

SF Blu Vu, Inc.
Form 10-Q
August 04, 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 June 30, 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

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

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 20, 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)

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

| | June 30, 2011 (Unaudited) | December 31, 2010 |
|--|---------------------------------|----------------------|
| ASSETS | | |
| CURRENT ASSETS | | |
| Cash and cash equivalents | \$ 10,088 | \$- |
| Total assets | \$ 10,088 | \$- |
| LIABILITIES AND STOCKHOLDERS' DEFICIT | | |
| CURRENT LIABILITIES | | |
| Accounts Payable | \$ 177,901 | \$114,542 |
| Advance from shareholder | 35,340 | 26,227 |
| Total liabilities | 213,241 | 140,769 |
| STOCKHOLDERS' DEFICIT | | |
| Preferred stock, \$.0001 par value, 10,000,000 shares authorized, no shares issued and outstanding | - | - |
| Common stock, \$.0001 par value, 100,000,000 shares authorized, 19,933,529 and 4,933,529 issued and outstanding at June 30, 2011 and December 31, 2010 respectively | 1,993 | 493 |
| Additional paid-in-capital | 335,720 | 322,220 |
| Deficit accumulated during the development stage | (540,866) | (463,482) |
| Total stockholders' deficit | (203,153) | (140,769) |
| Total liabilities and stockholders' deficit | \$ 10,088 | \$- |

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 June 30, | | For the six months ended June 30, | | Cumulative Totals From Inception (October 9, 2007) Through June 30, 2011 |
|--|--|--------|--------------------------------------|--------|--|
| | 2011 | 2010 | 2011 | 2010 | |
| Revenue | \$- | \$- | \$- | \$- | \$- |
| Cost of revenue | - | - | - | - | - |
| Gross profit | - | - | - | - | - |
| General and administrative expenses | | | | | |
| Payroll | 4,500 | 4,500 | 9,000 | 9,000 | 143,000 |
| Professional fees | 33,152 | 27,858 | 68,109 | 47,447 | 346,284 |
| Office and administrative | 275 | - | 275 | - | 46,460 |
| Interest expense | - | - | - | - | 11,000 |
| Total operating expenses | 37,927 | 32,358 | 77,384 | 56,447 | 546,744 |
| Other Income | | | | | |
| Gain on debt settlement | - | - | - | - | 10,000 |
| Total other income | - | - | - | - | - |