

SF Blu Vu, Inc.  
Form 10-Q  
July 14, 2011  
UNITED STATES

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 10-Q

(Mark One)

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

For the quarterly period ended March 31, 2011

☐ TRANSITION REPORT UNDER SECTION 13 or 15(d) OF THE EXCHANGE ACT

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

Commission File Number: 333-149158

SF BLU VU, INC

(Exact name of small business issuer as specified in its charter)

Nevada  
(State or other jurisdiction of incorporation or  
organization)

26-1212244  
(I.R.S. Employer Identification No.)

4695 MacArthur Court, Suite 1430, Newport Beach, CA 92660  
(Address of principal executive offices)

949-475-9086  
(Issuer's telephone number)

Semper Flowers, Inc., 1040 First Avenue, Suite. 173, New York, New York 10021  
(Former name, former address, and former fiscal year if changed since last report)

Check whether the issuer (1) filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934, as amended (the "Exchange Act") during the past 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes ☒ No ☐

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, or a non-accelerated filer.

Large accelerated filer ☐ Accelerated filer ☐  
Non-accelerated filer ☐ 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 ☐

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Indicate by check mark whether the registrant has filed all documents and reports required to be filed by Section 12, 13 or 15(d) of the Securities Exchange Act of 1934 subsequent to the distribution of securities under a plan confirmed by a court. Yes ☒ No ☐

The number of shares of Common Stock of the issuer outstanding as of July 11, 2011 was 19,933,529.

Transitional Small Business Disclosure Format (check one): Yes ☐ No ☒

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

SF BLU VU, INC.

(a development stage company)

Index

	Page Number
PART 1 – Financial Information	
Item 1 – Unaudited Financial Information:	
Balance Sheets as of March 31, 2011 (Unaudited) and December 31, 2010	4
Statements of Operations for the Three Months Ended March 31, 2011 and 2010 (Unaudited) and from Inception (October 9, 2007), to March 31, 2011 (Unaudited)	5
Statement of Changes in Stockholders Deficit for the Three Months Ended March 31, 2011(Unaudited) and from Inception (October 9, 2007), to March 31, 2011 (Unaudited)	6
Statements of Cash Flows for the Three Months Ended March 31, 2011 and 2010 (Unaudited) and from Inception (October 9, 2007) to March 31, 2011 (Unaudited)	7
Notes to Unaudited Financial Statements	8-10
Item 2 - Management’s Discussion and Analysis or Plan of Operation	11
Item 3 - Quantitative and Qualitative Disclosures About Market Risk	12
Item 4T - Controls and Procedures	12
PART II - Other Information	13

SF BLU VU, INC.  
(a development stage company)  
BALANCE SHEETS

	March 31, 2011 (Unaudited)	December 31, 2010
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ -	\$ -
<b>Total assets</b>	<b>\$ -</b>	<b>\$ -</b>
<b>LIABILITIES AND STOCKHOLDERS' DEFICIT</b>		
<b>CURRENT LIABILITIES</b>		
Accounts Payable	\$ 153,999	\$ 114,542
Advance from shareholder	26,227	26,227
<b>Total liabilities</b>	<b>180,226</b>	<b>140,769</b>
<b>STOCKHOLDERS' DEFICIT</b>		
Preferred stock, \$.0001 par value, 10,000,000 shares authorized, no shares issued and outstanding	-	-
Common stock, \$.001 par value, 100,000,000 shares authorized, 4,933,529 issued and outstanding	493	493
Additional paid-in-capital	322,220	322,220
Deficit accumulated during the development stage	(502,939)	(463,482)
<b>Total stockholders' deficit</b>	<b>(180,226)</b>	<b>(140,769)</b>
<b>Total liabilities and stockholders' deficit</b>	<b>\$ -</b>	<b>\$ -</b>

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

SF BLU VU, INC.  
(a development stage company)  
STATEMENTS OF OPERATIONS  
(Unaudited)

	For the three months ended		Cumulative Totals From Inception (October 9, 2007) Through March 31, 2011
	March 31, 2011	March 31, 2010	
Revenue	\$-	\$-	\$-
Cost of revenue	-	-	-
Gross profit	-	-	-
General and administrative expenses			
Payroll	4,500	4,500	138,500
Professional fees	34,957	19,589	313,132
Office and administrative	-	-	46,185
Interest expense	-	-	11,000
Total operating expenses	39,457	24,089	508,817
Other Income			
Gain on debt settlement	-	-	10,000
Total other income	-	-	10,000
Net loss from continuing operations before discontinued operations	(39,457 )	(24,089 )	(498,817 )
Discontinued operations, net of tax			
Income (loss) from operations	-	-	5,303
Loss on disposal of subsidiary	-	-	(9,425 )
Total loss from discontinued operations	-	-	(4,122 )
Net loss	\$(39,457 )	\$(24,089 )	\$(502,939 )