

**Form ADV Part 2B: Brochure Supplement**



**Vivian Tu**

**Stephanie Nevel Alejo**

Ask Dolly, LLC  
865 Albion St., Suite 250  
Denver, CO 80220  
(720) 432-6841

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This brochure supplement provides information about Vivian Tu and Stephanie Nevel Alejo that supplements Ask Dolly, LLC's ("Ask Dolly" or the "Firm") Form ADV Part 2A brochure. You should have received a copy of that brochure. Please contact the Firm's Chief Compliance Officer, Stephanie Nevel Alejo at [stephanie@askdolly.com](mailto:stephanie@askdolly.com), if you have not received the Firm's brochure or if you have any questions about the contents of this brochure supplement.

Additional information about Vivian and Stephanie is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Vivian Tu

### **Educational Background and Business Experience**

Vivian is the Chief Executive Officer (“CEO”) of Ask Dolly. Vivian was born in 1994 and graduated from the University of Chicago with a Bachelor of Arts degree in Environmental Studies and Public Policy. Prior to launching Ask Dolly, Vivian was (and remains, as described below) the CEO and Founder of Your Rich BFF, Inc. Prior to Your Rich BFF, Vivian was employed by Buzzfeed, most recently as a Senior Account Executive, Client Partnerships. Vivian began her career working for J.P. Morgan as both an Industrials/Energy Trader, and later a Special Situations Trader.

### **Disciplinary History**

Vivian does not have any legal or disciplinary events that would be material to a client’s evaluation of Vivian or the Firm.

### **Other Business Activities**

Vivian is actively engaged as the CEO and Founder of Your Rich BFF, Inc. Your Rich BFF is a media platform that provides financial awareness and education across multiple distribution channels. Your Rich BFF generates substantial revenue from a variety of activities including affiliate sales commission, digital subscription revenue, digital product sales, and sponsorships with business customers in exchange for being featured across one or more of Your Rich BFF’s channels. Vivian receives substantial income personally from Your Rich BFF as the sole owner, CEO, and public-facing anchor for all activities. Through the Your Rich BFF business, Vivian has a commercial partnership with SoFi and holds the honorary title of Chief Empowerment Officer of SoFi.

### **Additional Compensation**

Vivian does not receive any additional economic benefit for the direct provision of investment advisory services.

### **Supervision**

All employees, including Vivian, are subject to Ask Dolly’s compliance policies and must acknowledge receipt and understanding of and compliance with the Firm’s Compliance Manual and Code of Ethics. Stephanie Nevel Alejo, the Firm’s CCO (720-432-6841), monitors Vivian’s adherence to the Firm’s compliance program, including advisory activities she may perform on behalf of the Firm.

## **Stephanie Nevel Alejo**

### **Educational Background and Business Experience**

Stephanie is the Chief Compliance Officer (“CCO”) and Chief Operating Officer (“COO”) of Ask Dolly. Stephanie was born in 1992 and graduated from Stanford University with a Bachelor of Arts in International Relations. Prior to her work with Ask Dolly, Stephanie was Head of Strategy and Operations at Creative Juice. Prior to her work at Creative Juice, Stephanie was the Director of Portfolio at ZX Ventures within AB InBev.

### **Disciplinary History**

Stephanie does not have any legal or disciplinary events that would be material to a client’s evaluation of Stephanie or the Firm.

### **Other Business Activities**

Stephanie has no outside business activities to report.

### **Additional Compensation**

Stephanie does not receive any additional economic benefit for the direct provision of investment advisory services.

### **Supervision**

All employees, including Stephanie, are subject to Ask Dolly’s compliance policies and must acknowledge receipt and understanding of and compliance with the Firm’s Compliance Manual and Code of Ethics. Vivian Tu, the Firm’s CEO (720-432-6841) monitors Stephanie’s activities that require reporting under the Code of Ethics, including advisory activities she may perform on behalf of the Firm.