



Putting Your First Employee Stock Option Plan into Action



www.esopezee.com

About Us



Background

- » SBU of ESOP Direct prioritized to serve unlisted companies
- » Parentage in Accounting and Finance – our story begin in 1956
- » Everything we do is about Equity compensation
- » Our mission is to simplify complexity in ESOP implementation
- » Presence in Mumbai, Bangalore, NCR, Pune and Singapore



Team DNA

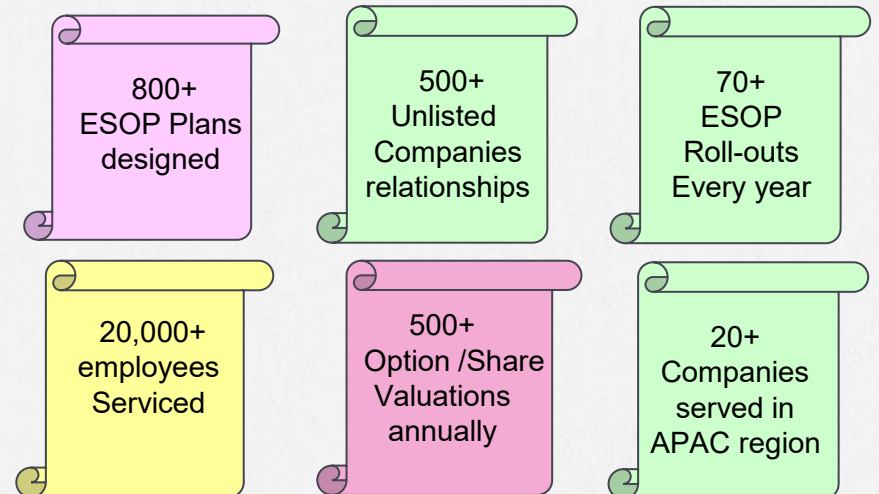
- » Specialized professional team of 100+
- » CA, CS, Corporate Lawyers
- » Deep domain expertise - HR, Legal, Accounting, Valuation
- » Merchant Banking subsidiary to certify valuation / compliances
- » In-house software design and development



End to End Solution

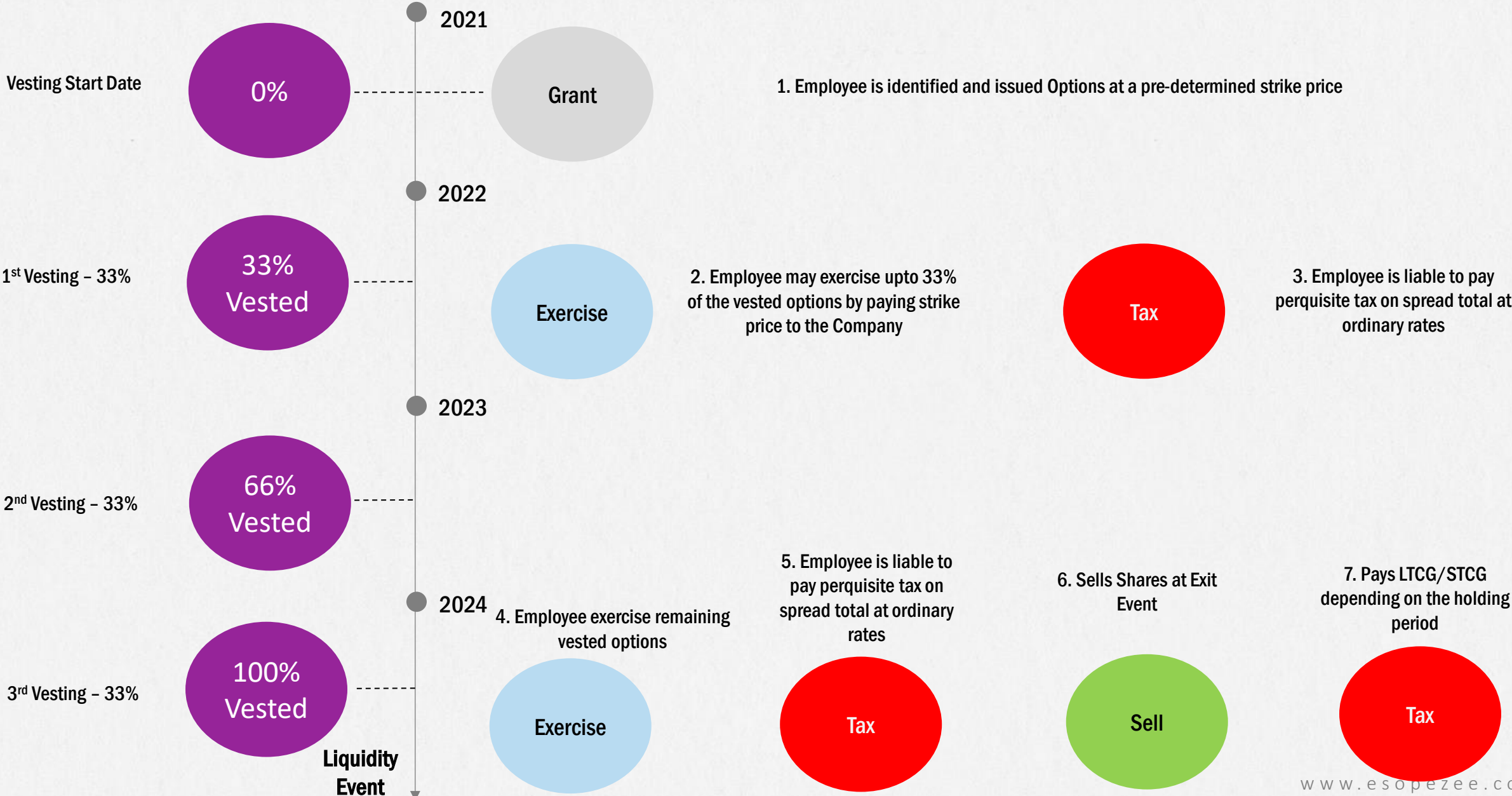


Track record with Unlisted Companies



Holistic approach to Equity compensation

How Stock Option Works



Setting up an Option Plan

01

Identify the Eligible Employees



02

Set Aside the Option Equity Pool in your Captable



03

Selection of Equity Incentive Instruments --- ESOPs, SARs, Phantom



04

Get the Share Valuation done from a Registered Valuer



05

Fix up the Strike Price , Define Vesting Schedule/Conditions, Exercise Restrictions Separation Rules and Exit Mechanism



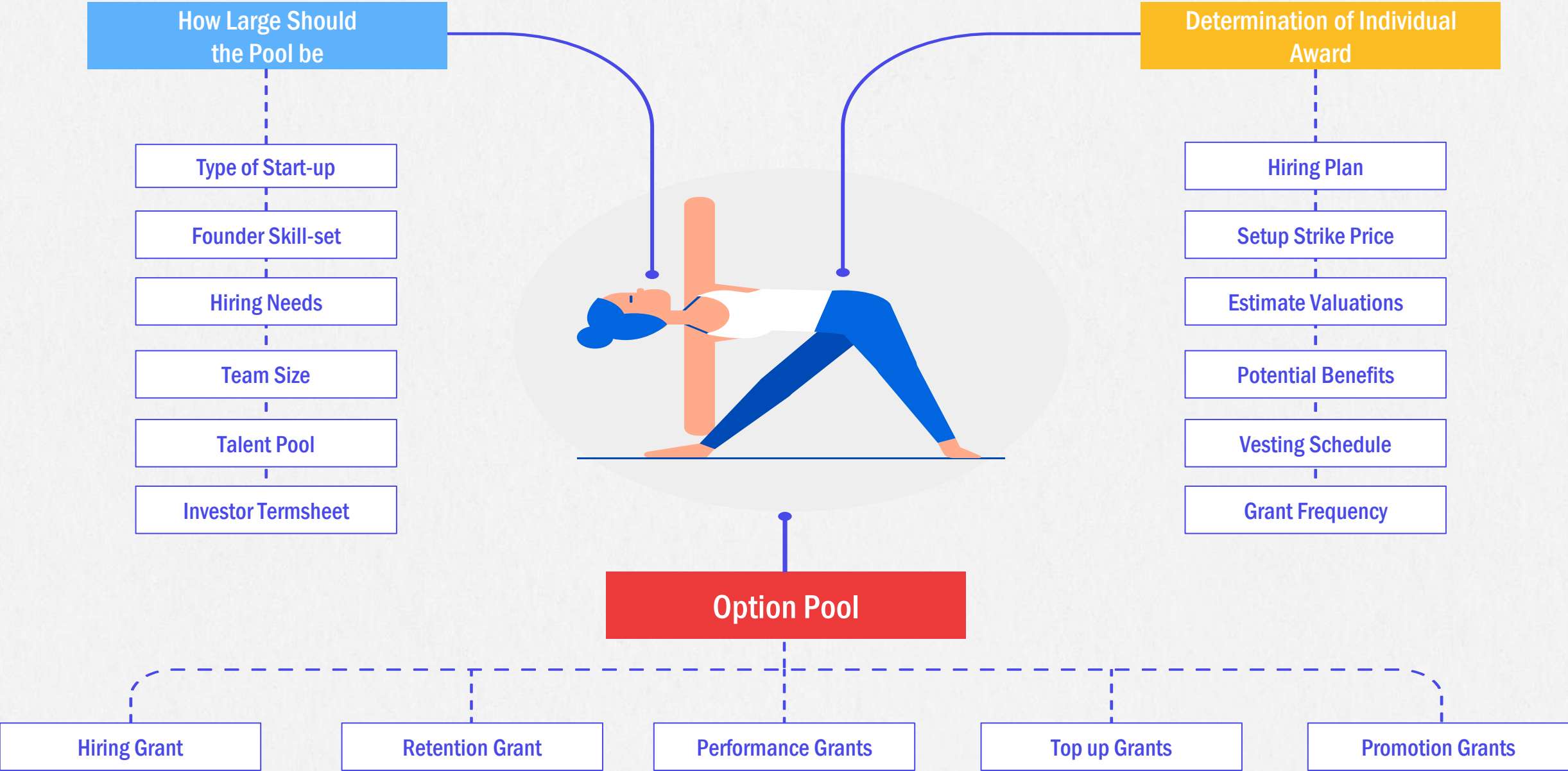
05

Prepare the Scheme legal documents, Resolutions, Grant Agreements, Employee Communication Pack and and get Approval



Make Grants to your Growing Team

Establishing the Equity Pool



Avoid Pitfalls in Your Plan

- **Granting Few to Too Many**
- **No visibility of a liquidity event**
- **Too many restrictions in the Plan**
- **Too many discretions with the Board**
- **Loose Scheme Documentation**
- **Weak Communication**

Need of Unlisted Companies



Top Pain Points

65%

**Framework/
Documentation**

50%

**Legal/ Accounting
Compliance**

70%

**Data Accuracy/
Reporting**

35%

**Employee
Communication**

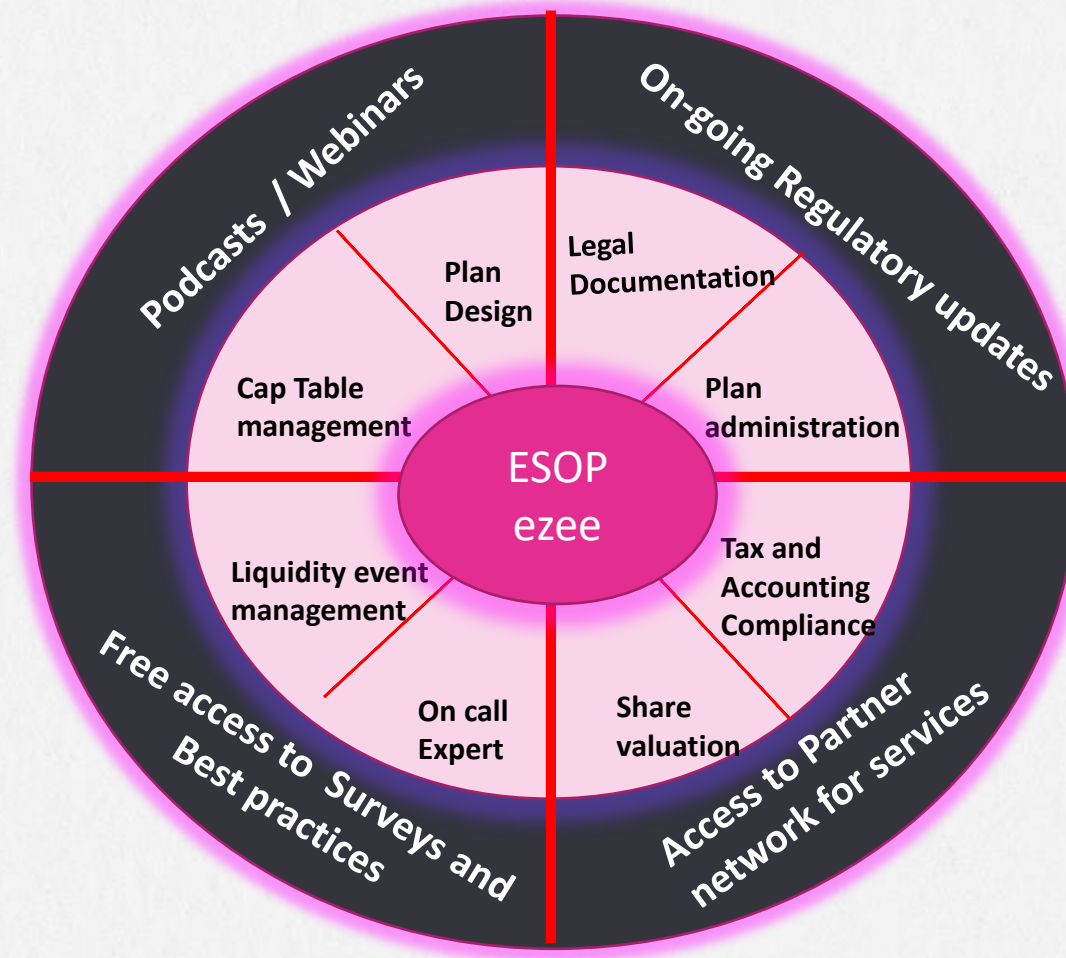
Companies need one stop solution

Plan Implementation – Administration – Compliances

Effective Plan Implementation with Single Window Service Delivery

Better Positioning with its Employees/Investors

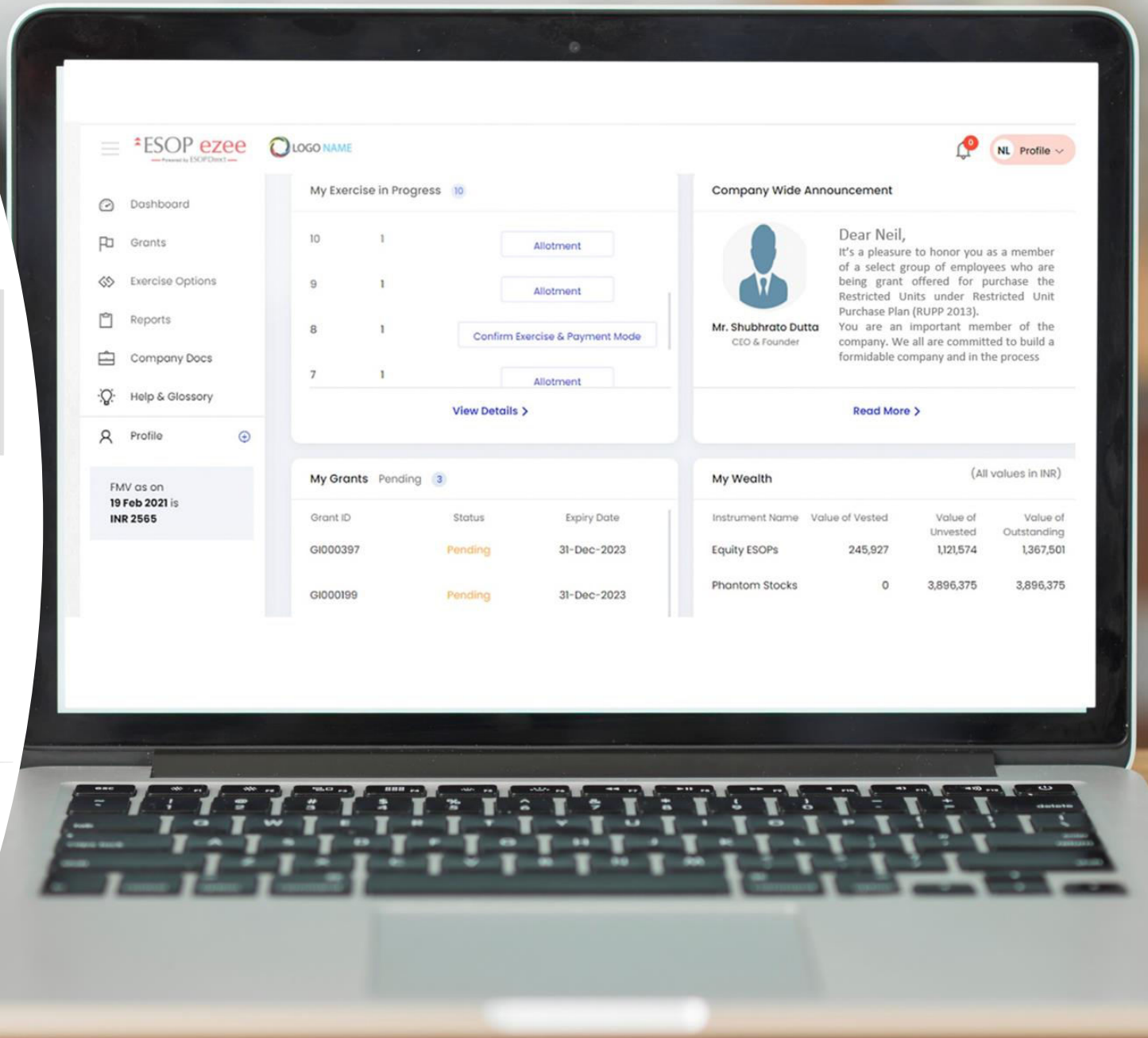
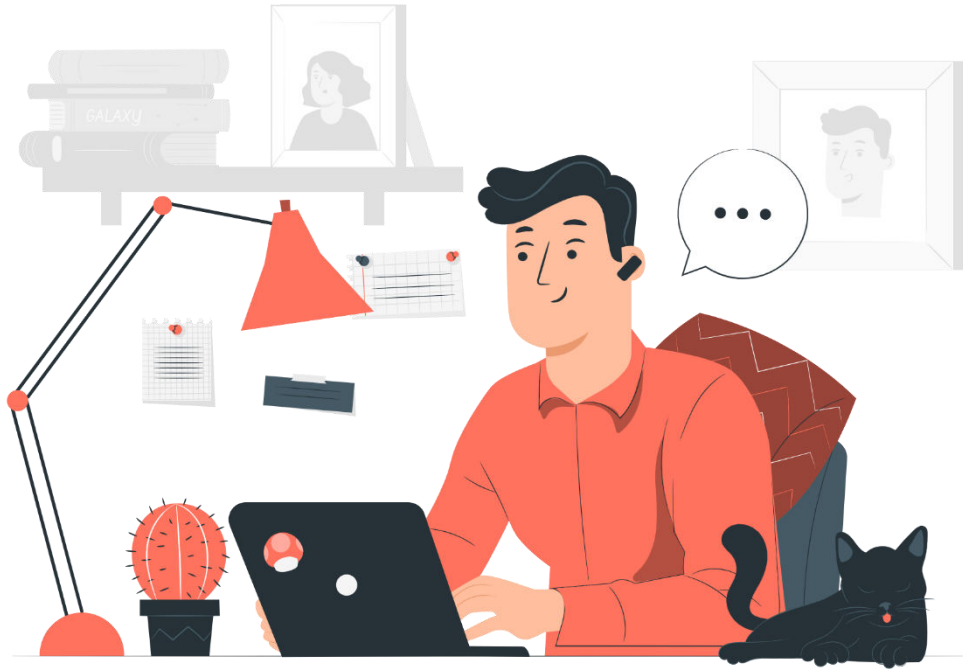
ESOP ezee - Service Preview



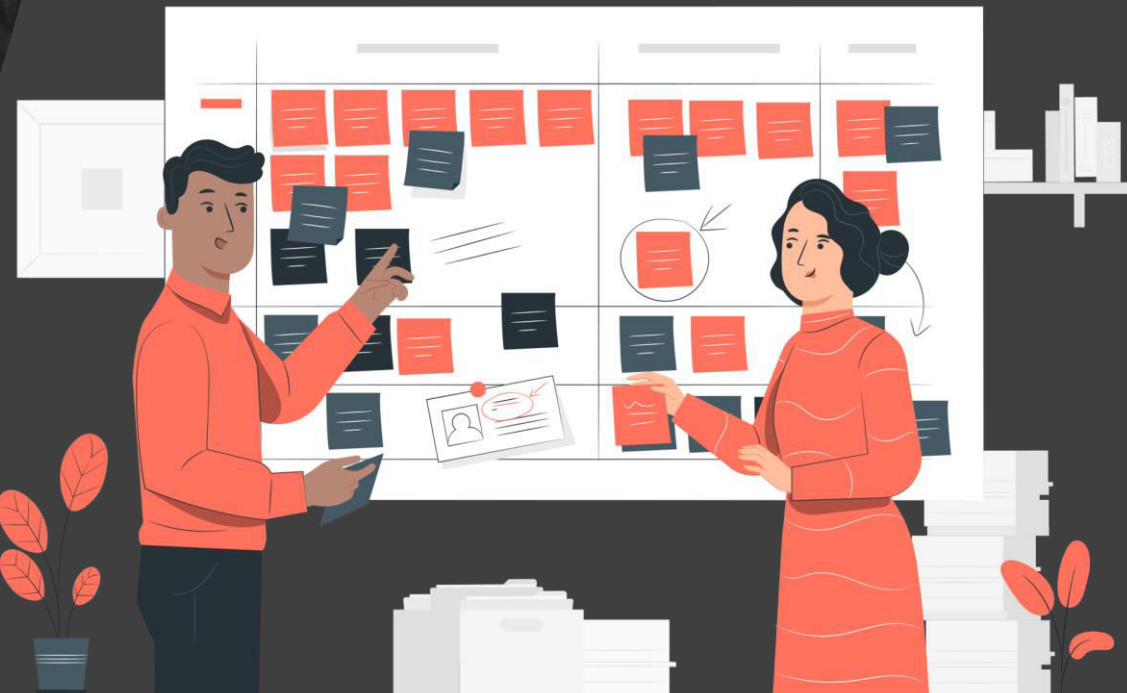
Single Window Service Delivery

Simplify the Complexity - Managed service - Take Ownership - Bundled pricing

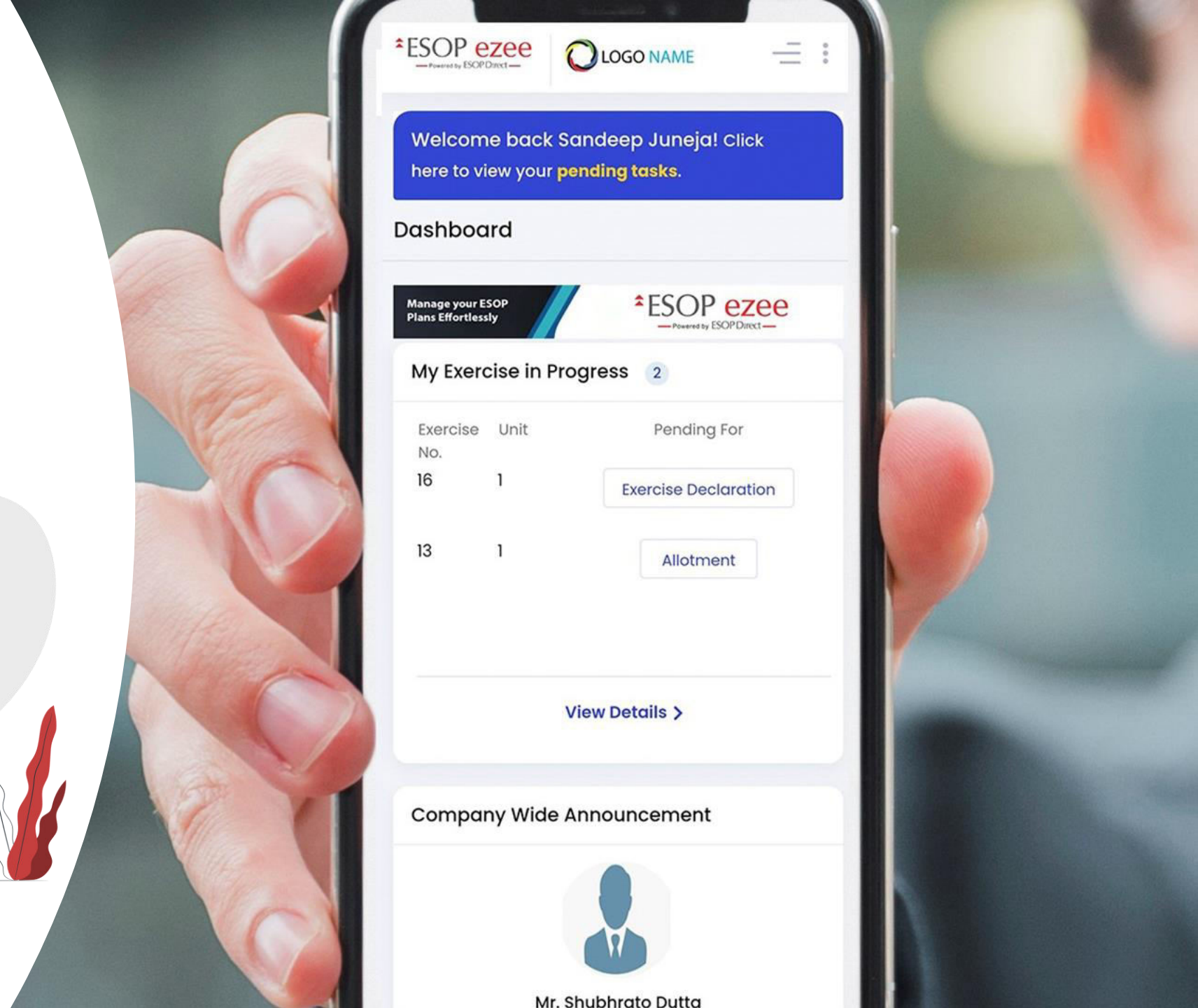
Employee Dashboard



Company Dashboard



Mobile Interface



Our Value Proposition

1. We understand the mindset and needs of early stage companies

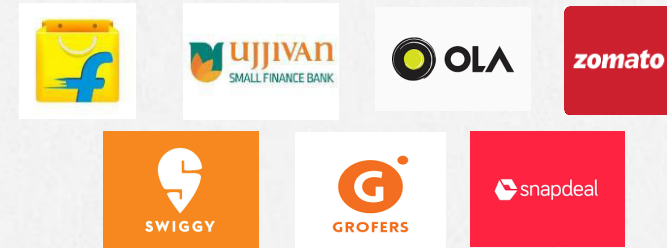
- No of Unlisted companies we have worked is over 500+
- Benchmarking data of unlisted companies - quantum allocations to CEO/CXO/ Senior Management
- Safeguards for Employee separations and exits
- Structuring liquidity events and other plan terms

2. Focussed service for a specific market need

- We leverage the experience, scale and automation to deliver services at lower cost to clients
- ESOP ezee has a dedicated:
 - Multi skilled service delivery team
 - Platform to satisfy early stage company needs
- Merchant Banking Services

3. We believe in long term partnerships - we grow with our clients

- Start-ups then - Unicorns now



- Proud to be associated with Unicorns in the making –Go Digit, Rivigo, Udaan, Curefit, 99 Springboard, Cars 24

4. Bundled Pricing

- No capex by Companies
- Annual Fee
- Add on services – Trustee Services, Liquidity Management, Scheme Advisory, HRMS integrations, SSO

Two decades of
unwavering focus – deep domain expertise – innovative solutions – market Leadership

Thank You

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