale may not be sufficient to implement the Company's business strategy.

The sale of the shares of common stock acquired in private placements could cause the price of our common stock to decline.

During 2009, 2010, 2011, and 2012 we completed financings in which we issued common stock to certain private investors. The investors may resell to the public the common stock acquired in these transactions.

The selling stockholders may sell none, some, or all of the shares of common stock acquired from us. We have no way of knowing whether or when the selling stockholders will sell the shares. Depending upon market liquidity at the time, a sale of these shares could cause the trading price of our common stock to decline. The sale of a substantial number of shares of our common stock, or anticipation of such sales, could make it more difficult for us to sell equity or equity-related securities in the future at a time and at a price that we might otherwise wish to effect sales.

Currently, our shares are traded on the OTC.QB under the symbol of WSCO.

A low market price would severely limit the potential market for our common stock.

Our common stock is expected to trade at a price substantially below \$5.00 per share, subjecting trading in the stock to certain SEC rules requiring additional disclosures by broker-dealers. These rules generally apply to any non-NASDAQ equity security that has a market price share of less than \$5.00 per share, subject to certain exceptions (a “penny stock”). Such rules require the delivery, prior to any penny stock transaction, of a disclosure schedule explaining the penny stock market and the risks associated therewith and impose various sales practice requirements on broker-dealers who sell penny stocks to persons other than established customers and institutional or wealthy investors. For these types of transactions, the broker-dealer must make a special suitability determination for the purchaser and have received the purchaser’s written consent to the transaction prior to the sale. The broker-dealer also must disclose the commissions payable to the broker-dealer, current bid and offer quotations for the penny stock and, if the broker-dealer is the sole market maker, the broker-dealer must disclose this fact and the broker-dealer’s presumed control over the market. Such information must be provided to the customer orally or in writing before or with the written confirmation of trade sent to the customer. Monthly statements must be sent disclosing recent price information for the penny stock held in the account and information on the limited market in penny stocks. The additional burdens imposed upon broker-dealers by such requirements could discourage broker-dealers from effecting transactions in our common stock.

FINRA sales practice requirements may also limit a stockholders ability to buy and sell our stock.

In addition to the penny stock rules promulgated by the SEC, which are discussed in the immediately preceding risk factor, FINRA rules require that in recommending an investment to a customer, a broker -dealer must have reasonable grounds for believing that the investment is suitable for that customer. Prior to recommending speculative, low-priced securities to their non-institutional customers, broker-dealers must make reasonable efforts to obtain information about the customer’s financial status, tax status, investment objectives and other information. Under interpretations of these rules, FINRA believes that there is a high probability that speculative low-priced securities will not be suitable for at least some customers. FINRA requirements make it more difficult for broker-dealers to recommend that their customers buy our common stock, which may limit the ability to buy and sell our stock and have an adverse effect on the market value for our shares.

An investor’s ability to trade our common stock may be limited by trading volume.

A consistently active trading market for our common stock may not occur on the OTCQB. A limited trading volume may prevent our shareholders from selling shares at such times or in such amounts as they may otherwise desire. The Company’s shares are currently traded on the OTCQB under the symbol WSCO.

Our Company has a concentration of stock ownership and control, which may have the effect of delaying, preventing, or deterring a change of control.

Our common stock ownership is highly concentrated. Through ownership of shares of our common stock, one shareholder, John Moroney, beneficially owns 60% of our total outstanding shares of common stock. As a result of the concentrated ownership of the stock, this stockholder, acting alone, will be able to control all matters requiring stockholder approval, including the election of directors and approval of mergers and other significant corporate transactions. This concentration of ownership may have the effect of delaying, preventing or deterring a change in control of our Company. It could also deprive our stockholders of an opportunity to receive a premium for their shares as part of a sale of our Company and it may affect the market price of our common stock.

We have not voluntarily implemented various corporate governance measures, in the absence of which, shareholders may have more limited protections against interested director transactions, conflicts of interest and similar matters.

Federal legislation, including the Sarbanes-Oxley Act of 2002, has resulted in the adoption of various corporate governance measures designed to promote the integrity of the corporate management and the securities markets. Some of these measures have been adopted in response to legal requirements; others have been adopted by companies in response to the requirements of national securities exchanges, such as the NYSE or the NASDAQ Stock Market, on which their securities are listed. Among the corporate governance measures that are required under the rules of national securities exchanges and NASDAQ, are those that address the board of Directors independence, audit committee oversight, and the adoption of a code of ethics. While our Board of Directors has adopted a Code of Ethics and Business Conduct, we have not yet adopted any of these corporate governance measures, and since our securities are not listed on a national securities exchange or NASDAQ, we are not required to do so. It is possible that if we were to adopt some or all of these corporate governance measures, shareholders would benefit from somewhat greater assurances that internal corporate decisions were being made by disinterested directors and that policies had been implemented to define responsible conduct. For example, in the absence of audit, nominating and compensation committees comprised of at least a majority of independent directors, decisions concerning matters such as compensation packages to our senior officers and recommendations for director nominees, may be made by a majority of directors who have an interest in the outcome of the matters being decided. Prospective investors should bear in mind our current lack of corporate governance measures in formulating their investment decisions.

Because we will not pay dividends in the foreseeable future, stockholders will only benefit from owning common stock if it appreciates.

We have never paid dividends on our common stock and we do not intend to do so in the foreseeable future. We intend to retain any future earnings to finance our growth. Accordingly, any potential investor who anticipates the need for current dividends from his investment should not purchase our common stock.

ITEM 1B. UNRESOLVED STAFF COMMENTS

None.

ITEM 2. PROPERTY

The Company previously leased office space at 6301 N.W. 5th Way, Suite 1400, Fort Lauderdale, Florida, as our principal offices for \$750 per month, under a Sublease Agreement entered into January 1, 2012. The lease term was month to month. The Company leases on a month to month basis office space at 2001 Palm Beach Lakes Blvd – Suite 502-E, West Palm Beach, FL 33409. Monthly rent is \$318.

ITEM 3. LEGAL PROCEEDINGS

From time to time, we may become involved in various lawsuits and legal proceedings which arise in the ordinary course of business. However, litigation is subject to inherent uncertainties, and an adverse result in these or other matters may arise from time to time that may harm our business. We are currently not aware of any such legal proceedings or claims that we believe will have, individually or in the aggregate, a material adverse effect on our business, financial condition or operating results.

PART II

ITEM 5. MARKET FOR COMMON EQUITY AND RELATED STOCKHOLDER MATTERS AND ISSUER PURCHASES OF EQUITY SECURITIES

Market Information

Our common stock trades on the OTCQB tier of OTC Markets, under the symbol WSCO.

No dividends have been paid to date and the Company's Board of Directors does not anticipate paying dividends in the foreseeable future.

As of December 6, 2016, the Company had 26,922,007 shares of common stock issued, par value \$0.001, held by approximately 80 shareholders of record.

Dividend Policy

We have not paid any cash dividends on our common stock and do not plan to pay any such dividends in the foreseeable future. Our Board of Directors, or Board, will determine our future dividend policy on the basis of many factors, including results of operations, capital requirements, and general business conditions.

Recent Sales of Unregistered Securities; Use of Proceeds from Registered Securities

There were no sales of unregistered securities during this period of time.

ITEM 6. SELECTED FINANCIAL DATA

Not Applicable to smaller reporting companies.

ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

FORWARD LOOKING STATEMENTS

There are statements in this Form 10-K that are not historical facts. These "forward-looking statements" can be identified by use of terminology such as "believe", "hope", "may", "anticipate", "should", "intend", "plan", "will", "expect", "project", "positioned", "strategy", and similar expressions. You should be aware that these forward-looking statements are subject to risks and uncertainties that are beyond our control. For a discussion of these risks, you should read this entire 10-K document carefully. Although management believes that the assumptions underlying the forward-looking statements are reasonable, they do not guarantee our future performance, and actual results could differ from those contemplated by these forward-looking statements. The assumptions used for the purposes for the forward-looking statements specified in the following information represent estimates of future events and are subject to uncertainty as to possible changes in the economy, legislative changes, changes in the 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. In the light of these risks and uncertainties, there can be no assurance that the results and events contemplated by the forward-looking statements contained in this Form 10-K will in fact transpire. You are cautioned not to place reliance on these forward-looking statements, which speak only as of their dates. We do not undertake any obligation to update or revise any forward-looking statements.

OVERVIEW

Wall Street Media Company, Inc. ("Wall Street Media", "Company" "we" "us" "our") was organized as Mycatalogsonline.com Inc. in the state of Nevada on January 6, 2009. In April 2009, the Company changed its name to My Catalogs Online, Inc., and again in November 2012 to Bright Mountain Holdings, Inc. and in August 2013 to Wall Street Media Company, Inc. The Company maintains the web domain of Mycatalogsonline.com, but does no business under that name.

The Company formerly owned 100% of the outstanding common stock of Catalog Enterprises, Inc. which was formed in March 2009, for the purpose of acquiring and maintaining domain names for future. Catalogs Enterprises was formally dissolved with the Secretary of the State of Florida in 2013 and all stock shares were cancelled.

Consulting Services

Over the past fiscal year, the Company's operations have transitioned from website development services to consulting services. We have ceased pursuing website development as a business,

In the past year and in the upcoming year we plan to focus on our consulting services, which we provide to various businesses, currently concentrated in the medical industry. These consulting services consist of general business advice as well as website and related internet development of the companies and their related brands and online presence, including social media platform development, content and content management.

During the course of 2016, our Acting President contacted and developed relationships in the medical business for the purpose of providing consulting services to these companies. One hundred percent of the revenues were derived from Landmark-Pegasus (a related party).

CRITICAL ACCOUNTING ESTIMATES

In response to the SEC's financial reporting release, FR-60, Cautionary Advice Regarding Disclosure About Critical Accounting Policies, the Company has selected its more subjective accounting estimation processes for purposes of explaining the methodology used in calculating the estimate, in addition to the inherent uncertainties pertaining to the estimate and the possible effects on the Company's financial condition. These accounting estimates are discussed below. These estimates involve certain assumptions that if incorrect could create a material adverse impact on the Company's results of operations and financial condition.

Revenue Recognition

Revenue is recognized when persuasive evidence of an arrangement exists, products are delivered to and accepted by the customer, economic risk of loss has passed to the customer, the price is fixed or determinable, collection is reasonably assured, and any future obligations of the Company are insignificant.

Revenue is derived from consulting services:

Consulting Services: The Company provides consulting services to as described above. Revenue for these services is recognized when rendered.

RESULTS OF OPERATIONS FOR THE YEAR ENDED SEPTEMBER 30, 2016 COMPARED TO THE YEAR ENDED SEPTEMBER 30, 2015

Revenue: The Company's revenues decreased approximately 10% from \$45,430 during the year ended September 30, 2015 to \$40,800 for the year ended September 30, 2016 due to a decrease in website development services.

Operating Expenses: The Company's operating expenses increased approximately 1% from \$94,498 during the year ended September 30, 2015 to \$95,146 for the year ended September 30, 2016. The primary reason for this was due to the increase in professional fees offset by a decrease in salaries and website expenses.

Interest Expense: The Company's interest expense increased approximately 137% from \$1,390 during the year ended September 30, 2015 as compared to \$3,298 for the year ended September 30, 2016 due to the issuances of notes payable during the year.

The Company's net loss from operations increased approximately 11% from \$49,062 for the year ended September 30, 2015 as compared to \$54,346 for the year ended September 30, 2016. The primary reason for this was due to the decrease in revenue. One hundred percent of the revenues were derived from Landmark-Pegasus (a related party).

LIQUIDITY AND CAPITAL RESOURCES

Net cash used in operating activities was \$50,325 for the year ended September 30, 2016 as compared to \$64,375 for the year ended September 30, 2015.

Net cash provided by financing activities was \$49,890 for the year ended September 30, 2016 as compared to \$63,900 for the year ended September 30, 2015, primarily due to issuances of notes payable.

As of October 4, 2016, the Company had approximately \$420 in cash. The Company plans to fund ongoing operations by continuing to pursue contracts to provide consulting services in efforts to generate additional revenue. In addition, the Company is actively seeking investor funding.

RELATED PERSON TRANSACTIONS

For information on related party transactions and their financial impact, see Note 5 to the consolidated financial statements.

OFF-BALANCE SHEET ARRANGEMENTS

We do not have any off-balance sheet arrangements that have or are reasonably likely to have a current or future effect on our financial condition, changes in financial condition, revenues or expenses, results of operations, liquidity, capital expenditures or capital resources, that is material to investors.

ITEM 7A. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

Not applicable for smaller reporting companies.

ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

INDEX TO FINANCIAL STATEMENTS

	Page
<u>Report of Independent Registered Public Accounting Firm</u>	F-1
<u>Balance Sheets</u>	F-2
<u>Statements of Operations</u>	F-3
<u>Statements of Changes in Stockholders' Deficit</u>	F-4
<u>Statements of Cash Flows</u>	F-5
<u>Notes to Financial Statements</u>	F-6

Report of Independent Registered Public Accounting Firm

To the Board of Directors of

Wall Street Media Co., Inc.

We have audited the accompanying balance sheets of Wall Street Media Co., Inc. as of September 30, 2016 and 2015, and the related statements of operations, stockholders' deficit, and cash flows for the years then ended. Wall Street Media Co., Inc.'s management is responsible for these financial statements. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with the standards of the Public Company Accounting Oversight Board (United States). Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. The company is not required to have, nor were we engaged to perform, an audit of its internal control over financial reporting. Our audit included consideration of internal control over financial reporting as a basis for designing audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control over financial reporting. Accordingly, we express no such opinion. An audit also includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements, assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Wall Street Media Co., Inc. as of September 30, 2016 and 2015, and the results of its operations and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

The accompanying financial statements have been prepared assuming the Company will continue as a going concern. As discussed in Note 2 to the financial statements, the Company has incurred operating losses, has incurred negative cash flows from operations and has a working capital deficit. These and other factors raise substantial doubt about the Company's ability to continue as a going concern. Management's plan regarding these matters is also described in Note 2 to the financial statements. The financial statements do not include any adjustments that might result from the outcome of this uncertainty.

/s/ D. Brooks and Associates CPA's, P.A.

D. Brooks and Associates CPA's, P.A.

West Palm Beach, Florida

December 6 , 2016

F-1

WALL STREET MEDIA CO, INC. AND SUBSIDIARY**Balance Sheets**

	September 30, 2016	September 30, 2015
ASSETS		
Current Assets		
Cash	\$422	\$857
Total current assets	422	857
 Total Assets	 \$422	 \$857
 LIABILITIES AND STOCKHOLDERS' DEFICIT		
Current Liabilities		
Accounts payable and accrued expenses	\$8,730	\$2,495
Accrued interest payable	959	-
Notes payable -related parties	93,790	63,900
Total current liabilities	103,479	66,395
 Total Liabilities	 103,479	 66,395
 Commitments and Contingencies		
Stockholders' Deficit		
Preferred stock, \$0.001 par value; 5,000,000 shares authorized; none issued or outstanding	-	-
Common stock, \$0.001 par value; 195,000,000 shares authorized; 26,922,007 issued and outstanding at September 30, 2016 and 2015	26,922	26,922
Additional paid-in capital	1,298,056	1,298,056
Accumulated deficit	(1,428,035)	(1,390,516)
Total stockholders' deficit	(103,057)	(65,538)
 Total Liabilities and Stockholders' Deficit	 \$422	 \$857

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

WALL STREET MEDIA CO, INC. AND SUBSIDIARY**Statements of Operations**

	For the year ended September 30, 2016	For the year ended September 30, 2015
Revenues:		
Website development services	\$-	\$5,430
Consulting fees – related party	40,800	40,000
Total Revenues	40,800	45,430
Operating Expenses:		
Internet & hosting services	-	1,433
Programming & development	1,166	8,863
Advertising & marketing	-	25
Office & administrative	15,817	9,899
Domain names	18	1,389
Professional fees	72,965	36,889
Salaries	2,000	36,000
Rent	3,180	-
Total Operating Expenses	95,146	94,498
Loss From Operations	(54,346)	(49,062)
Other (Income) Expense		
Interest income	(125)	-
Other income	(20,000)	-
Interest expense	3,298	1,390
Total Other (Income) Expense	(16,827)	1,390
Net loss	\$(37,519)	\$(50,458)
Net loss per share - basic and diluted	\$(0.00)	\$(0.00)
Weighted average number of common shares - Basic and Diluted	26,922,007	26,900,304

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

WALL STREET MEDIA CO, INC. AND SUBSIDIARY**Statement of Changes in Stockholders' Deficit****For the Years ended September 30, 2016 and 2015**

	Common Stock Shares Issued	Common Stock Amount	Additional Paid-in Capital	Accumulated Deficit	Total Stockholders' Deficit
Balance at September 30, 2014	26,822,007	\$26,822	1,185,356	\$(1,340,058)	\$(127,880)
Common stock issued in settlement of deferred salaries	100,000	100	112,700	-	112,800
Net loss	-	-	-	(50,458)	(50,548)
Balance at September 30, 2015	26,922,007	26,922	1,298,056	(1,390,516)	(65,538)
Net loss	-	-	-	(37,519)	(37,519)
Balance at September 30, 2016	26,922,007	\$26,922	\$1,298,056	\$(1,428,035)	\$(103,057)

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

WALL STREET MEDIA CO, INC. AND SUBSIDIARY**Statements of Cash Flows**

	For the year ended September 30, 2016	For the year ended September 30, 2015
Cash flows used in Operating Activities:		
Net loss	\$ (37,519)	\$ (50,458)
Adjustments to reconcile net loss to net cash used in operating activities:		
Amortization deferred income	(20,000)	
Changes in operating assets and liabilities:		
Increase (decrease) in accrued expenses	6,235	(13,917)
Increase (decrease) in accrued interest payable	959	-
Net cash used in operating activities	(50,325)	(64,375)
Cash flows provided by Financing Activities:		
Proceeds from non-refundable fee for Letter of Intent	20,000	-
Proceeds from issuance of notes payable-related parties	29,890	63,900
Net cash provided by financing activities	49,890	63,900
Decrease in cash during the year	(435)	(475)
Cash, beginning of year	857	1,332
Cash, end of year	\$ 422	\$ 857
SCHEDULE OF SUPPLEMENTAL DISCLOSURE OF NON-CASH INVESTING AND FINANCING ACTIVITIES:		
Settlement of deferred compensation with issuance of common stock	\$ -	\$ 112,800

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

Wall Street Media Co, Inc.

Notes to Financial Statements

For the Years Ended September 30, 2016 and 2015

Note 1 - Nature of Operations and Summary of Significant Accounting Policies

Nature of Operations

Wall Street Media Co, Inc. and Subsidiary (the “Company”) was organized as Mycatalogsonline.com, Inc. in the state of Nevada on January 26, 2009. In April 2009, the Company changed its name to My Catalogs Online, Inc. In August, 2013 the Company changed its name to Wall Street Media Co, Inc.

Wall Street Media is situated within the consulting services sector, and looks to expand its services to companies of the utmost quality. Wall Street Media chooses to implement its efforts within the consulting sector because of the need for quality evaluation of the growing start-up marketplace. The Company now has the means to detect and attain the best companies with the most beneficial services to be provided.

Use of Estimates

The financial statements are prepared in accordance with Accounting Principles Generally Accepted in the United States (“GAAP”). These accounting principles require the Company to make certain estimates, judgments and assumptions. The Company believes that the estimates, judgments and assumptions upon which it relies are reasonable based upon information available at the time that these estimates, judgments and assumptions are made. These estimates, judgments and assumptions can affect the reported amounts of assets and liabilities as of the date of the financial statements as well as the reported amounts of revenues and expenses during the periods presented. The financial statements would be affected to the extent there are material differences between these estimates and actual results. In many cases, the accounting treatment of a particular transaction is specifically dictated by GAAP and does not require management’s judgment in its application. There are also areas in which management’s judgment in selecting any available alternative would not produce a materially different result. Significant estimates include the valuation of equity based transactions and related services, and the valuation allowance on deferred tax assets.

Revenue Recognition

In accordance with ASC 605-10, revenue is recognized when persuasive evidence of an arrangement exists, products are delivered to and accepted by the customer, economic risk of loss has passed to the customer, the price is fixed or determinable, collection is reasonably assured, and any future obligations of the Company are insignificant. These criteria are generally met during the period when the development or consulting services are provided or completed.

Advertising

The Company may conduct advertising for the promotion of its products and services. In accordance with ASC 720-35, advertising costs are charged to operations when incurred; such amounts aggregated \$0 in 2016 and \$25 in 2015.

Income Taxes

The Company accounts for income taxes pursuant to the provisions of ASC 740-10 "Accounting for Income Taxes," which requires, among other things, an asset and liability approach to calculating deferred income taxes. The asset and liability approach requires the recognition of deferred tax assets and liabilities for the expected future tax consequences of temporary differences between the carrying amounts and the tax bases of assets and liabilities. A valuation allowance is provided to offset any net deferred tax assets for which management believes it is more likely than not that the net deferred asset will not be realized.

Upon inception, the Company adopted the provisions of ASC 740-10, *Accounting for Uncertain Income Tax Positions*. In accordance with the guidance of ASC 740-10, the benefit of a tax position is recognized in the financial statements in the period during which, based on all available evidence, management believes it is more likely than not that the position will be sustained upon examination, including the resolution of appeals or litigation processes, if any. Tax positions taken are not offset or aggregated with other positions. Tax positions that meet the more-likely-than-not recognition threshold are measured as the largest amount of tax benefit that is more than 50 percent likely of being realized upon settlement with the applicable taxing authority. The portion of the benefits associated with tax positions taken that exceeds the amount measured as described above should be reflected as a liability for unrecognized tax benefits in the accompanying balance sheet along with any associated interest and penalties that would be payable to the taxing authorities upon examination. The Company believes its tax positions are all highly certain of being upheld upon examination. As such, the Company has not recorded a liability for unrecognized tax benefits. As of September 30, 2016, tax years 2016, 2015, 2014, 2013, 2012, and 2011 remain open for IRS audit. The Company has received no notice of audit from the Internal Revenue Service for any of the open tax years.

Basic and Diluted Net Loss per Common Share

Basic net loss per share is computed by dividing the net loss by the weighted average number of common shares outstanding during the period. Diluted net loss per common share is computed by dividing the net loss by the weighted average number of common shares outstanding for the period and, if dilutive, potential common shares outstanding during the period. Potentially dilutive securities consist of the incremental common shares issuable upon exercise of common stock equivalents such as stock options and convertible debt instruments. Potentially dilutive securities are excluded from the computation if their effect is anti-dilutive. There were no potentially dilutive securities outstanding as of September 30, 2016 and 2015.

Recent Accounting Pronouncements

The Company does not believe these are any new accounting pronouncements that have been issued that might have a material impact on its consolidated financial statements.

Note 2 - Going Concern

As reflected in the accompanying financial statements for the years ended September 30, 2016 and 2015, the Company reported net losses of \$37,519 and \$50,458, respectively, and used cash for operating activities of \$50,325 and \$64,375 in 2016 and 2015, respectively. In addition, the Company has a working capital deficit of \$102,098 at September 30, 2016. These matters raise substantial doubt about the Company's ability to continue as a going concern. The financial statements do not include any adjustments relating to the recovery of the recorded assets or the

classification of the liabilities that might be necessary should the Company be unable to implement its business plan and continue as a going concern. In addition, the Company is actively seeking investor funding.

Note 3 – Related Party Transactions

\$40,800, and \$40,000, or 100 % and 88%, of the Company's revenue during the years ended September 30, 2016 and 2015, respectively, was derived from related parties where the customers were commonly controlled by our former officers and current majority shareholder.

In November 2014, January 2015, April 2015 and August 2015 the Company received \$20,000, \$20,000, \$10,000 and \$10,000 respectively, from the issuance of notes payable that accrue interest at an annual rate of 4%, and are payable on demand. During the fiscal year ending September 30, 2016 Company received an additional \$28,890 increasing the balance on the notes to \$93,790 as of September 30, 2016 payable on demand at an interest rate of 4% annually.

Jeffrey A. Lubchansky who is currently acting CEO, CFO & President received \$27,500 during the year ended September 30, 2016. His compensation is \$2,500 per month plus out-of-pocket expenses. A 1099 was issued to Mr. Lubchansky.

Note 4 – Stockholders’ Deficit

The Company has 5,000,000 preferred shares authorized. None are designated, issued or outstanding.

Conversion of Related Party Debt to Common Stock and Capital Contributions

During the year ended September 30, 2015, the Company issued a stockholder and former officer 100,000 shares of common stock in settlement of deferred salary totaling \$112,800, which was recorded based on the value of the services provided.

Note 5 – Notes Payable- related parties

In November 2014, January 2015, April 2015 and August 2015 the Company received \$20,000, \$20,000, \$10,000 and \$10,000 respectively, from the issuance of notes payable that accrue interest at an annual rate of 4%, and are payable on demand. During the fiscal year ending September 30, 2016 Company received an additional \$28,890 increasing the balance on the notes to \$93,790 as of September 30, 2016 including the assumption of the stockholder’s note mentioned below.

During the year ended September 30, 2015, a stockholder and former officer advanced \$3,800 to the Company for working capital purposes. The advance was assigned to Landmark-Pegasus (a related party) by the stockholder and former officer in payment of an amount due to Landmark-Pegasus (a related party).

Note 6 – Income Taxes

There was no income tax expense in fiscal 2016 and 2015 due to the Company’s net taxable losses.

The reconciliation of income tax expense (benefit) for the years ended September 30, 2016 and 2015 computed at the United States federal tax rate of 34% to income tax expense (benefit) is as follows:

Edgar Filing: Wall Street Media Co, Inc. - Form 10-K

	2016	2015
Tax benefit at the United States statutory rate	\$(12,756)	\$(23,690)
State income tax, net of federal benefit	(1,486)	(4,055)
Change in valuation allowance	14,242	27,745
Income tax expense (benefits)	\$-	\$-

The tax effect of temporary differences that give rise to significant portions of the deferred tax assets is as follows:

	2016	2015
Net operating loss carryforward	\$251,958	\$237,715
Accrued salary	-	-
Valuation allowance	(251,958)	(237,715)
Net deferred tax assets	\$-	\$-

Deferred income taxes reflect the net tax effects of temporary differences between the carrying amounts of assets and liabilities for financial reporting purposes and the amounts used for income tax purposes. At September 30, 2016 the Company has net operating losses (NOL) of approximately \$664,000 that will expire from 2034 to 2035. In the event that a significant change in ownership of the Company occurs as a result of the Company's issuance of common stock, the utilization of the NOL carry forward will be subject to limitation under certain provisions of the Internal Revenue Code. Management does not presently believe that such a change has occurred.

A valuation allowance is established if it is more likely than not that all or a portion of the deferred tax asset will not be realized. Accordingly, a valuation allowance was established at September 30, 2016 and 2015 for the full amount of our deferred tax assets due to the uncertainty of realization. Management believes that based upon its projection of future taxable operating income for the foreseeable future, it is more likely than not that the Company will not be able to realize the benefit of the deferred tax assets at September 30, 2016 and 2015. The valuation allowance as of September 30, 2016 was \$ (251,958) . The net change in the valuation allowance during the year ended September 30, 2016 was an approximate increase of \$ (109,291)

Note 7 – Commitments and Contingencies

From time to time, we may be involved in litigation relating to claims arising out of our operations in the normal course of business. As of September 30, 2016 and 2015, there were no pending or threatened lawsuits that could reasonably be expected to have a material effect on our results of operations.

Note 8 – Concentrations

During the years ended September 30, 2016 and 2015, 100% and 88% respectively, of the Company's revenue was from related parties.

F-8

ITEM 9. CHANGES AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING AND FINANCIAL DISCLOSURE

None.

Item 9A. CONTROLS AND PROCEDURES

Not applicable.

Disclosure Controls

We carried out an evaluation required by Rule 13a-15(b) of the Securities Exchange Act of 1934, or the Exchange Act, under the supervision and with the participation of our management, including our Chief Executive Officer and Chief Financial Officer, of the effectiveness of the design and operation of our disclosure controls and procedures, as such term is defined in Exchange Act Rule 13a-15(e). Disclosure controls and procedures are designed with the objective of ensuring that (i) information required to be disclosed in an issuer's reports filed under the Exchange Act is recorded, processed, summarized and reported within the time periods specified in the SEC rules and forms and (ii) information is accumulated and communicated to management, including our Chief Executive Officer and Chief Financial Officer, as appropriate to allow timely decisions regarding required disclosures.

The evaluation of our disclosure controls and procedures included a review of our objectives and processes and effect on the information generated for use in this report. This type of evaluation is done quarterly so that the conclusions concerning the effectiveness of these controls can be reported in our periodic reports filed with the SEC. We intend to maintain these controls as processes that may be appropriately modified as circumstances warrant.

Based on their evaluation, our Chief Executive Officer and Chief Financial Officer have concluded that our disclosure controls and procedures are not effective in timely alerting them to material information which is required to be included in our periodic reports filed with the SEC as of the end of the period covering this report.

Management's Report on Internal Control Over Financial Reporting

Our management is responsible for establishing and maintaining adequate internal control over financial reporting, as such term is defined in Exchange Act Rule 13a-15(f). Under the supervision and with the participation of our management, including our Chief Executive Officer and Chief Financial Officer, we conducted an evaluation of the effectiveness of our internal control over financial reporting as of September 30, 2016 based on the criteria set forth in Internal Control — Integrated Framework issued by the Committee of Sponsoring Organizations of the Treadway Commission. Based on our evaluation under the criteria set forth in Internal Control — Integrated Framework, our management concluded that our internal control over financial reporting was not effective as of September 30, 2016.

However, a control system, no matter how well conceived and operated, can provide only reasonable, not absolute, assurance that the objectives of the control system are met. Management necessarily applied its judgment in assessing the benefits of controls relative to their costs. Because of the inherent limitations in all control systems, no evaluation of controls can provide absolute assurance that all control issues and instances of fraud, if any, within the Company have been detected. The design of any system of controls is based in part upon certain assumptions about the likelihood of future events, and there can be no assurance that any design will succeed in achieving its stated goals under all potential future conditions, regardless of how remote. Because of the inherent limitations in a control system, misstatements due to error or fraud may occur and may not be detected.

This report does not include an attestation report of our independent registered public accounting firm regarding internal control over financial reporting. We were not required to have, nor have we engaged our independent registered public accounting firm to perform, an audit on our internal control over financial reporting pursuant to the rules of the SEC that permit us to provide only management's report in this report.

Changes in Internal Control Over Financial Reporting

During our most recent fiscal quarter, there has not been any change in our internal control over financial reporting as such term is defined in Exchange Act Rule 13a-15(f) that has materially affected, or is reasonably likely to affect, our internal control over financial reporting.

Item 9B. OTHER INFORMATION

None.

PART III

ITEM 10. DIRECTORS, EXECUTIVE OFFICERS AND CORPORATE GOVERNANCE

Name	Age	Position
Jeffrey A. Lubchansky		Chairman of the Board, Director, President, Chief Executive Officer, Principal Financial Officer, Principal Executive Officer

Directors

Jeffrey A. Lubchansky

Chairman of the Board, Director, President, Chief Executive Officer, Principal Financial Officer, Principal Executive Officer

Jeffrey A. Lubchansky was appointed as the Company's sole officer and director, serving as the Company's interim Chief Executive Officer, President, Principal Executive Officer and Principal Financial Officer on October 21, 2015.

Jeffrey A. Lubchansky is a Certified Public Accountant who has been at the forefront of integrating technology into the accounting field and providing leadership in management, taxation and accounting in various industries. These industries include sports/entertainment, real estate, financial institutions, highly compensated individuals, nutraceuticals, health and beauty, medical devices, audio/visual and consulting and tax services to CPA firms and attorneys.

Recently, Mr. Lubchansky has been engaged to perform interim CFO and crisis management services for a major private label beauty products manufacturer. His main function was to bring the company in compliance with various bank covenant reporting requirements, preparing the work papers for the year-end review and to implement various internal control procedures. The project was completed on schedule.

In 2014 Mr. Lubchansky was engaged as Controller for Alacriti, Inc., a leading provider of E-Commerce services to numerous financial and operating entities. He continues at this position as a part-time consultant. Beginning in 2010, Mr. Lubchansky maintained a tax and consulting practice specializing in providing CFO/Controller services. These services were provided to individuals and small to medium sized companies. Between 2006 and 2009, Mr. Lubchansky assumed the CFO position at Juvent Medical, Inc., responsible for the integrity of financial information and systems for this CE certified medical device manufacturer. From 2004 – 2009 he was CFO/Controller at Gary Null & Associates, a company involved in the nutraceutical and health products industry. And from 2001 – 2007, he was the controller for Alero Capital Corp.

Mr. Lubchansky earned his BS in Accounting with a Minor Degree in Computer and Information Sciences. Early in his career, he worked with the major computer manufacturers and software companies to develop accounting software for numerous industries. He is an avid photographer being published in numerous periodicals, texts and technical publications.

As reported on our Form 8-K filed on October 21, 2015, on that date, Jerrold D. Burden, our former sole director, Chief Executive Officer, President, Principal Executive Officer and Principal Financial Officer resigned from all such position.

Corporate Governance:

Code of Conduct and Ethics. We have adopted a code of business conduct and ethics that applies to our directors, officers and all employees. The code of business conduct and ethics may be obtained free of charge by writing to Wall Street Media Co., Inc., Attn: Chief Financial Officer, 2001 Palm Beach Lakes Blvd – Suite 502-E, West Palm Beach, FL 33409.

ITEM 11. EXECUTIVE COMPENSATION

Summary Compensation Table. The following table sets forth certain information concerning the annual compensation of our Chief Executive Officer, Chief Financial Officer during the last two fiscal years.

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)
Name and Principal Position	Year	Salary	Bonus	Stock Awards	Option Awards	Non-equity Incentive plan compensation	Nonqualified Deferred Compensation earnings	All Other Compensation	Total Compensation
Jerrold D. Burden Chairman of the Board, CEO CFO, Secretary, Treasurer	2016	\$0	0	0	0	0	0	0	\$ 0
	2015	\$36,000	0	0	0	0	0	0	\$ 36,000
Jeffrey A. Lubchansky Chief Executive Officer, President, Principal Executive Officer and Principal Financial Officer on October 21, 2015 (1)	2016	\$27,500	0	0	0	0	0	0	\$ 27,500

Mr. Jeffrey A. Lubchansky was appointed as the Company’s sole officer and director, serving as the Company’s (1) interim Chief Executive Officer, President, Principal Executive Officer and Principal Financial Officer on October 21, 2015.

Outstanding Equity Awards at Fiscal Year End. There were no outstanding equity awards as of September 30, 2016.

Compensation of Directors. We currently have one employee director. No compensation was paid to our prior non-employee director in the period ended September 30, 2016 and 2015. We intend to identify qualified candidates to serve on the Board of Directors and to develop a compensation package to offer to members of the Board of Directors and its Committees.

Audit, Compensation and Nominating Committees. Considering the fact that we are an early stage company, we do not maintain standing audit, compensation or nominating committees. The functions typically associated with these committees are performed by the entire Board of Directors which currently consists of one member who is not considered independent.

ITEM 12. SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT AND RELATED STOCKHOLDER MATTERS

Security Ownership of Principal Stockholders, Directors, Nominees and Executive Officers and Related Stockholder Matters.

The following table sets forth, as of September 30, 2016, certain information with respect to the beneficial ownership of shares of our common stock by: (i) each person known to us to be the beneficial owner of more than five percent (5%) of our outstanding shares of common stock, (ii) each director or nominee for director of our Company, (iii) each of the executives, and (iv) our directors and executive officers as a group. Unless otherwise indicated, the address of each shareholder is c/o our Company at our principal office address:

Beneficial Owner	Address	Number of Shares Beneficially Owned (*)	Percent of Class (**)
John Moroney (owned jointly with Mr. Moroney's wife)	P.O.Box 1095 1095 Military Trail Jupiter, FL 33468	16,094,466	60 %
Nathan Fink	470 New Milford Ave Oradell, NJ 07640	4,000,000	15 %
Jerrold D. Burden		1,131,260	4.2 %
Jeffrey A. Lubchansky		2,900	0.01 %
All Directors and Officers and Beneficial Owners as a Group (1 person)		2,900	0.01 %

(*) Beneficial ownership is determined in accordance with the rules of the SEC which generally attribute Beneficial ownership of securities to persons who possess sole or shared voting power and/or investment power with respect to those securities. Unless otherwise indicated, voting and investment power are exercised solely by the person named above or shared with members of such person's household. This includes any shares such person has the right to acquire within 60 days.

(**) Percent of class is calculated on the basis of the number of shares outstanding on October 4, 2016 (26,922,007).

ITEM 13. CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS, AND DIRECTOR INDEPENDENCE

0 % and 1.7% of the Company's revenues during fiscal 2016 and 2015, respectively, for website development services was almost entirely derived from a related party where our former chairman is also the president.

100% of the current period income was from Landmark Pegasus (a related party).

ITEM 14. PRINCIPAL ACCOUNTANT FEES AND SERVICES

We do not currently have an audit committee; however it is our policy to have all audit and audit-related fees pre-approved by the board of directors.

The Board of directors reviews and approves audit and permissible non-audit services performed by its independent registered public accounting firm, as well as the fees charged for such services. In its review of non-audit service and its appointment of D. Brooks and Associates CPAs, P.A. as our independent registered public accounting firm, the Board of Directors considered whether the provision of such services is compatible with maintaining independence. All of the services provided and fees charged by D. Brooks and Associates, CPAs, P.A. in 2016 and 2015 were approved by the Board of Directors. The following table shows the fees for the year ended September 30, 2016 and 2015:

	2016	2015
Audit Fees ⁽¹⁾	\$12,000	\$12,000
Audit Related Fees ⁽²⁾	\$0	\$0
Tax Fees ⁽³⁾	\$0	\$0
All Other Fees	\$0	\$0

(1) Audit fees – these fees relate to the audit of our annual financial statements and the review of our interim quarterly financial statements.

(2) Audit related fees – these fees relate primarily to the auditors’ review of our registration statements and audit related consulting. No fees of this sort were billed by D. Brooks and Associates, CPAs, P.A., our principal accountant during 2015 or 2014.

(3) Tax fees – no fees of this sort were billed by D. Brooks and Associates, CPAs, P.A., our principal accountant during 2015 or 2014.

PART IV

ITEM 15. EXHIBITS AND FINANCIAL STATEMENT SCHEDULES

Exhibit No. Exhibit Type

31.1	Certification of Principal Executive Officer and Principal Financial Officer (Section 302)
32.1	Certification of Principal Executive Officer and Principal Financial Officer (Section 906)
101.INS	XBRL Instance Document
101.SCH	XBRL Taxonomy Extension Schema Document
101.CAL	XBRL Taxonomy Extension Calculation Linkbase Document
101.DEF	XBRL Taxonomy Extension Definition Linkbase Document
101.LAB	XBRL Taxonomy Extension Label Linkbase Document
101.PRE	XBRL Taxonomy Extension Presentation Linkbase Document

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.

Wall Street Media Co, Inc.

Date: December 12, 2016 /s/ Jeffrey A. Lubchansky
Jeffrey A. Lubchansky
CEO (Principal Executive Officer), President

