

PULLEY

Pulley Cap Table

PULLEY

Pulley is the fastest growing cap table solution and helps over 1,000+ manage their cap table and employee equity platform.

We provide fast growing companies with a cap table platform that scales with them as they grow.

Pulley raised funding from Stripe with participation from leading investors including Y Combinator, General Catalyst, Caffeinated Capital, and 8VC. We are an experienced team with backgrounds across technology and law with experience from Microsoft, Google, and Kirkland & Ellis.

PULLEY WORKS WITH CLIENTS FROM TOP FIRMS INCLUDING

WILSON
SONSINI

Cooley



GOODWIN

orrick

FENWICK

GD
GUNDERSON
DETTMER

PULLEY SUPPORTS COMPANIES FROM SEED -> BILLION DOLLAR VALUATIONS INCLUDING:

Dover

Fast

 Clubhouse

 finch

 BIRDIES

Bitwise®

 Y Combinator

 finmark

origin

50% of each Y Combinator
batch chooses Pulley

PULLEY

Why Companies Choose Pulley

Audit-ready 409A Valuations in five days - 409A valuations determine the strike price of your options. You will need a valuation at least once a year or at a material event - such as a fundraising round. Pulley partners with trusted, independent appraisers to give you an audit-ready 409A valuation in just one week - that's half of time of other platforms.

Fundraising Modeling - Save thousands on legal fees for your next fundraise and model out your dilution during fundraising rounds with accurate pro-forma modeling. Avoid costly cap table mistakes where you grant too much or too little equity to an investor. Equity rounds are complicated, and your lawyer's pro forma can include a mistake.

Compliance - Track 83(b) election, file Form 3921, and monitor Rule 701 compliance. Avoid costly cap table mistakes with an automated compliance checks related to your equity plan.

Support - Have a question? Talk to a lawyer (for free). We can't answer detailed questions about your cap table, but can share the basics around what's standard around equity and fundraising so you're not lost. We know that starting a company is hard. Choosing Pulley for your cap table platform makes one part of running a business easier to handle.

Dedicated support

- 24/7 phone support- Direct phone line. Not available for normal companies.
- Chat and email support - standard response time is 5 minutes

Training for your team

- Virtual training for your team to walk through the Pulley platform.
- Training materials including written and video guides on how to use Pulley available at our Partner Resources Center (<http://help.pulley.com/en/>).

PULLEY

Onboarding Timeline

Pulley provides white glove service to all companies onboarding.

- **Day one: Sign agreement**
- **Day two: Access Documents** - Share your existing cap table
- **Day three: Create initial Cap table** - Pulley reviews documents and completes onboard your company. Pulley can onboard most companies next day
- **Day four: Review & Approve** - Your team reviews the cap table.
- **Day four: Contact Stakeholders** - No emails are sent until final approval from you and your client. Afterwards, stakeholders will receive an email to accept their new certificates on Pulley.

PULLEY

Features to scale with your company

- **409A valuations** - receive audit-ready and fast 409A valuations in just five days
- **Fundraising modeling** - pro-forma tool to understand dilution across fundraising rounds
- **Facilitate transactions** - Pulley is the only platform to support signed legal documents.
- **Custom reports** - receive summary and detailed cap table reports by date range
- **Board approvals** - finalize your grants by handling the process of signing and storing your board approvals.
- **Data room** - track all documents associated with fundraising
- **Digital certificate** - electronically sign and issue certificates
- **Issue options** - easily issue and sign for options grants
- **Electronically exercise options** - allow employees to exercise options directly on Pulley
- **83(b) elections** - automated 83(b)'s elections for early exercising options
- **Vesting schedules** - support for advanced vesting scenarios like milestone based vesting and acceleration
- **Form 3921** - file options exercise requirements with the IRS
- **Rule 701 compliance** - run Rule 701 compliance reports to ensure compliance as your clients issue options
- **Advanced features** - support for stock splits and fractional shares
- **Admin controls** - easily add other lawyers and paralegal to your company accounts
- **Gusto & Rippling integration** - manage equity easily by integrating with your HRIS system

PULLEY

FAQ

1. **How long does onboarding take?** Pulley provides concierge onboarding to all companies on our paid plans. Onboarding time depends on the complexity of the cap table. Most companies complete onboarding next day.
2. **Are there features that are not supported by Pulley?** Pulley is not a secondary exchange and focuses exclusively on building a full-service cap table platform. Because our team is focused on building a great cap table service, we have all the features companies need to scale. We work with companies including Fast checkout and Clubhouse.
3. **Is Pulley secure?** We've built Pulley with a focus on security and data integrity. We have received a Pen Test from Cobalt.
4. **What information do investors or employees see?** Investors and employees see only the information that you allow. Pulley gives admins total control on customizing information rights.
5. **If I'm used to Carta or Shareworks, will Pulley be difficult to learn?** No. Founders, paralegals and lawyers using Pulley for the first time often find it easier to navigate around Pulley than Carta. Additionally, we've developed a series of how-to guides to show users how to record any cap table updates on Pulley.
6. **What are your support hours?** 24/7, via phone, email, or chat. We understand that you may be working late and a real person is available to answer your questions.