



Carta investor pitch

The problem



Private
\$20K



Public
\$7

The solution

Build the central registry of asset ownership

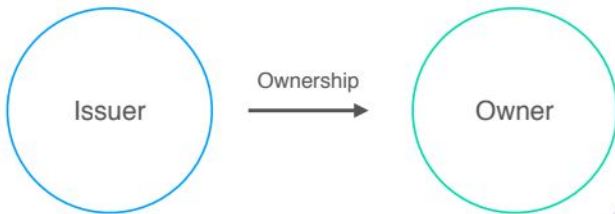


Henry	\$100	Shares
Mary	\$50	Options
Bob	\$200	Warrant
Bill	\$1000	Debt
Sam	\$400	Membership Units



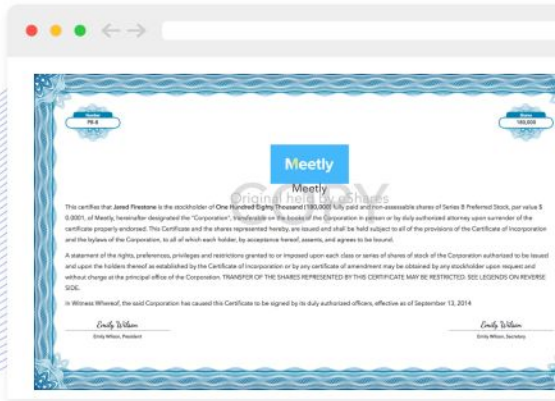
How?

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

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.
[Meety Option Agreement.doc](#)
- ☒ I have read and understand the Form of Exercise Agreement.
[Meety Notice of Exercise.doc](#)

Sign here

Tagg Palmer

Sign as "Tagg Palmer"

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

We track the portfolio

And all the owner's assets

Mary Stuart's Portfolio

Holdings ▾

Account ▾



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

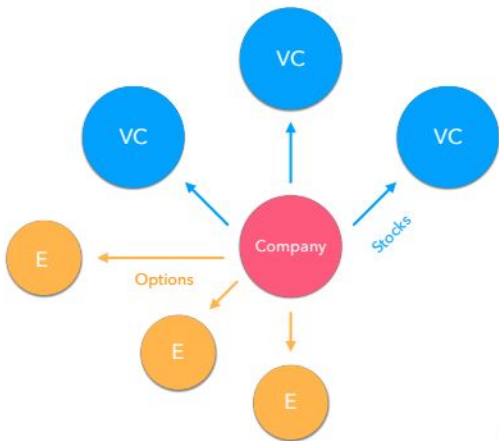
07/04/2012

800,000
69.565%

\$7,500

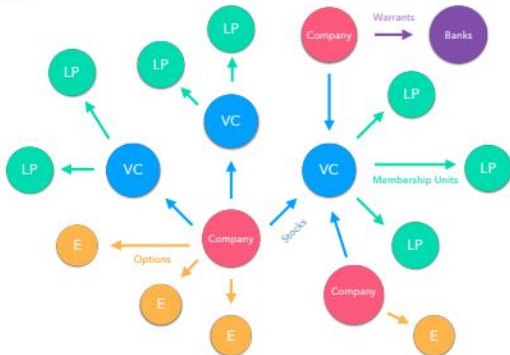
Venture capital is our first network

Fractional ownership industries have strong network effects



Our second network is Limited Partners

Membership in funds is a larger and more valuable network effect

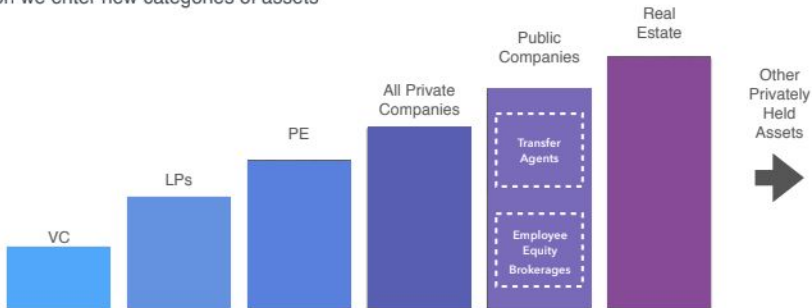


Sell software and financial products into each
node in the network



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

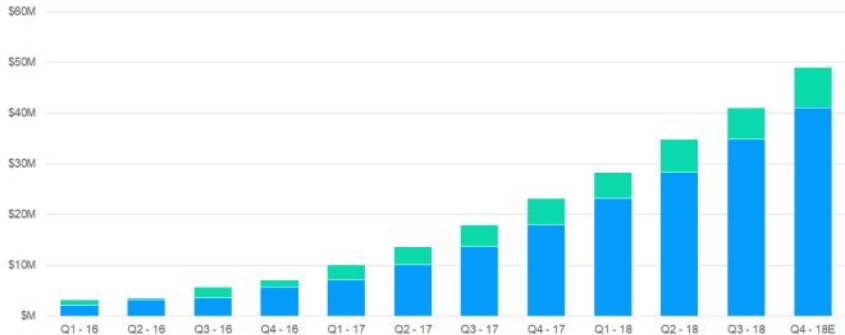
450
employees

\$50M
in ARR

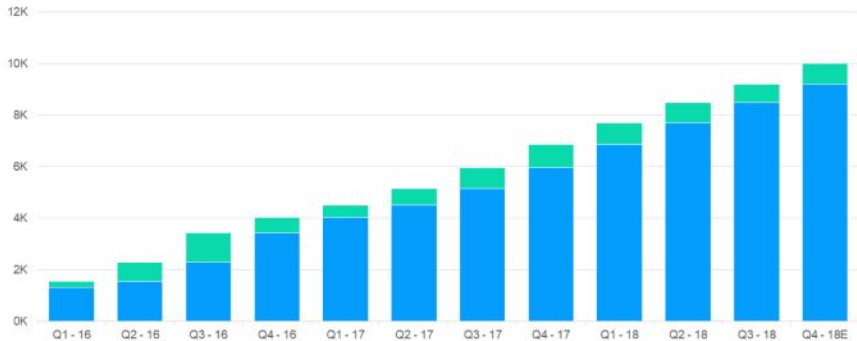
~700,000
shareholders
on the platform

~10,000
subscription customers

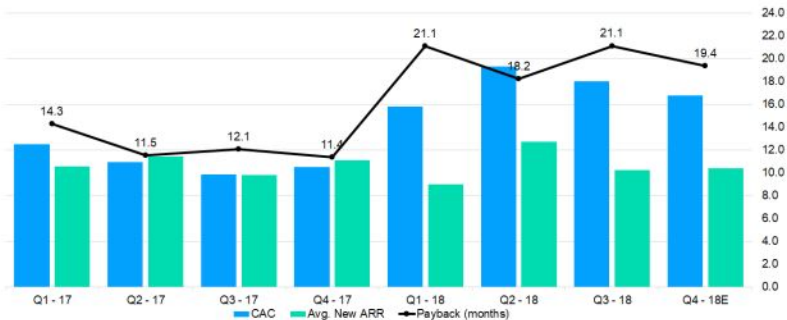
Annual recurring revenue



Subscription customers

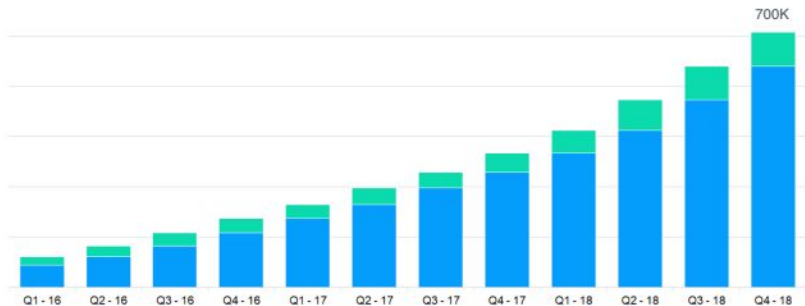


Payback period



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 = $\lceil \text{CAC} / \text{Average ARR} \rceil \times 12$

Over 700,000 shareholders

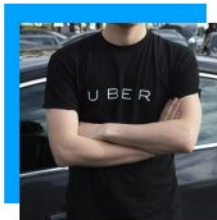


Lastly...



Ownership as simple as payroll

Uber



75,000 Drivers

Cargill



130,000 Employees

airbnb

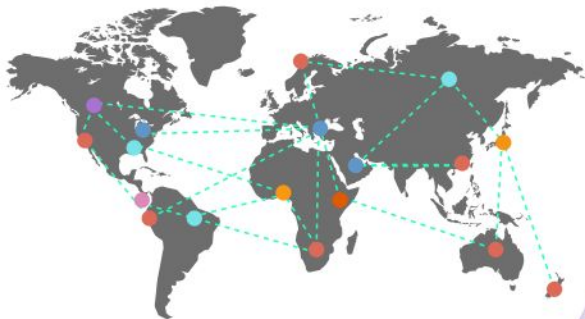


700,000 Hosts

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

