

1 innovative peer-to-peer ride sharing mobile app platform that will give people who are travelling the
2 ability to sell their empty seats to other individuals needing rides.” Robinson claimed that the
3 “FreeRiding rideshare app is a unique platform combining the features of Priceline, AirBnB and
4 Facebook for consumer vehicles ... giving users the ability to meet and travel with people who share
5 similar interests while simultaneously turning empty seats into cash for drivers.”

6 7. In attempts to raise additional capital from investors, in or about November 2019,
7 Robinson and FreeRiding offered investors new “Simple Agreements for Future Equity (SAFE)”
8 which stated:

9 In order to continue developing that infrastructure and quickly bring the app to
10 market, we are raising a modest amount of additional capital through the issuance
11 of Simple Agreements for Future Equity (the “SAFEs”) to existing FreeRiding
12 stockholders. We have received commitments from key stockholders of at least
13 \$35,000 and intend to raise a total amount of approximately \$150,000. Pursuant to
14 this offer, each existing FreeRiding stockholder is afforded an opportunity to
participate in the SAFE financing. The minimum investment in the offering is
\$5,000 or, in the case of stockholders who originally invested less than \$5,000 in
FreeRiding, \$2,500.

15 8. The California investors stated that after they invested in FreeRiding, Robinson
16 suddenly became too busy to provide the investors updates on the startup and became unresponsive.
17 Months went by without any progress or updates, and soon it became clear that Robinson was no
18 longer actively pursuing the startup company. To date, the investors have not received the returns on
19 their investment as promised or their capital investment back.

20 9. These securities in the form of investment contracts in FreeRiding were offered or
21 sold in this state in issuer transactions. The Department of Financial Protection and Innovation has
22 not issued a permit or other form of qualification authorizing any person to offer or sell the securities
23 referred to herein in this state, nor is FreeRiding exempt from the qualification requirement.

24 10. In connection with the offer or sale of these securities, Robinson, on behalf of
25 FreeRiding, made the following untrue statements of material facts:

26 a. Investors were promised a return on investment up to “ten times” the
27 amount each investor invested and payable within six to twelve months or upon demand by investors,
28 when no such return was paid to the investors.

1 b. Robinson represented to investors that their money would be used to
2 develop a FreeRoding ride share app when in reality, Robinson used investor funds for his personal
3 expenses.

4 c. Robinson failed to disclose to investors that in or about October 17,
5 2014, the Alberta Securities Commission in Canada issued an Order directing Robinson to among
6 other prohibitions, “cease trading in or purchasing securities for 20 years to and including 24 July
7 2033...” and “resign from all positions he holds as a director or officer of any issuer, registrant or
8 investment fund manager, and he is prohibited from becoming or acting as a director or officer (or
9 both) of any issuer, registrant or investment fund manager, for 20 years to an including 24 July, 2033,
10”

11 Based on the foregoing findings, the Commissioner of Financial Protection and Innovation is
12 of the opinion that the investment contracts offered or sold by Detric Joseph Robinson aka DJ
13 Robinson and FreeRoding, Inc., are securities subject to qualification under the Corporate Securities
14 Law of 1968 and are being or have been offered or sold without first being qualified in violation of
15 Corporations Code section 25110.

16 Pursuant to Corporations Code section 25532, Detric Joseph Robinson aka DJ Robinson and
17 FreeRoding, Inc., are ordered to desist and refrain from the further offer and sale of securities in
18 California, including but not limited to investment contracts, unless and until qualification has been
19 made under the Corporate Securities Law of 1968, or unless exempt.

20 Further, the California Commissioner of Financial Protection and Innovation is of the opinion
21 that Detric Joseph Robinson aka DJ Robinson and FreeRoding, Inc. offered or sold securities in this
22 state by means of written or oral communications which included untrue statements of material facts
23 or omitted to state a material fact necessary in order to make the statements made, in the light of the
24 circumstances under which they were made, not misleading, in violation of Corporations Code
25 section 25401.

26 Pursuant to Corporations Code section 25532, Detric Joseph Robinson aka DJ Robinson and
27 FreeRoding, Inc. are hereby ordered to desist and refrain from offering or selling or buying or
28 offering to buy any security in the State of California, including but not limited to investment

1 contracts, by means of any written or oral communication which includes an untrue statement of a
2 material fact or omits to state a material fact necessary in order to make the statements made, in the
3 light of the circumstances under which they were made, not misleading.

4 Pursuant to Corporations Code section 25403, subdivision (b), any person that knowingly
5 provides substantial assistance to another person in violation of any provision of this division or any
6 rule or order thereunder shall be deemed to be in violation of that provision, rule, or order to the same
7 extent as the person to whom the assistance was provided.

8 This Order is necessary, in the public interest, for the protection of investors and consistent
9 with the purposes, policies and provisions of the Corporate Securities Law of 1968.

10 Dated: February 2, 2021
11 Sacramento, California

MANUEL P. ALVAREZ
Commissioner of Financial Protection and Innovation

12
13 By _____
14 MARY ANN SMITH
15 Deputy Commissioner
16 Enforcement Division

