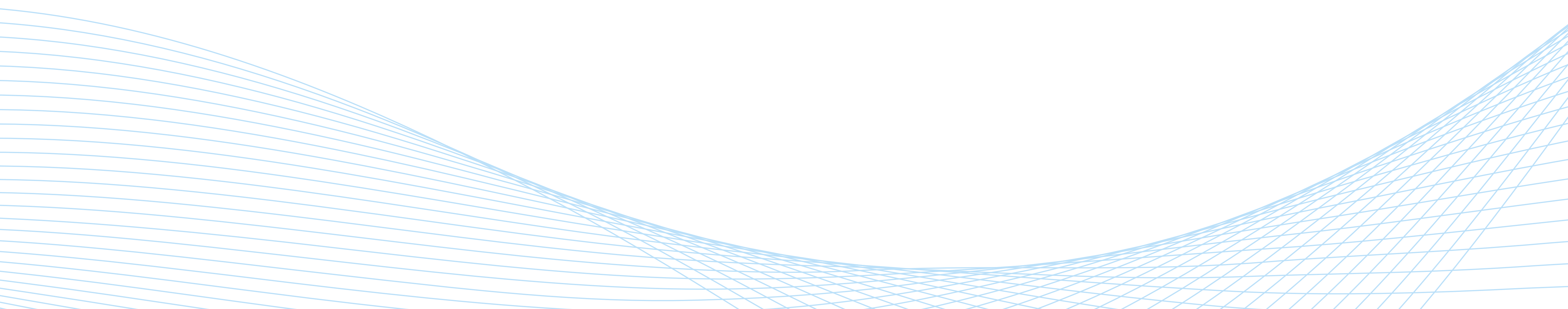




Carta investor pitch

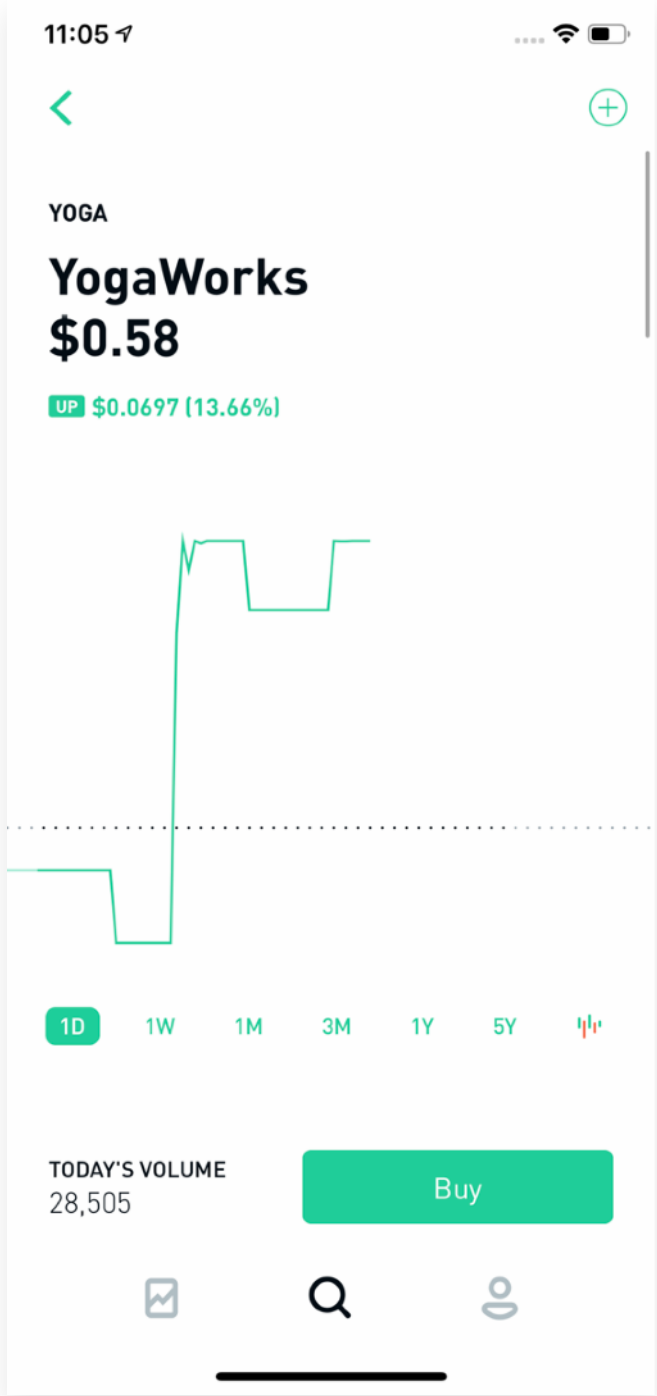


The problem



Private

\$20K



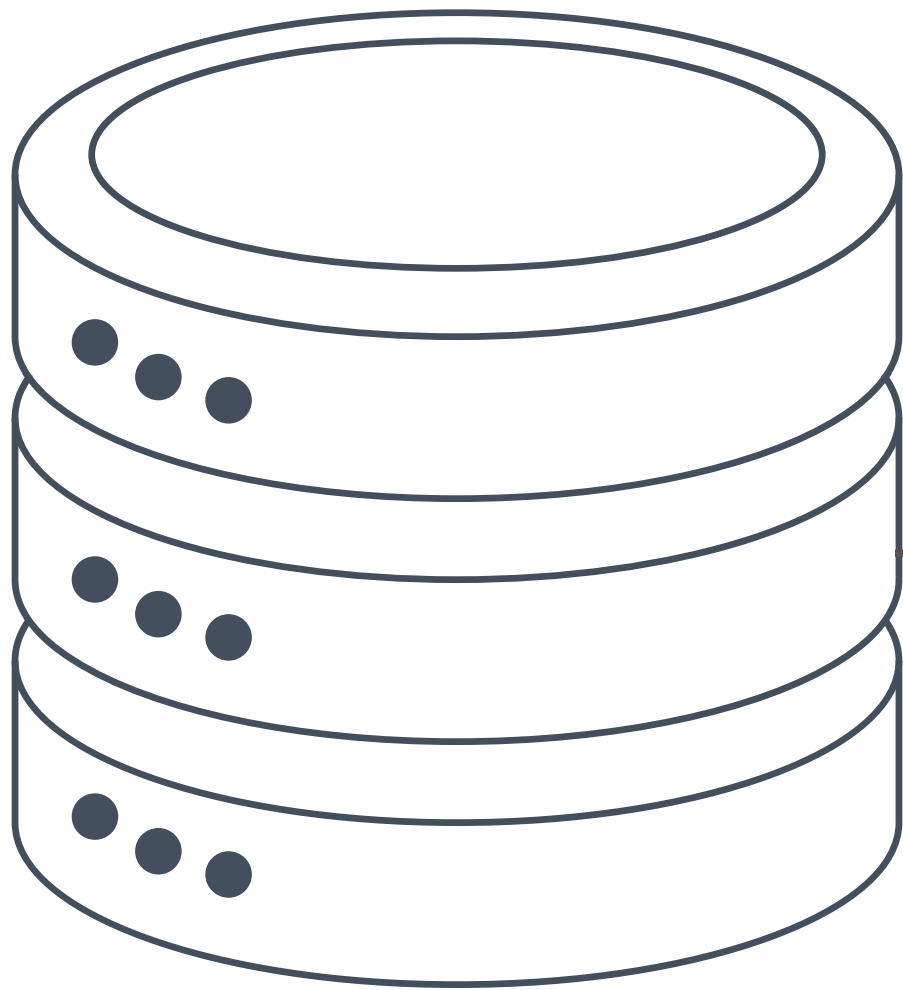
Public

\$7



The solution

Build the central registry of asset ownership

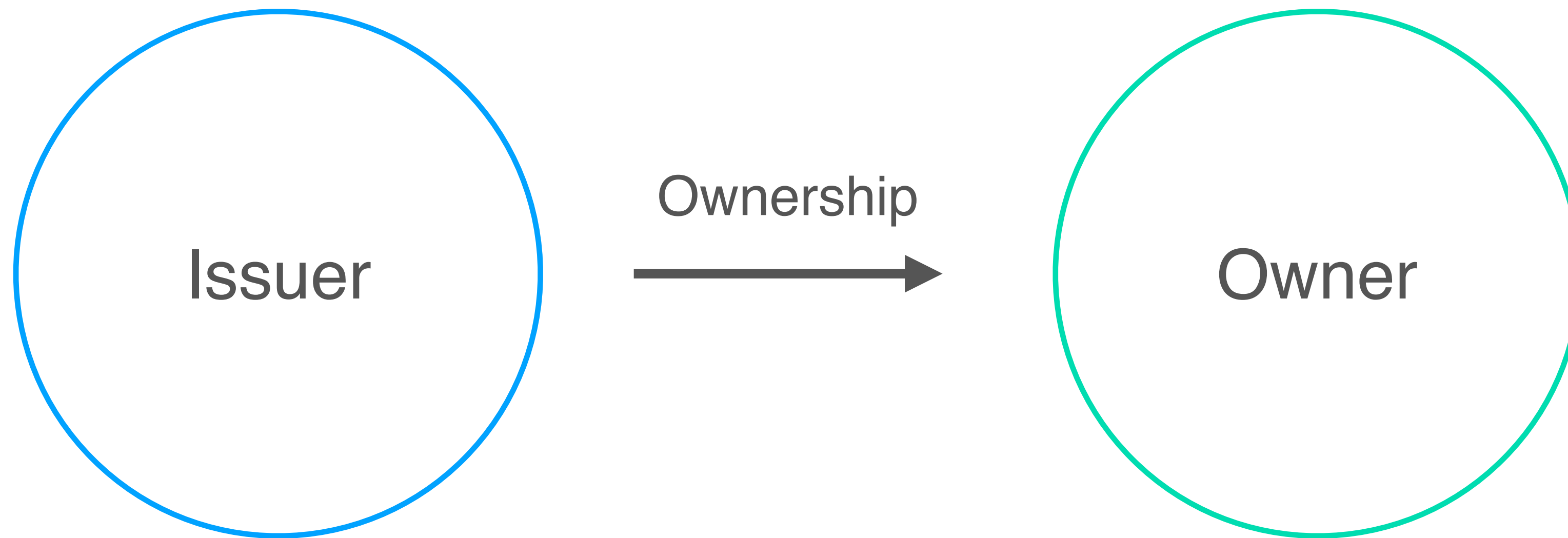


Henry	\$100	Shares
Mary	\$50	Options
Bob	\$200	Warrant
Bill	\$1000	Debt
Sam	\$400	Membership Units



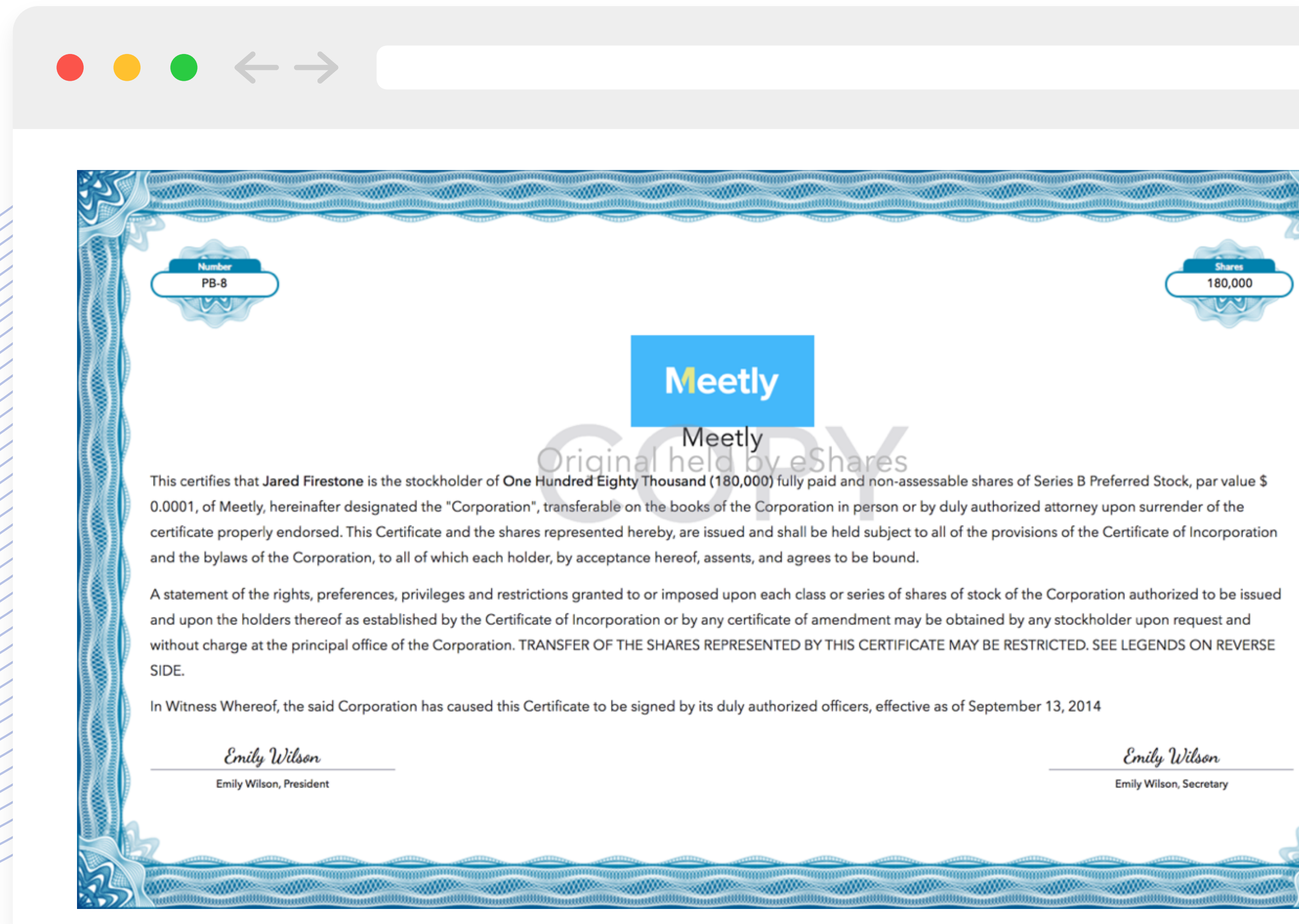
How?

Create a simple way for issuers to transfer securities online



We issue electronic shares, options, debt, and derivatives

And track ownership, restrictions, and shareholder information



We automate their approval, and compliance

Including new issues,
transfers, and settlement

Sign here

Tagg Palmer

Sign as "Tagg Palmer"

Accept option grant



Read and understand the terms below.

The stock option (the "Stock Option Grant") is subject to all of the terms and conditions set forth in this Grant Summary and all of the documents attached hereto (the "Plan Documents"), all of which are incorporated herein in their entirety.

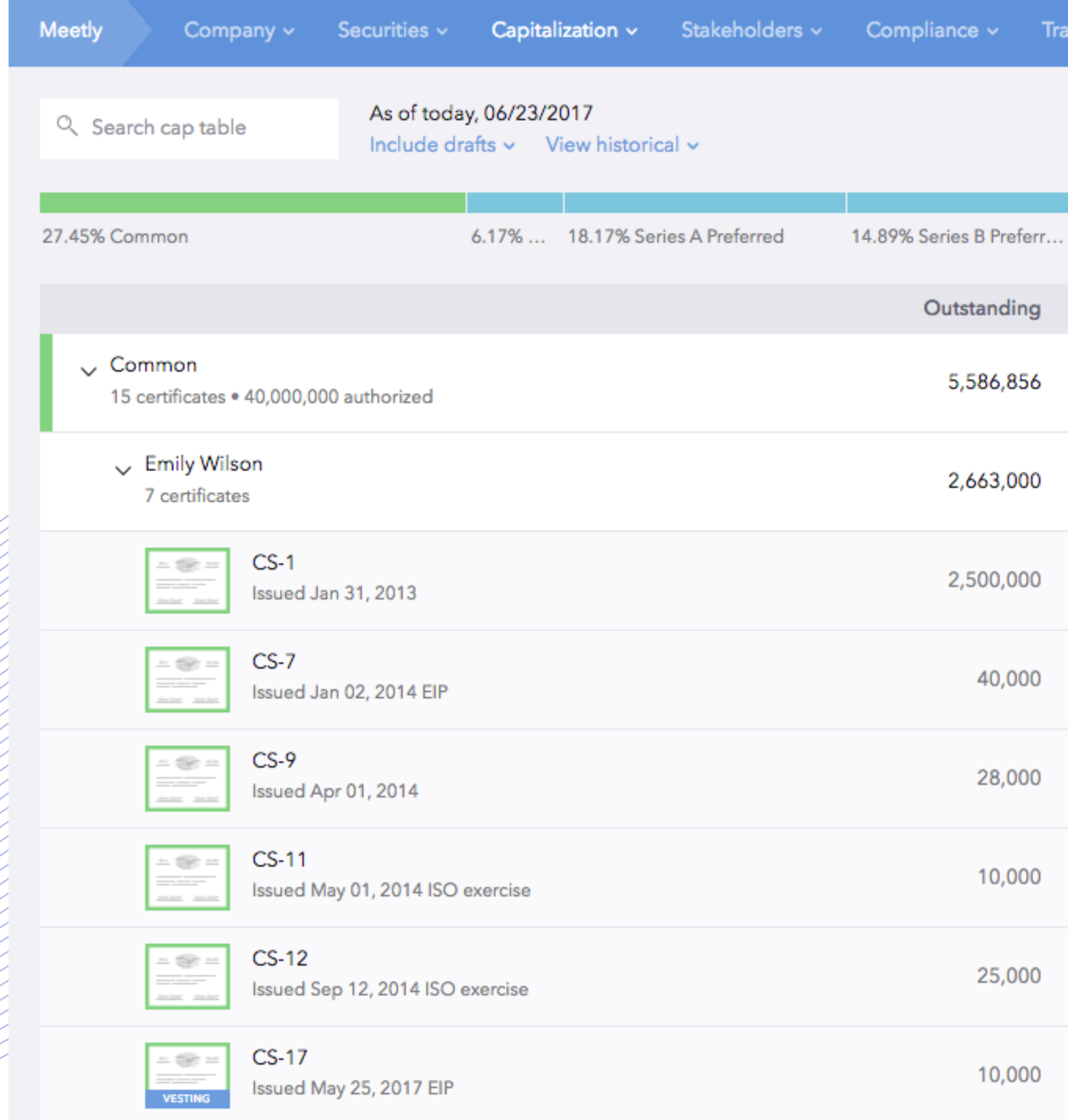
By entering your full name below, your signature will be applied to the Plan Documents, as applicable, and you acknowledge receipt of, and understand and agree to, this Grant Summary and the Plan Documents. You further acknowledge that as of the date of the grant, this Grant Summary and the Plan Documents set forth the entire understanding between you and the Company regarding the Stock Option Grant and supersede all prior agreements, promises and/or representations on that subject. If there is any conflict between the provisions of this Grant Summary and those of the Plan Documents, the provisions of the Plan Documents will control.

- I have read and understand the Equity Incentive Plan.
[2014 Equity Incentive Plan.pdf](#)
- I have read and understand the Form of Option Agreement.
[Meetly Option Agreement.doc](#)
- I have read and understand the Form of Exercise Agreement.
[Meetly Notice of Exercise.doc](#)

Accept option grant

We track the cap table






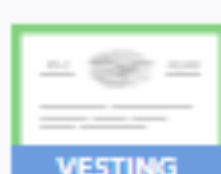
And all issuer liabilities



Meety Company Securities Capitalization Stakeholders Compliance Tra

Search cap table As of today, 06/23/2017
Include drafts View historical

27.45% Common 6.17% ... 18.17% Series A Preferred 14.89% Series B Preferr...

	Outstanding
Common 15 certificates • 40,000,000 authorized	5,586,856
Emily Wilson 7 certificates	2,663,000
 CS-1 Issued Jan 31, 2013	2,500,000
 CS-7 Issued Jan 02, 2014 EIP	40,000
 CS-9 Issued Apr 01, 2014	28,000
 CS-11 Issued May 01, 2014 ISO exercise	10,000
 CS-12 Issued Sep 12, 2014 ISO exercise	25,000
 CS-17 Issued May 25, 2017 EIP	10,000

We track the portfolio






And all the owner's assets



Read our Equity 101 posts to learn more about stock option basics. [Learn more >](#)

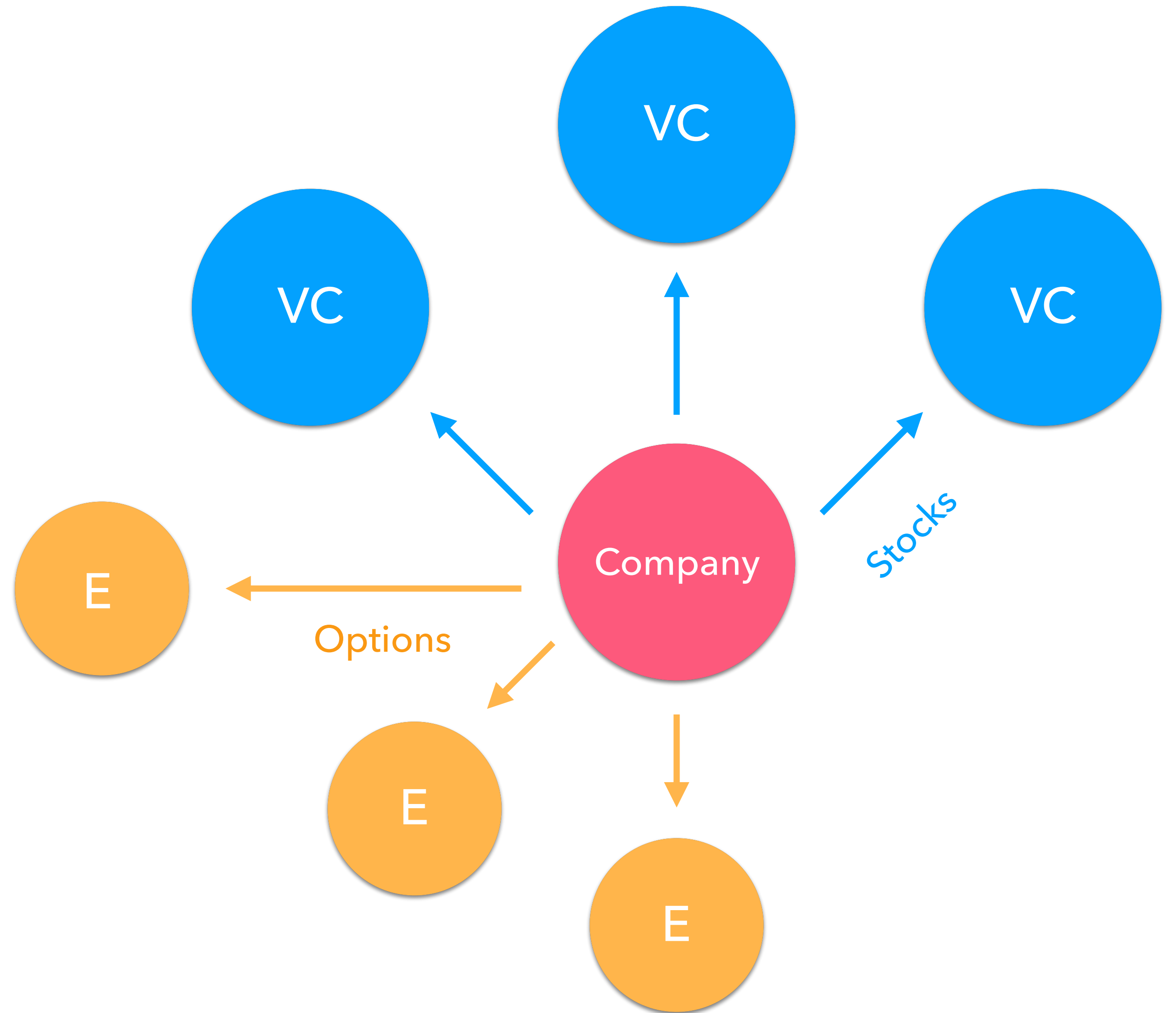
Search

Add filter ▾

Company ▾	Date	Shares	Cost
 IMIM	01/31/2013	45,500 0.722%	\$0
Option grants 2 grants • 45,500 options available to exercise		45,500 0.722%	\$7,735
 ES-7	03/01/2014 Vesting start date	500 Exercised: 0	\$85 Exercise: \$0.17
 ES-12	10/02/2012 Vesting start date	45,000 Exercised: 0	\$7,650 Exercise: \$0.17
 Meetly	01/31/2013	58,075 0.285%	\$0
Restricted stock units 3 RSUs		575 0.003%	\$0
Option grants 3 grants • 55,500 options available to exercise		57,500 0.283%	\$15,415
 OKERU	07/04/2012	800,000 69.565%	\$7,500

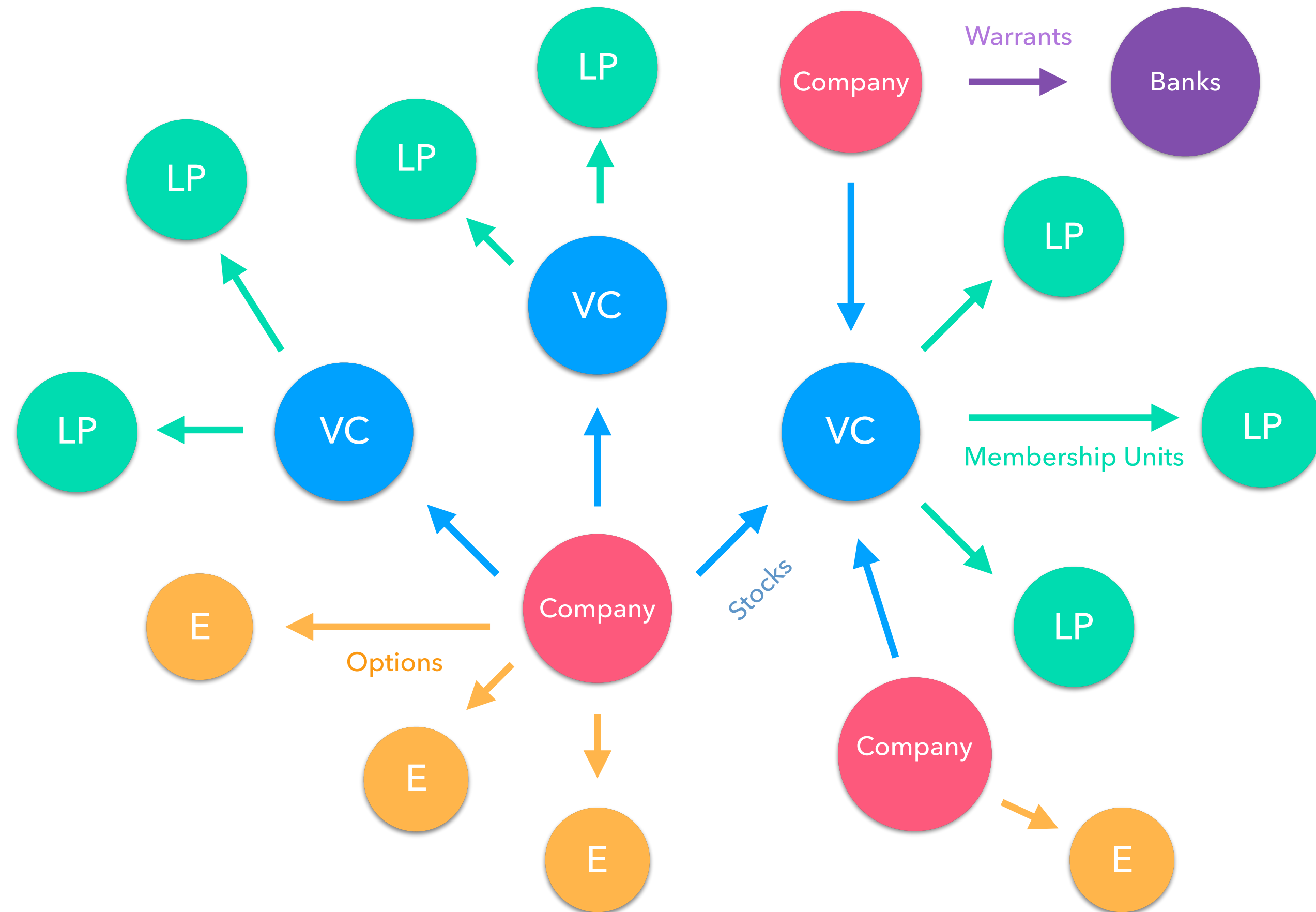
Venture capital is our first network

Fractional ownership industries have strong network effects



Our second network is Limited Partners

Membership in funds is a larger and more valuable network effect

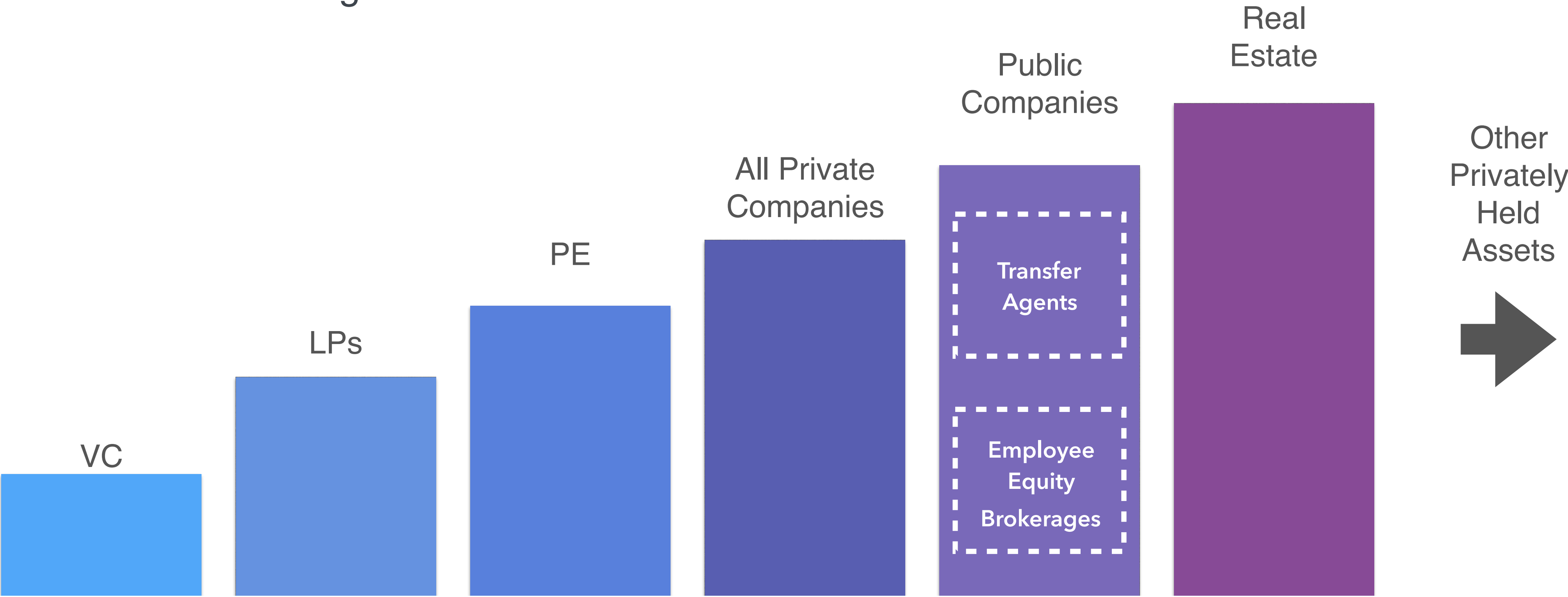


Sell software and financial products into each node in the network



And keep going...

As we drill deeper into the asset ownership graph we enter new categories of assets



So how are we doing?



Carta at a glance

Founded in
2012

7 Offices

Palo Alto, San Francisco, Seattle, New York,
Salt Lake City, Princeton, Rio de Janeiro

450
employees

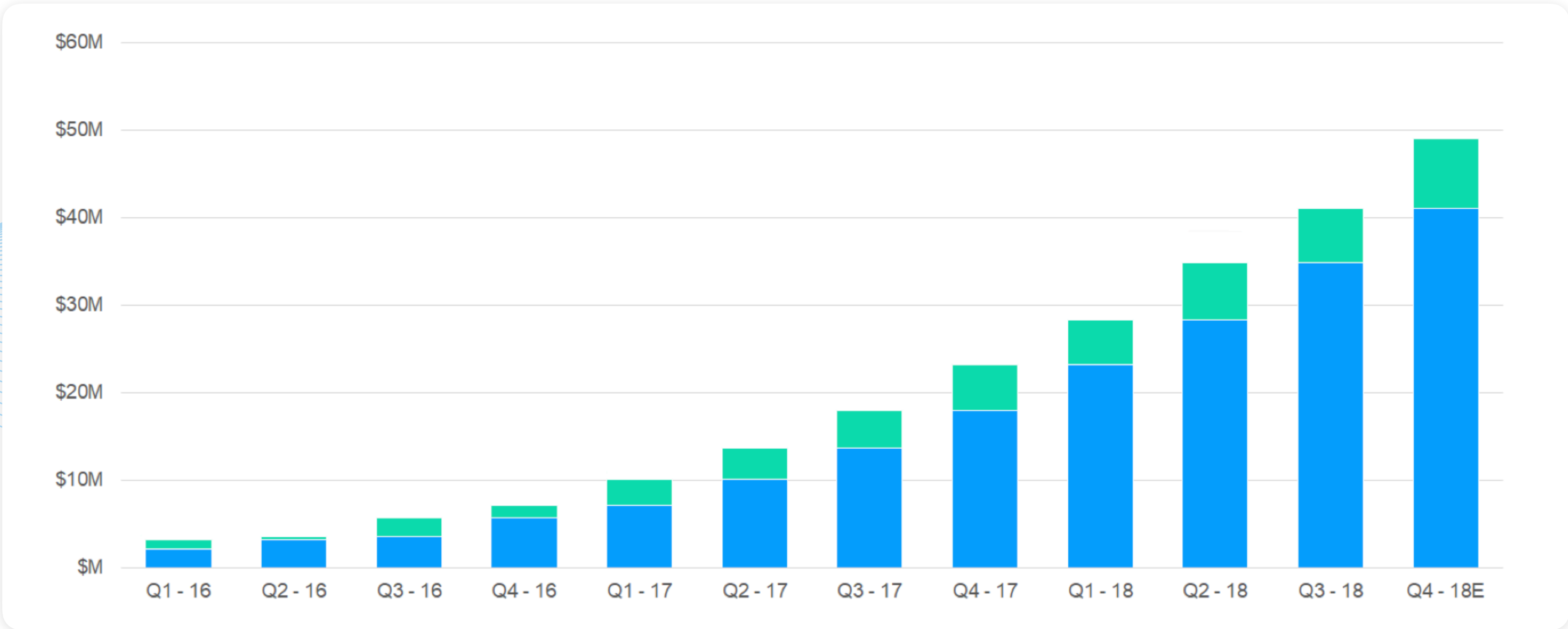
\$50M
in ARR

~700,000
shareholders
on the platform

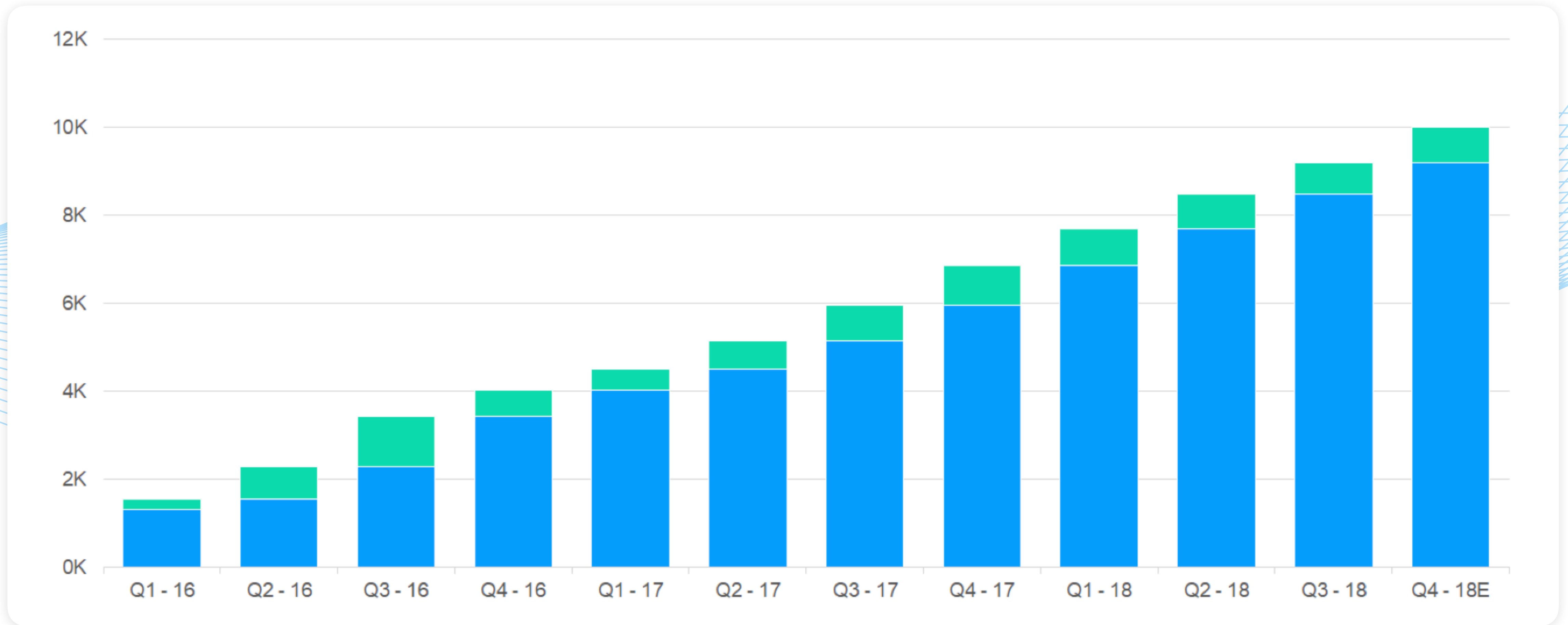
~10,000
subscription customers



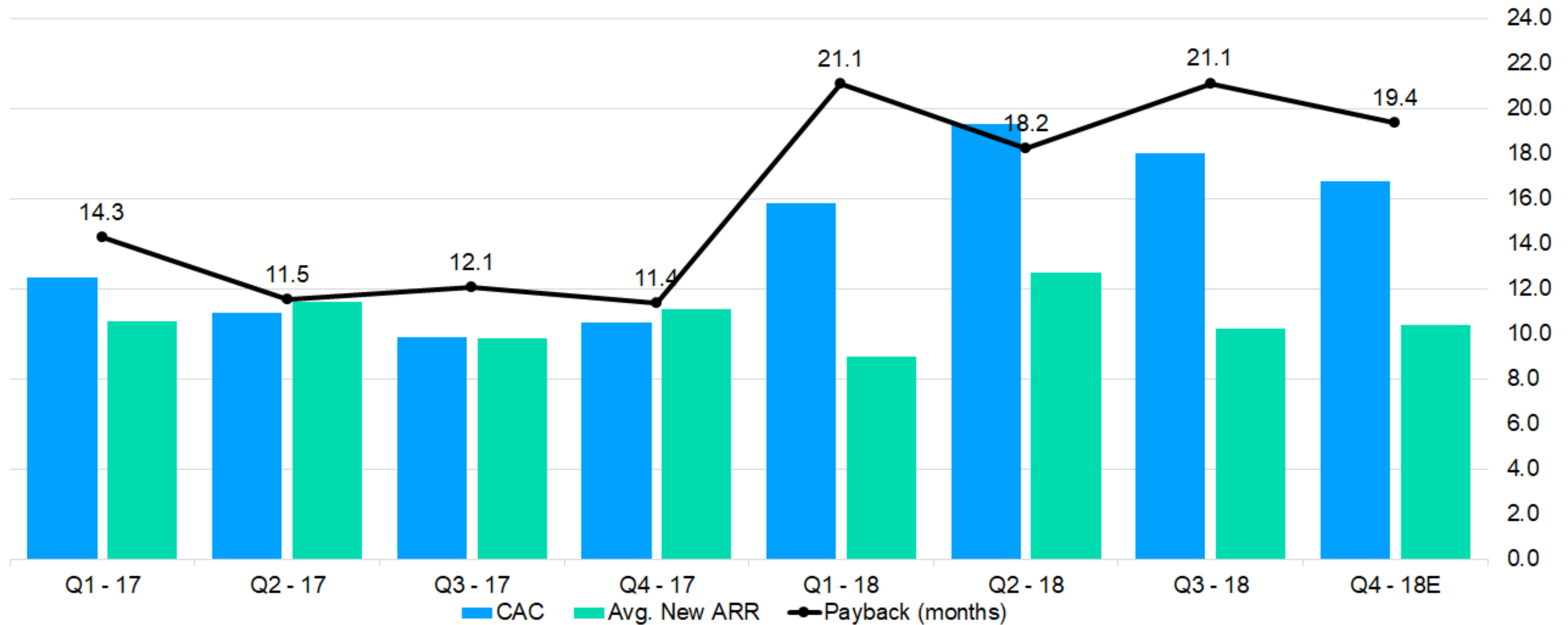
Annual recurring revenue



Subscription customers



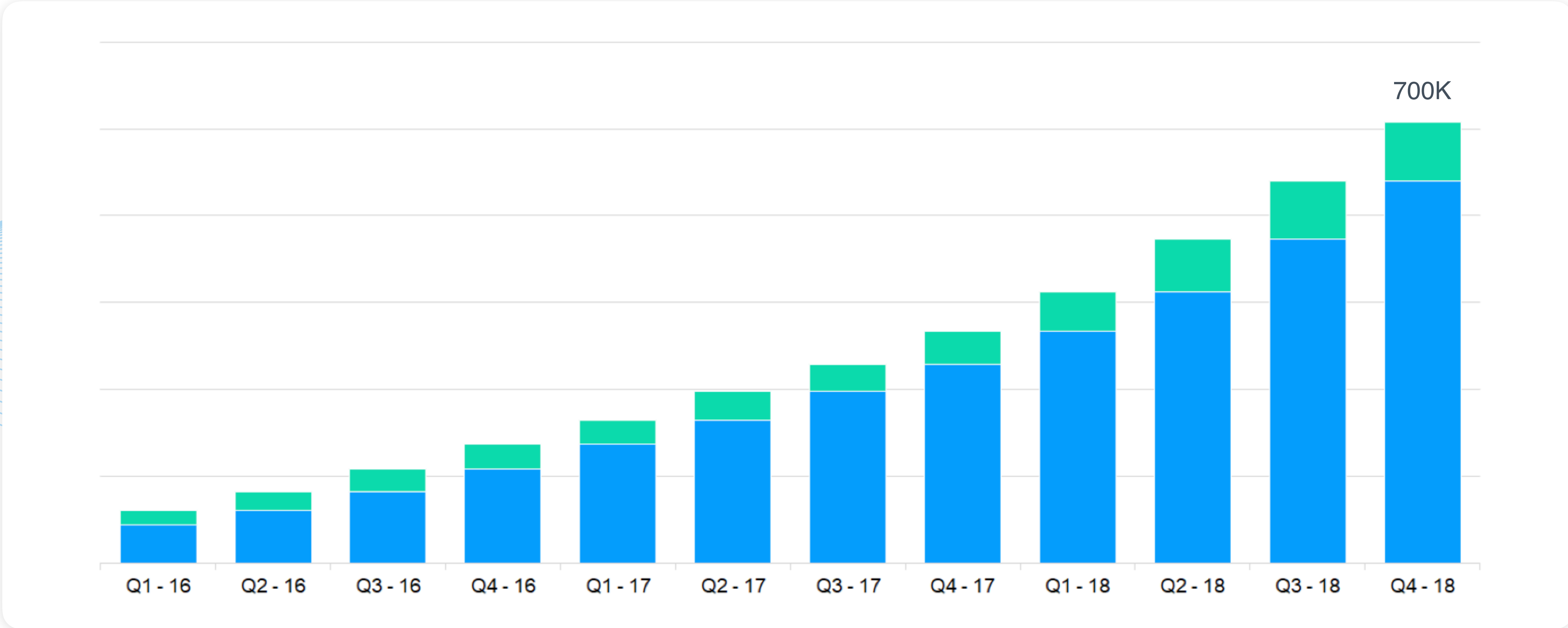
Payback period



Definitions: **Customer Acquisition Cost (CAC)** = Sales & Marketing spend (fully loaded) + Net implementation cost (fully loaded) by new subscription customer
Average ARR = Annual Recurring Revenue (ARR) by new subscription customer * Subscription gross margin
Payback period = [CAC / Average ARR] x 12



Over 700,000 shareholders

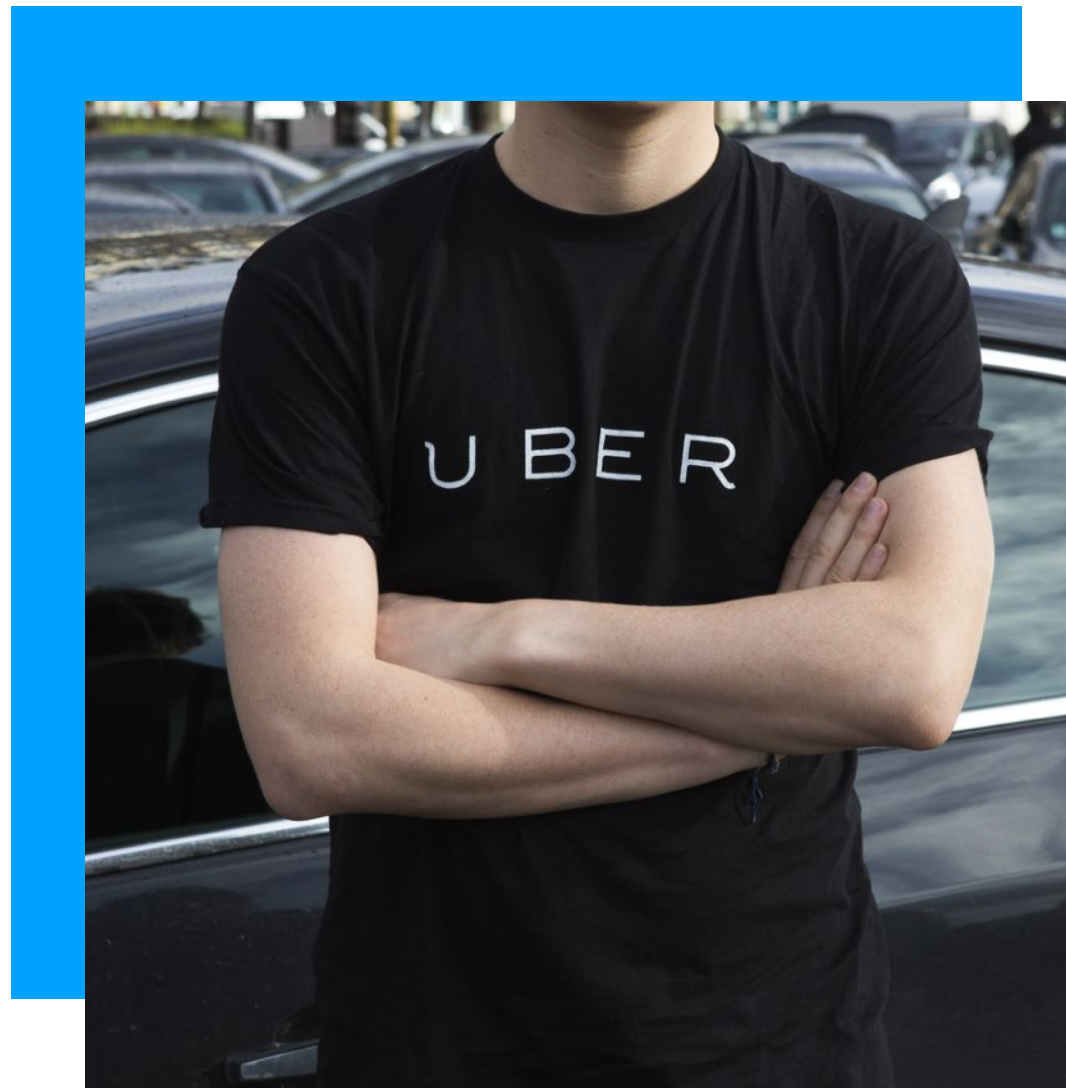


Lastly...



Ownership as simple as payroll

Uber



75,000 Drivers

Cargill™



130,000 Employees

airbnb

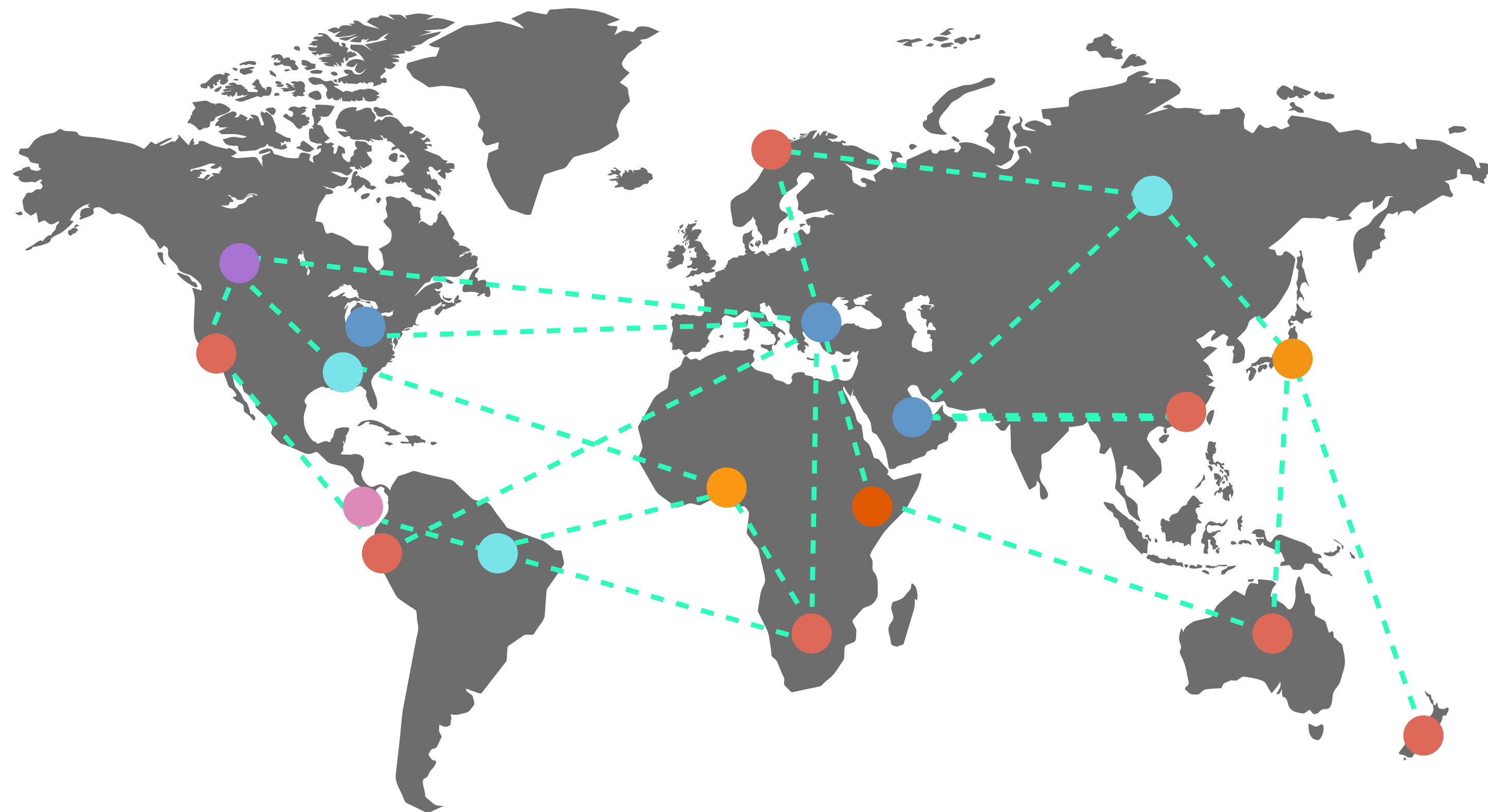


700,000 Hosts

Note: Not current customers, this is our vision of how you could expand ownership beyond full-time employees.



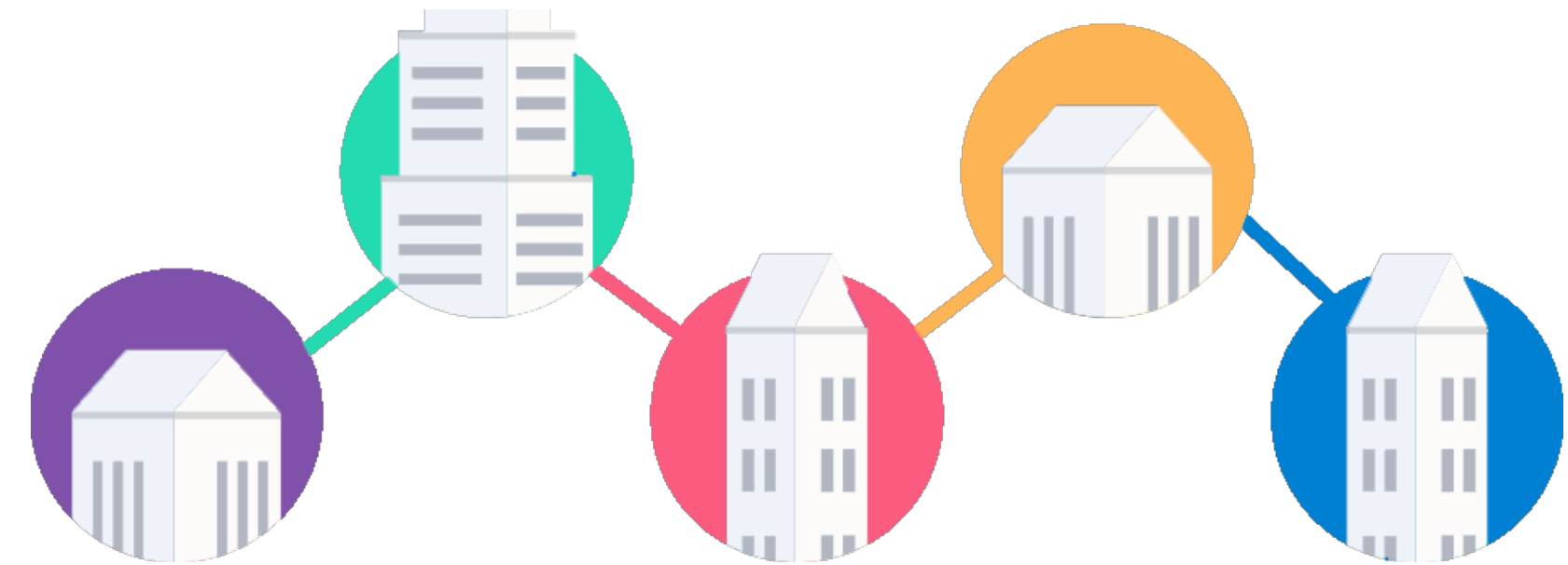
This is a global problem



Think of us as a utility company. We lay financial cables



Phones have changed but we use the same cables Bell Labs laid a century ago.



Our software forms the electronic cables that will endure for the next century



Thank You

