

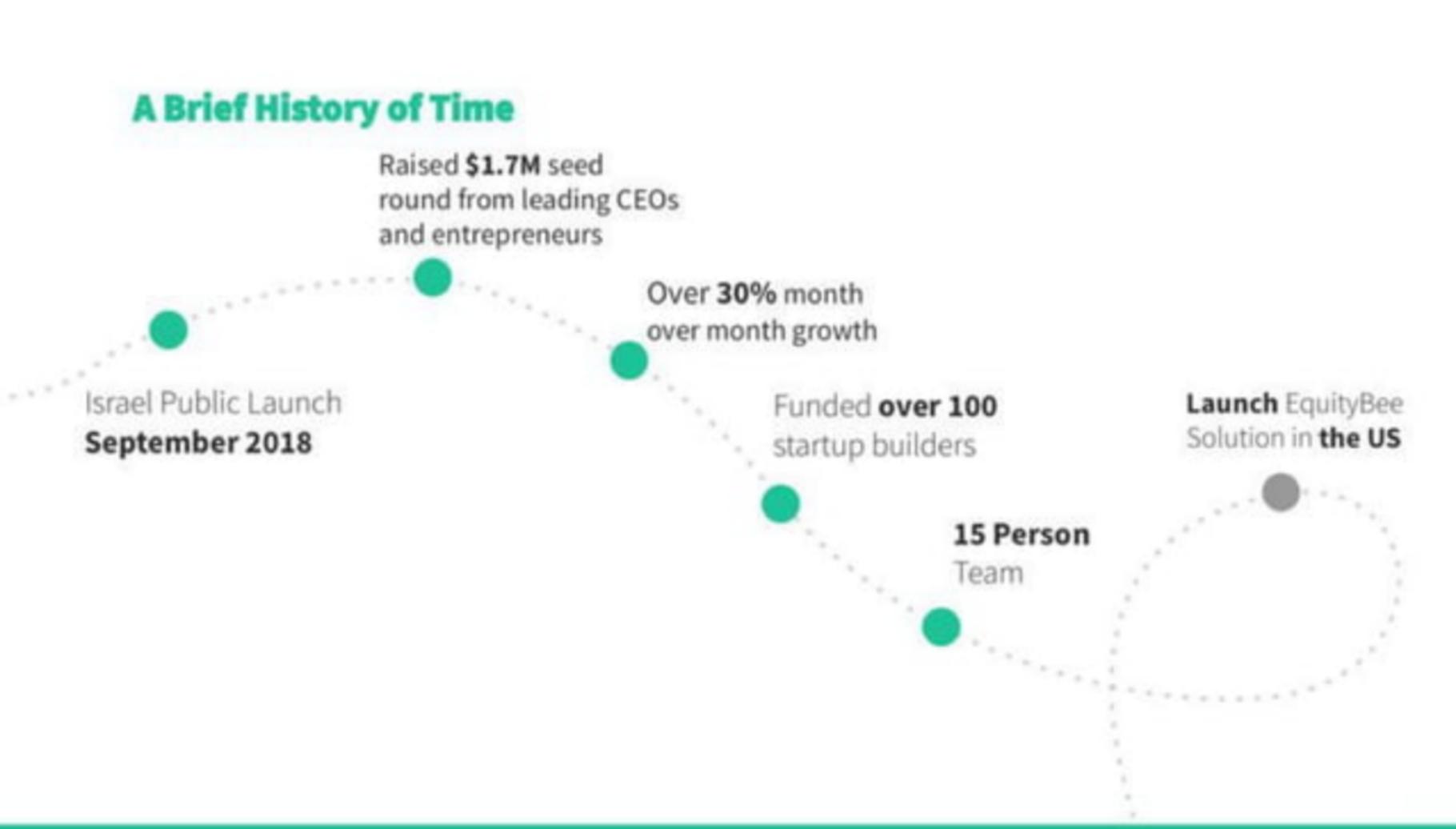
Problem

People join startups to be a part of something greater than themselves and reap the fruits of their future success. But in too many cases they can't participate in the success as they cannot keep their equity.

When startup employees, the builders, leave their companies, they have a limited amount of time to exercise their stock options before they expire.

Due to the high cost (strike + tax) and risk, most employees are unable to exercise their options.

A Brief History of Time



Israel Public Launch
September 2018

Raised **\$1.7M** seed
round from leading CEOs
and entrepreneurs

Over **30%** month
over month growth

Funded **over 100**
startup builders

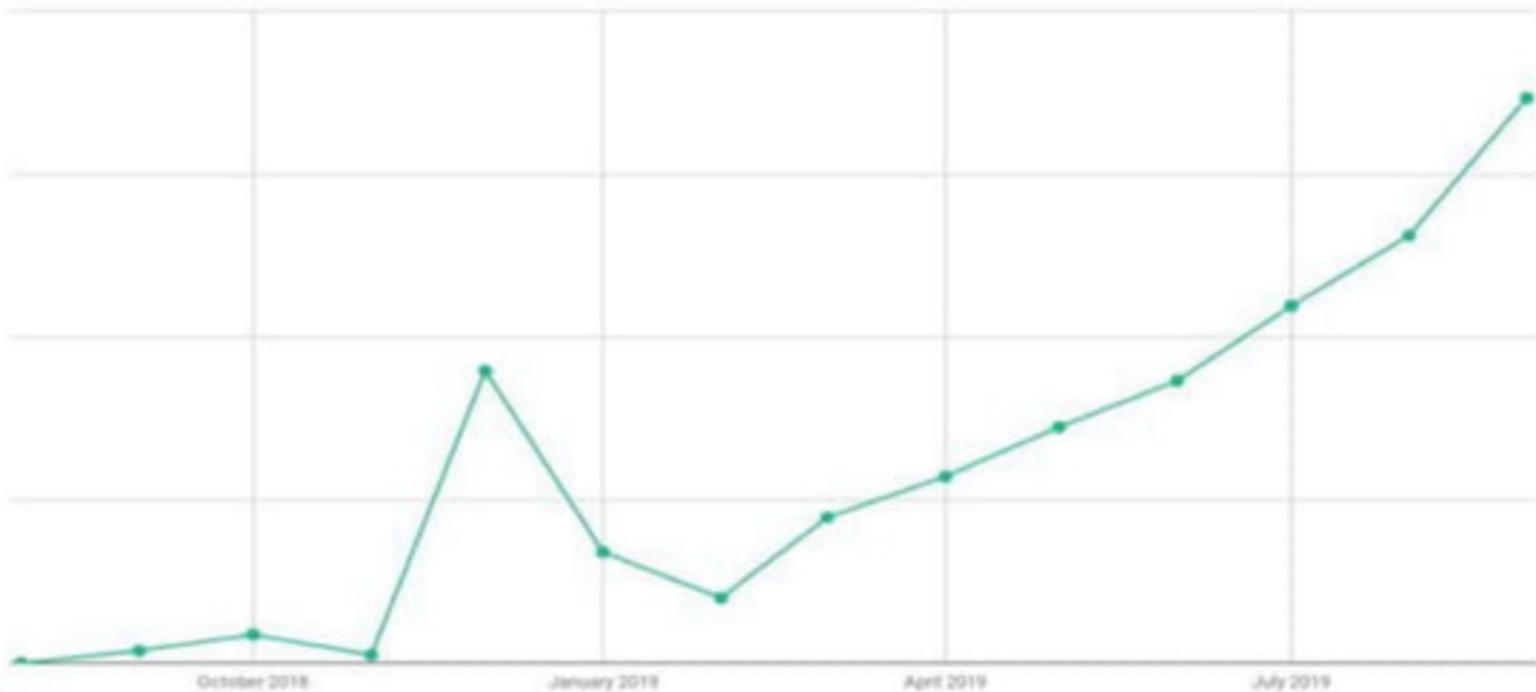
15 Person
Team

Launch EquityBee
Solution in **the US**

Over 100 Companies



Monthly Transaction Volume



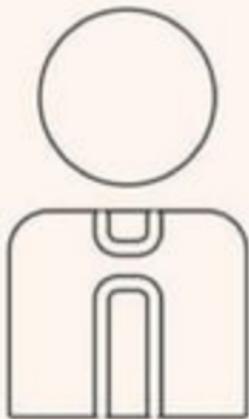
BUILDERS (employees)

EquityBee helps startup builders to obtain the capital they need to exercise their stock options before they expire.

- 1 Risk free solution with no upfront out of pocket expense
- 2 Keep their equity and take part in the success of the startups they helped build



INVESTORS

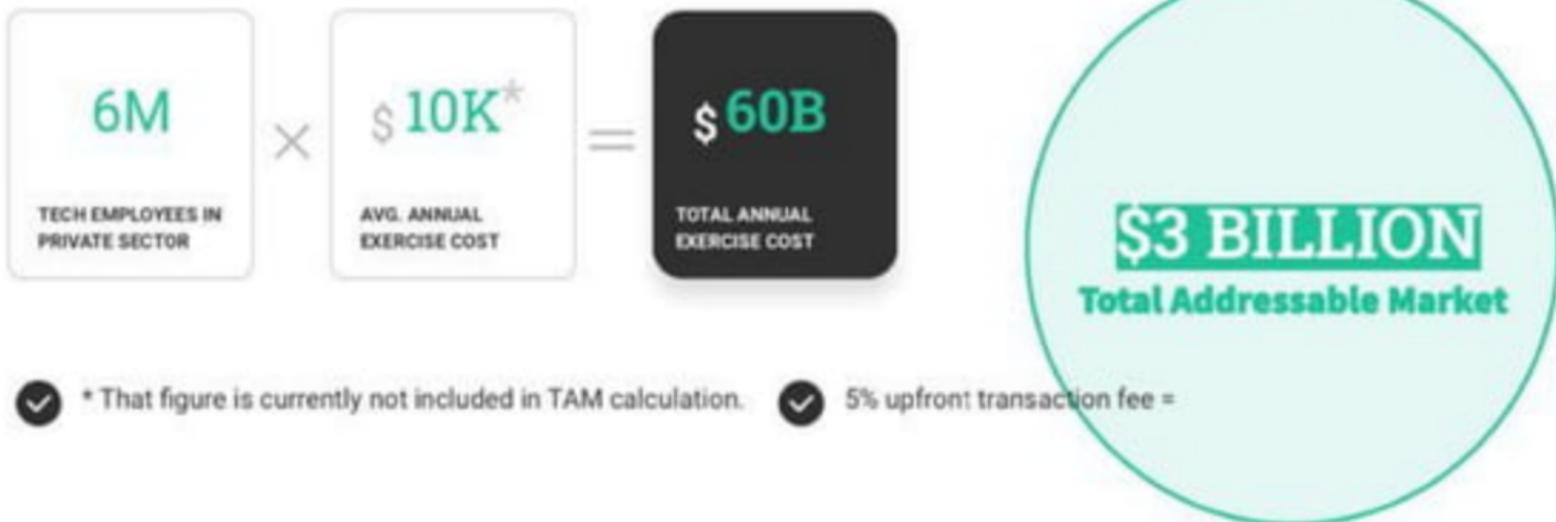


EquityBee provides investors with unique startup investment opportunities.

- 1** Investment access to any startup company.
- 2** Discounted price, based on a valuation set in the past.
- 3** Zero friction, wide diversification & reduced risk.

Revenue Model & TAM

MULTI BILLION DOLLAR OPPORTUNITY.



NOTES

* 70% of options are allocated to non-executive employees.

* Average exercise rate in the U.S is 45% (50% in successful companies).

Founding Team



Oren Barzilai, CEO

- Former co-founder & CEO at Start A Fire
- Former co-founder & CTO at Tapingo (Acquired by Grubhub for \$150M)
- Former software developer in the Israeli Army intelligence corps
- BSc Mathematics from Tel-Aviv University



Oded Golan, CPO

- Former co-founder of Start A Fire, content and analytics platform, led its R&D team as the company's CTO.
- Led product and R&D teams in various startups.
- Former Software Engineer in the elite 8200 unit - Israeli Intelligence Corps.
- Bachelor in Computer Science from IDC Herzliya and the University of Pennsylvania, and an MBA from IDC Herzliya.



Mody Radashkovich, COO

- Former Managing Director at Gazit Globe Germany with 250M EURO in AUM, a subsidiary of Gazit Globe (NYSE:GZT)
- International executive, experienced in managing portfolios of companies, negotiations, underwriting, taxation, litigation and capital markets
- Represented Israel, for many years, as a player and a captain of its national rugby team
- BSc Computer Science from Tel-Aviv University