

PULLEY

CAP TABLE MANAGEMENT FOR HYPER GROWING STARTUPS

01

ABOUT US

PULLEY'S MISSION

Our mission is to help founders start more companies.

Our vision is a world where any founder can create a company with a push of a button, where all employees can share in the value they have helped to build, and where any investor can find and fund any company that aligns with their values.

PULLEY IS THE PLATFORM FOR COMPANIES,
FOUNDERS, EMPLOYEES, AND INVESTORS TO
MANAGE THEIR MOST VALUABLE ASSET:

THEIR EQUITY

ABOUT US

Yin



CEO, Founder
Sold Android Systems
Application to MSFT, YC
Alum, Stanford CS

Mark



Sr Engineer at
Docker, Crowdfunder

Wil



Sr Engineer at
Pebble, YC Alum

Yoshio



Engineer at Radius
Intelligence

Austin



Engineer
CZI, Stanford

Caitlyn



Designer, RSDI

Backed by

stripe

Y **Combinator**

8VC

GENERAL  **CATALYST**

**CAFFEINATED
CAPITAL**

CUSTOMER GROWTH FROM WORD OF MOUTH

62% of the last YC Batch picked Pulley

We are consistently the product picked by the top new companies and serial entrepreneurs.

We are the recommended cap table product by Y Combinator.

Fundraising Materials

When raising money at YC, you are expected to put together the following materials:

1. **ABC Plan** - The plan that outlines the minimum amount of money you need to survive, the target amount of money you'd like to raise, and what you should do if you have the opportunity to raise more than your target.
2. **Vertebrae** - The 3-5 main points you need to communicate to get an investor interested in learning more about your business and investing.
3. **Remote Demo Day Materials** - A single-slide company summary, An 8-10 sentence company description, and 3-5 sentence founder bio.
4. **Investor outreach spreadsheet** - This is a share spreadsheet to track who is in the pipeline, at what stage, what their typical check size is, how much you have committed, any feedback, and next steps. This will keep you focused and make it obvious if you need to find more leads, focus on converting investors, or figure out how to squeeze everyone in. It is not uncommon to have 50 potential leads and take investment from 10+ investors.
5. **Fundraising deck** - This is a guide to the 8-12 slide presentation some investors will ask you to email or present during a fundraising meeting. You can find examples of good decks here: <https://drive.google.com/drive/folders/150-zTmeTMNh8jaSANPkJBRnPnsH6vH-G>
6. **Cap table** - A complete summary of who owns shares in your company. This includes founders, existing equity investors, employees, SAFEs, and other stakeholders. We recommend Pulley to set up your cap table. You

Breakout companies are choosing Pulley

Companies raising \$20m+ are picking us.



OUR NOT SO SECRET STRATEGY

Pulley helps companies manage their cap table, get 409A valuations, and stay compliant.



Listen to customers

We offer dedicated support because we want to know what to build and why.

We often build and ship new features for law firm and companies in 1 week.



10x more effective

We focus on making all interactions as self-serve as possible.

We strive to make every interaction 10x faster than our competitors.

We offer onboarding in 15 minutes vs. weeks and 409A in five days vs. a month.



Aim for 10x faster

We save founders, lawyers and paralegals money in the long term because they need to contact us less frequently.

02

PRODUCT

We already offer all of the features of our competitors...

Complete cap table tools:

- ✓ Cap table management for 25 stakeholders
- ✓ Employee option plan management
- ✓ Scenario modeling
- ✓ Digital certificates
- ✓ Views for employees and investors
- ✓ Admin access controls
- ✓ Track SAFEs and Convertible Notes
- ✓ Manage multiple share classes

STARTER

Everything in Starter, plus:

- ✓ 409A valuations
- ✓ Concierge on-boarding
- ✓ Custom reports
- ✓ Rule 701 analysis
- ✓ Options exercising via ACH

GROWTH

A bespoke solution:

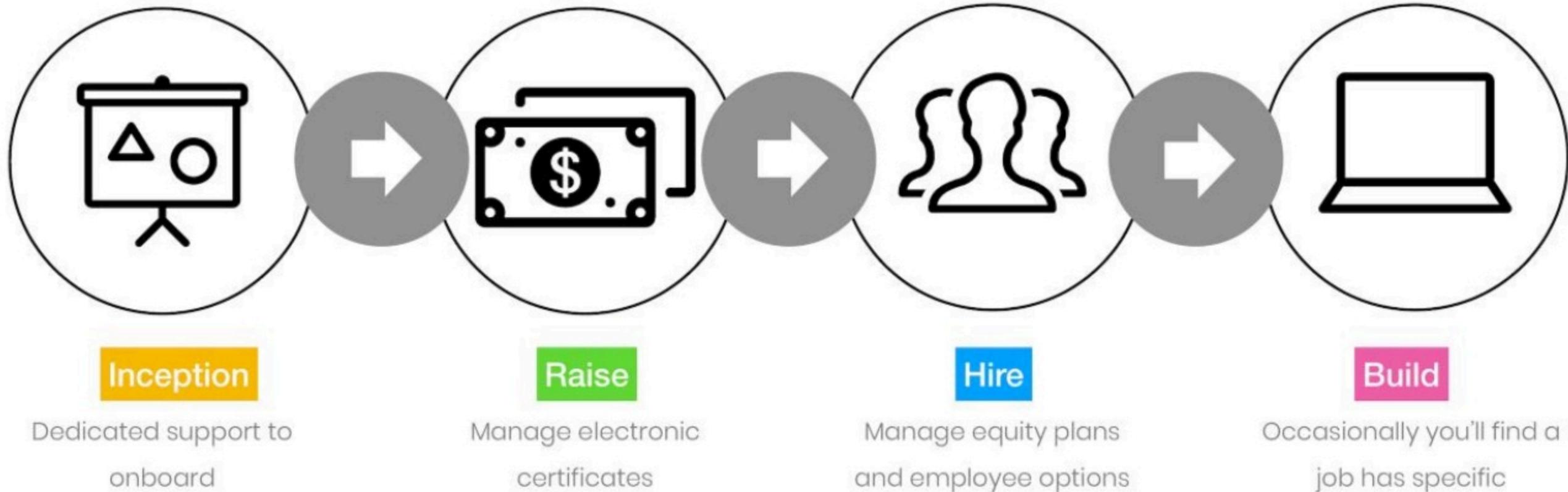
- ✓ Custom implementation plans
- ✓ User provisioning
- ✓ Custom product solutions

ENTERPRISE

PRICING

Startup	Standard	Growth	Enterprise
Free for < 20 stakeholders	\$10 / stakeholder / month	\$20 / stakeholder / month	Contact Sales
<ul style="list-style-type: none">• Self-onboarding• Scenario Modeling• Core cap table features process Template documents for employee equity & financing	<ul style="list-style-type: none">• Core cap table features• Free 409a valuation with annual contract	<ul style="list-style-type: none">• Accounting & compliance management	<ul style="list-style-type: none">• Dedicated support• Extended accounting and compliance management• Transfer agent, Pre-IPO path• SSO, Invoicing

PULLEY HELPS COMPANIES THROUGH THEIR LIFECYCLE



FAST ONBOARDING

- ✓ CONCIERGE ONBOARDING
- ✓ ONBOARD VIA SPREADSHEETS
- ✓ FAST TURNAROUND

The screenshot displays the Pulley web application interface. The browser address bar shows <https://pulley.com>. The page title is "Acme Incorporated Overview". A modal window titled "Onboard your Cap Table" is open, featuring the following steps:

- Step 1: Download the cap table template. A button labeled "Download template" is visible.
- Step 2: Complete the template and upload the cap table. A file upload area with the text "Choose a file or drag it here" and a "Submit" button is present.

The background interface includes a sidebar with navigation options: Dashboard, Cap Table, Stakeholders, Company, Templates, 409A valuation, Modeling, and Add New. The main content area shows a "Cap Table Summary" table with columns for stakeholder, amount, and percentage. The table lists several stakeholders, including Anita CEO Founder, Bob COO Founder, Carla CTO Founder, Linden Ventures Fund II, Meven Capital Fund III, Ingrid Angel, Jungle Seed Fund VI, and KVC Family Office.

STAKEHOLDER	AMOUNT	PERCENTAGE
Anita CEO Founder		
Bob COO Founder		
Carla CTO Founder		
Linden Ventures Fund II		
Meven Capital Fund III	400,000	4.65%
Ingrid Angel	300,000	3.49%
Jungle Seed Fund VI	200,000	2.33%
KVC Family Office	100,000	1.16%

Additional interface elements include a "Download Cap Table" button, an "Add a Security" button, and a "Fast onboarding" section with the text "Have a lot of data? Use our batch upload." The user profile "Beth Sanders" is visible in the top right corner.

INTUITIVE AND EASY TO USE



INTUITIVE UI



SUPPORT FOR FLEXIBLE DATA ENTRY



CUSTOM VESTING,
CUSTOM FIELDS,
CUSTOM REPORTS

The screenshot displays the Pulley web application interface for Acme Incorporated. The browser address bar shows <https://pulley.com>. The page header includes the Pulley logo, the company name "Acme Incorporated", a "Status Valid" indicator, and user navigation options for "Help", "Tasks", and "Beth Sanders".

The main content area is titled "Acme Incorporated Overview" and features two summary cards: "17 Stakeholders" and "8,600,000 Fully Diluted Shares". Below these are two sections: "Cap Table Summary" and "Recent Activity".

Cap Table Summary

STAKEHOLDER	FULLY DILUTED	OWNERSHIP
Anita CEO Founder	3,000,000	34.88%
Bob COO Founder	2,000,000	23.26%
Carla CTO Founder	1,000,000	11.63%
Linden Ventures Fund II	500,000	5.81%
Maven Capital Fund III	400,000	4.65%
Ingird Angel	300,000	3.49%
Jungle Seed Fund VI	200,000	2.33%
KVC Family Office	100,000	1.16%

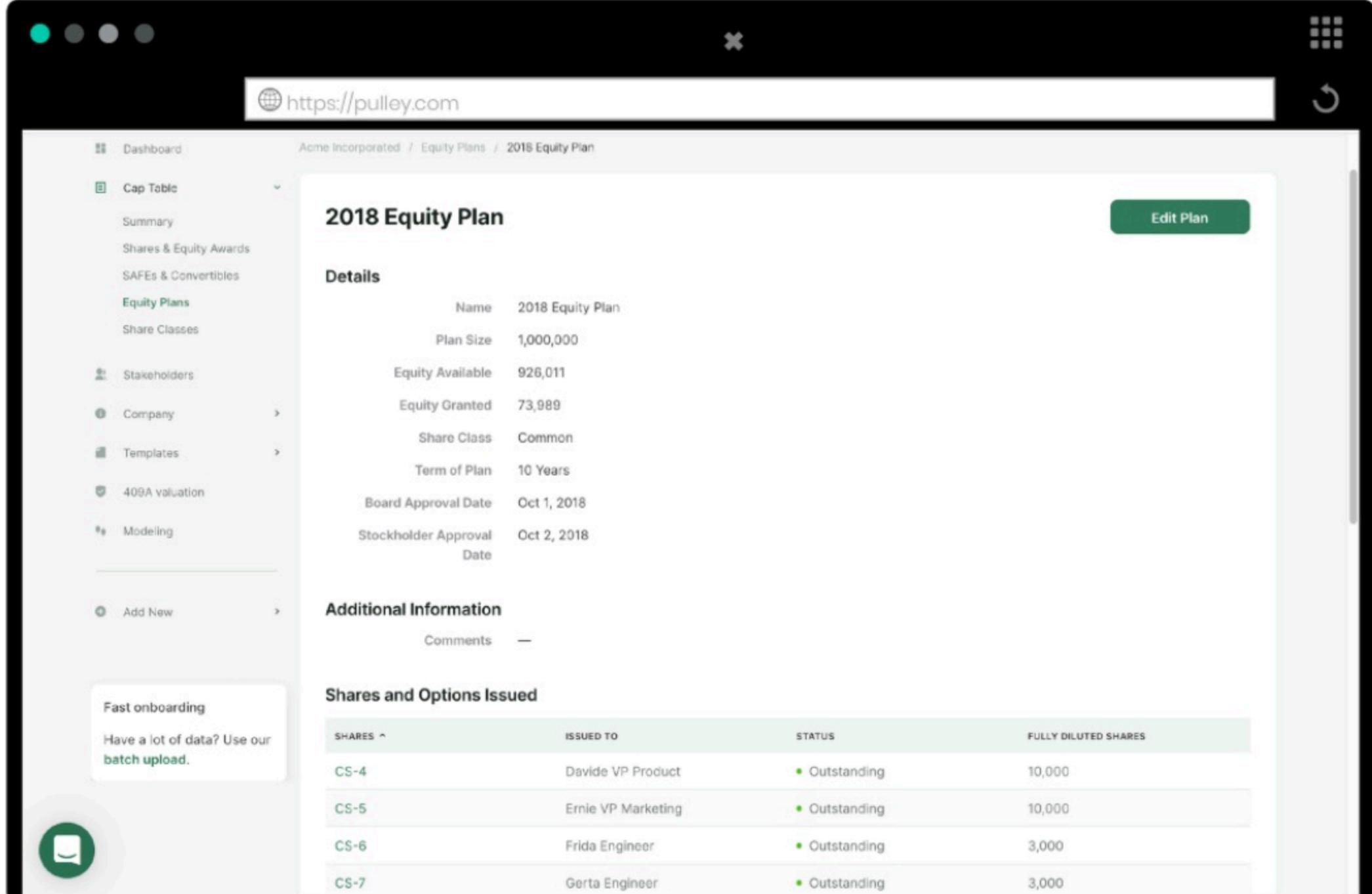
Recent Activity

DATE	DESCRIPTION
Jul 24, 2020 12:21 PM	CS-15 updated <ul style="list-style-type: none">Issue date changed to Jul 23, 2019Vesting start date changed to Jul 23, 2019
Jul 24, 2020 12:21 PM	CS-15 issued to Beth Sanders
Jul 24, 2020 12:20 PM	PSA1-1 issued to Linden Ventures Fund II
Jul 24, 2020 12:20 PM	PSA2-4 issued to KVC Family Office
Jul 24, 2020 12:20 PM	PSA2-3 issued to Jungle Seed Fund VI
Jul 24, 2020 12:20 PM	PSA2-2 issued to Ingird Angel

A sidebar on the left contains navigation links: Dashboard, Cap Table (with sub-links for Summary, Shares & Equity Awards, SAFEs & Convertibles, Equity Plans, and Share Classes), Stakeholders, Company, Templates, 409A valuation, and Modeling. A "Fast onboarding" tooltip is visible at the bottom left, stating: "Have a lot of data? Use our batch upload."

MANAGE EQUITY GRANTS

-  TRACK AVAILABLE EQUITY
-  EMPLOYEE LOGINS
-  EXERCISING OPTIONS



The screenshot shows a web browser window with the URL <https://pulley.com>. The page title is "2018 Equity Plan" and the breadcrumb navigation is "Acme Incorporated / Equity Plans / 2018 Equity Plan".

2018 Equity Plan [Edit Plan](#)

Details

Name	2018 Equity Plan
Plan Size	1,000,000
Equity Available	926,011
Equity Granted	73,989
Share Class	Common
Term of Plan	10 Years
Board Approval Date	Oct 1, 2018
Stockholder Approval Date	Oct 2, 2018

Additional Information

Comments —

Shares and Options Issued

SHARES	ISSUED TO	STATUS	FULLY DILUTED SHARES
CS-4	Davide VP Product	• Outstanding	10,000
CS-5	Ernie VP Marketing	• Outstanding	10,000
CS-6	Frida Engineer	• Outstanding	3,000
CS-7	Gerta Engineer	• Outstanding	3,000

Fast onboarding
Have a lot of data? Use our [batch upload](#).

SCENARIO MODELING



MODEL MULTIPLE ROUNDS



DILUTION POST SEED



SELF SERVICE

Pulley Seed Incorporation 2, Inc Status Valid Help Tasks 0 Beth Sanders

Dashboard
Cap Table
Stakeholders
Company
Templates
409A valuation
Modeling
Add New

Model Fundraising Options Load / Save Model

Track how ownership changes after seed and equity rounds. See how to use our modeling feature.

Model SAFE / Convertibles Model Shares / Options / Equity Plans Model Series A

Pro-rata: Your SAFEs and Notes include pro-rata. These calculations assume the investor takes their full pro-rata.

Filter Columns

STAKEHOLDER	CURRENT OWNERSHIP	OWNERSHIP WITH EXISTING SAFES	OWNERSHIP WITH MODELED SAFES AND SERIES A	TOTAL SHARES
<input checked="" type="checkbox"/> Anita CEO Founder CS-1	42.86% 3,000,000 shares	32.42% -10.44%	22.15% +0.00%	3,000,000 \$0.00001 / share
<input checked="" type="checkbox"/> Bob COO Founder CS-2	28.57% 2,000,000 shares	21.61% -6.96%	14.77% +0.00%	2,000,000 \$0.00001 / share
<input checked="" type="checkbox"/> Carla CTO Founder CS-3	14.29% 1,000,000 shares	10.81% -3.48%	7.38% +0.00%	1,000,000 \$0.00001 / share
<input checked="" type="checkbox"/> Gerta Engineer CS-14	1.43% 100,000 shares	1.08% -0.35%	0.74% +0.00%	100,000
<input checked="" type="checkbox"/> Frida Engineer CS-13	1.43% 100,000 shares	1.08% -0.35%	0.74% +0.00%	100,000
<input type="checkbox"/> Ernie VP Marketing	1.43%	1.08%	0.74%

Fast onboarding
Have a lot of data? Use our batch upload.

yin profile pict...jpeg Show All