

# **Cap Table Management Software Category**



## Cap Table Management Software Category

Cap table management software enables companies to manage their equity which are their assets minus liabilities. You can use this solution to manage and track the complex procedures involved in issuing equity, getting 409A valuations, maintaining compliance, and controlling capitalization tables.

Company management and finance teams can utilize cap table management software as a centralized platform for all equity-associated activities. The application eliminates the requirement to make use of legal teams for each issuance. It can also drive decision-making and investment by offering management deep comprehension of their cap table at any point.



# Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

## CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

## MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

## COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

## Award Levels



### MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



### TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



### RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.



## 2022 Customer Success Awards

Check out this list of the highest rated Cap Table Management Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS

Capdesk

carta

Computershare

Global Shares



TOP PERFORMERS

Ledgy

Pulley

Shoobx™

vestd



RISING STARS

ASTRELLA<sup>®</sup>  
By Equiniti

Cake.

LT  
SE EQUITY

N<sup>th</sup>round

\* Companies listed in alphabetical order





#### ABOUT CAPDESK

# Capdesk

Capdesk is Europe's number 1 cap table management tool. Capdesk helps you keep a clear overview of your company ownership and also how manage your employee option pools. Do away with the chaos of spreadsheets and spend more time on the important stuff.

42

Total Customer References

[VIEW ALL REFERENCES](#)

## Featured Testimonials

“We went from managing Gousto's cap table and employee share plans on Excel to having a fully digitised version in just 32 days, which immediately validated our decision to join Capdesk. The process was smooth and efficient, and we began to reap the benefits right away.”



MIKE MCCLEAN  
HEAD OF FINANCIAL CONTROL & ACCOUNTING, GOUSTO

“It's really easy to use and run round simulations, and export cap tables. There's also good functionality for creating different vesting schedules for EMI etc.”



JOE CLARKE  
FINANCIAL ACCOUNTANT, WEFARM

“Capdesk has reduced the time I spend answering share option queries to about an hour a month. And if we IPO or go through a large transaction in the future, we can be sure the quality of data is there and doesn't incur large costs sorting out a mess at the last minute. That's where the real benefit is.”



NICK POINTON  
CHIEF FINANCIAL OFFICER, PRIVITAR

“To have everything stored in one place digitally, and with all the automated features, has allowed us to manage things in a much more structured way and we're really saving ourselves time. To be honest, Capdesk was an absolute no-brainer.”



GREG BILLINGE  
CHIEF OPERATING OFFICER, RESOLVER

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#### ABOUT CARTA



Carta build software to help companies, investors, law firms, and employees modernize the way they manage ownership. Carta is modernizing and revolutionizing the way private companies manage and interact with their share and option holders. They are bringing stock certificates and options onto the cloud and into the 21st century. Companies can easily issue stock certificates individually or in bulk, and shareholders can receive and view their shareholdings across all private companies on one screen.

86

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The value of Carta was its visibility into the cap table for employees, investors, and administrators; it mitigated any uncertainty with respect to the cap table.”



BRIAN SCHMIDT  
FORMER GENERAL, TRELLO

“Investors want a clean cap table, and most of them expect it to be through Carta.”



SAMANTHA SCOTT  
GENERAL COUNSEL, SAVVI LEGAL

“Carta has been a total game changer for my Co-Founder and I the last few years. Thanks to the powerful tools and functionality that Carta has brought to the table, we can devote every ounce of our focus and energy to accomplishing our mission while keeping every investor and supporter looped in every step of the way.”



MICHAEL WALSH  
CHIEF EXECUTIVE OFFICER, CARILoop

“The people who work at Carta are really what set it apart. Yes, they have the best software. Yes, their software is the most user friendly we have seen. Yes, they have scale and more than half of our 70+ portfolio companies were already using them. But, it's really the quality of the people there that has made everything from our onboarding to daily usage feel 10x easier than we could have ever expected.”



OSCAR ADELMAN  
ASSOCIATE, SINAI VENTURES

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#### ABOUT COMPUTERSHARE GOVERNANCE SERVICES



Computershare is a global market leader in transfer agency and shares registration, employee equity plans, proxy solicitation, and stakeholder communications. The company also specializes in corporate trust services, tax voucher solutions, bankruptcy administration and a range of other diversified financial and governance services.

16

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We have recently switched our entity management to GEMS from Blueprint. GEMS offers us a superior user experience through: ease of access and navigation (both on PC and mobile devices); the use of customisable screens and fields; document S, contract management; powerful search & filter options; and seamless data export functionality, in a variety of formats. GEMS is a web-based solution which provides global oversight of our company portfolio and will enable us to consolidate information from across a number of functional areas, and make GEMS the single source of accurate, real-time information.”



MARK JENKINS  
HALMA PLC

“BoardWorks makes loading materials much easier than with our previous provider. Creating and accessing material is more straightforward and the platform is more intuitive for our directors. Initial training for the site was comprehensive and when a new board member recently joined they were trained up quickly on the solution.”



FRANK STOKES  
CHIEF FINANCIAL OFFICER, CASTLE BIOSCIENCES

“GEMS was the obvious choice when moving from Blueprint, as GEMS offered functionality suited to our business needs. Our GEMS dedicated support team was efficient and proactive at every stage of the migration process. GEMS is a very progressive system and I would highly recommend it.”



SANDY-LEE CONNOLLY  
KELLER GROUP

“Being able to manage the quarterly update and verification of the statutory information for our 1500+ entities through the GEMS Approval Module has made our lives so much easier. We simply could not manage our entity governance process without GEMS.”



SALLY-ANN BRA  
OMNICOM EUROPE

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American  
Red Cross



AUSTRALIAN INSTITUTE  
of COMPANY DIRECTORS





#### ABOUT GLOBAL SHARES

## Global Shares

Global Shares is a leading independent provider of equity compensation software and management solutions for companies and their employees worldwide. Equity Compensation can be complicated and Global Shares has developed a market leading technology platform 100% in house. Combined with unrivalled service from their team of qualified equity experts they deliver a range of bespoke equity compensation solutions to their clients globally.



## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“After meeting with several equity software firms, our Company easily decided that Global Shares was the best fit for our equity structure and needs. Given the uniqueness of our equity program, we were skeptical that a software package could accommodate our specific situation. However, Global Shares clearly listened to our needs and demonstrated how their software and customer support could streamline our equity process. Throughout the RFP process and the setup of our structure in the portal, Global Shares were attentive and provided the utmost in customer care. Global Shares definitely made our equity process easier!”



MOLLY HEPBURN  
MWH GLOBAL

“Global Shares are highly educated, they know what they are talking about and they care about what they do.”



CLINTON SHOAP  
CARGILL

“A breath of fresh air and trust; while it has had its moments, a journey well worth taking and striving to get the better experience to our employees.”



JOST MEYE  
AMADEUS

“I could not be more pleased with our decision to partner with Global Shares.”



ED HERDIECH  
LOGMEIN

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#### ABOUT LEDGY



Ledgy is the equity management platform built for growing companies. Get your cap table, employee participation plans, and investor relations right, from the beginning. Invite investors into their own dashboard where you can model flexible funding scenarios, valuations, and exits. Attract and retain the talent needed to grow your company. And empower your employees with their own dashboard of ownership to manage and exercise their options. Scalable, always accurate, updated in real-time, and legally compliant; Ledgy provides your shareholders and potential investors a centralized source of truth for all equity-related information.

23

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We’ve gone through exponential growth and change over the last few years. Ledgy’s enabled us to manage our cap table, investor relations, and employee participation plans with ease.”



FELIX HUPFAUF  
CHIEF FINANCIAL OFFICER, FRONTIFY

“I really love the fact that Ledgy is transaction-based. The transactions make up the past, the cap table shows the present situation and future projection is done via the powerful scenario modeling tool.”



TOBIAS HÄCKERMANN  
CHIEF EXECUTIVE OFFICER, SHERPANY

“Ledgy guarantees quick and easy access to options data for both administrators of the options system and our optionees. Thanks to Ledgy the whole process of option administration has become smoother and easier!”



MAGDA KRUCZYK  
SENIOR ADMINISTRATIVE SPECIALIST, CODILITY

“Any initiative that makes it easier for companies and employees to increase their use of stock options is a welcome one. We applaud Ledgy for helping entrepreneurs in Germany to set up robust and fair virtual stock option schemes. Our hope is that legislators in Germany will make reforming stock option policies a priority in 2020, allowing employees to receive real stock options, not just virtual ones.”



DOMINIC JACQUESSON  
VP TALENT, NOT OPTIONAL

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#### ABOUT PULLEY

# Pulley

Pulley's mission is to make it easier for anyone to start a company. They strongly believe that more startups should be created, and that founder-led companies are more successful in the long term. With Pulley's cap table management tools, companies can better understand and optimize their equity. Starting a company is hard enough. Managing a cap table shouldn't be.

17

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We are quite impressed by Pulley's team on offering the fastest experience founders can get to set up a cap table, ESOP implementation and nuances that comes with it. Their product backed by the founder's friendly team makes them a good choice over hugely priced competing products.”



PAWAN GUPTA  
CO-FOUNDER, BETTERHALF.AI

“I've had a pretty great experience with Pulley so far, and the support team has been a huge part of that! They been really great at answering any and all questions we have and has been a great customer advocate. They have truly embodied the cap table whisperer role!”



ANIKA ZAMAN  
FOUNDER, BREVVY

“The Pulley team is super responsive and made the onboarding transition seamless. Thanks for taking care of our cap table and 409A valuations!”



TIFFANY WONG  
CO-FOUNDER, PRY FINANCIALS

“Love using Pulley so far. I'm particularly a fan of the Equity Calculator tool and use it quite often.”



ROGER CAWDETTE  
CO-FOUNDER, FINARY

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betterhalf.ai



BIRDIES

Dover

gabbi™



#### ABOUT SHOOBX



Shoobx helps companies position themselves for successful exits by combining equity management, corporate governance, fundraising tools, and documentation into one collaborative platform. Shoobx was built to empower the entrepreneur and allow attorneys to focus on high-value work. They modernize corporate activities for startups so entrepreneurs can focus on what matters; building businesses. Shoobx makes the easiest way to get something done, the right way. They truly believe that they're in it together: entrepreneurs, legal counsel, investors, and Shoobx.

23

## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“What sets Shoobx apart is the fact that my cap table, data room, and stock ledger are automatically updated when I grant shares—with absolutely no effort from me!”



MATHIEU NOUZARETH  
FRESHPLANET

“Shoobx drives efficiency through many day-to-day functions for Firefly as we grow. It makes it fast to create documents like NDAs, offers, and share grants; streamlines tasks that usually take reaching out to external counsel; and of course it's great to always have access to the latest cap table.”



FAY ROTENBERG  
PRESIDENT & CHIEF EXECUTIVE OFFICER, FIREFLY

“The financing went smoothly. Having all of the documents already automatically in the dataroom is fantastic. In previous financings with other companies there has been a ton of paper management, so it was a huge improvement over a typical process.”



AVIN BANSAL  
CHIEF FINANCIAL OFFICER, CLEAR BALLOT

“Not only does Shoobx provide real-time LP reporting capabilities, this platform will totally streamline our annual audit process and we believe will drive operational standardization in our industry going forward.”



GEOFF BERNSTEIN  
INDICATOR VENTURES

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#### ABOUT VESTD



Vestd is a secure online platform that makes giving shares to your team, customers, or partners simple, affordable, and fast. The company believes that if you take a group of people with the right equity incentives you can unlock human potential in a way never before possible. Vestd minimizes the cost and complexity through a secure online platform. Issue shares and options flexibly and simply on the conditions and timescales you set. Vestd is the UK's first and only regulated share scheme & equity management platform for SMEs. It is used to create and manage share & option schemes, and to distribute equity to key people.

18

Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Vestd has been a brilliant tool for us. We recently closed a \$1.1m seed round, and knowing that all the information is stored and processed in one place has been a massive time-saver. The calculators are handy and the dashboard is well-designed. We will definitely be using Vestd to manage our EMI option scheme going forward too. Overall, I would 100% recommend it to other founders.”



JACOB WEDDERBURN DAY  
CITYSTASHER

“Vestd has done all the tedious groundwork to give a business everything it needs to distribute equity using a simple online platform.”



TOM NIXON  
MAPTIO

“We needed a solution that had the right balance of speed, quality and affordability. Vestd excelled for us on all three. The level of service was far beyond what you'd expect from a software product.”



LUKE FISHER  
THANKSBOX

“The on-boarding was really nice. UX flow is great, well thought out and intuitive. I'm not overstating it when I say it's the best software service that we use.”



FLAIR FOOTBALL

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#### ABOUT ASTRELLA



The next-gen, integrated global platform to manage private company ownership Astrella® is your trusted partner for real-time, cloud-based, self-service management of private company shareholder and employee stock plan data through a blockchain-enabled platform. Astrella was developed by a team of experienced professionals with deep experience in the private market and stock plan administration/financial reporting. The newly developed SaaS platform with a growing list of partners, leverages the latest technology, including Artificial Intelligence (AI), private blockchain technology and Workflow as a Service (WaaS) to deliver the most compelling product the industry has seen in years. By effectively tracking the “genealogy of a share”, Astrella’s immutable ledger ensures complete transparency and control of your ownership records. Founded in 2019, AST PCS is an affiliate of AST and is ...



## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“I have been using Astrella to manage the cap tables for multiple clients. In some cases, my clients have complex convertible notes and cap tables as well as employee stock plans that require a deep understanding of how angel investors, incubators and VC’s make investments. Astrella allows me to capture the data correctly, easily provide reporting for board meetings and ensure my clients have their house in order in anticipation of a likely future exit.”



TIM FRENCH  
SEUBERT FRENCH FRIMEL & WARNER LLP

“I have managed the ownership records for a number of Canadian start-up companies and have always been challenged to ensure the system accurately reflected the ownership structure. Since becoming an Astrella client, I have been impressed with the intuitive nature of the system and the excellent client support. Most importantly, my investors can see their holdings and executed documents on their mobile app which has significantly reduced their questions and their calls.”



BRENDA COLLINS  
CORPORATE SECRETARY, CHARLIAI INC

“We believe Astrella provides a bullet-proof, highly secure way of managing sensitive ownership data across a range of portfolio companies, while providing the ability to run real-time exit modeling and simulation analysis across the portfolio, all of which are of critical importance to a private equity firm like ours.”



ALEX OVCHAR  
PACIFIC EQUITY PARTNERS

“As a new user of Astrella and founder of a fast-growing company, I have been so impressed with the team and the technology. The system is intuitive and easy to use for a non-financial/legal person. More importantly, I have utilized the Astrella partner ecosystem to meet investors and service providers that have already had a major impact on my company.”



GARY DOUGLAS KOHN  
LUXURY TRAVEL HACKERS

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#### ABOUT CAKE EQUITY

## Cake.

Cake Equity is on a mission to simplify the way startups and scaleups raise capital, manage shareholders and grow their business. Cake is an all-in-one equity management platform. They're setting the global standard for startup ESOP and capital-raising workflows.



### Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“Massively simplifies the process of keeping a cap table in order. No more spreadsheets, no more checking emails, no more manually chasing documents.”



BYRON DARROCH  
BIO-FIRST

“You made our fundraising experience wonderfully easy. We coordinated with 20+ investors internationally and it was a cinch. Thanks guys.”



JOSH ISMIN  
PSYLO

“Demystifying and automating the investor process. Dropping your name on sydney startups (FB) whenever someone asks.”



GEMMA COLBRAN  
DARTBASE

“Simple and easy to use. Time and cost saving process.”



BENNET FORRESTER  
THE CATEL EXCHANGE

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Bio-First®  
Genuine Natural Remedies

DARTBASE

flow~

TCE.

PSYLO



#### ABOUT LTSE EQUITY



LTSE Equity accelerating the transition to a new kind of capitalism. LTSE is capital market infrastructure that prioritizes ongoing innovation. They pair new technology with long-term listing standards to keep companies building for generations.



## Total Customer References

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“We trust [LTSE Equity] to help YC startups model the ownership impact of SAFEs and be prepared for Demo Day.”



KIRSTY NATHOO  
PARTNER, CFO, Y COMBINATOR

“Investors need cap table accuracy and transparency. I recommend [LTSE Equity] to save time and get cap tables right.”



JACK ROTHACHER  
DIRECTOR OF FINANCE & OPERATIONS, OBVIOUS VENTURES

“We've been using [LTSE Equity] and Fast409A since our early days and through our acquisition by Opendoor. It was easy to get onboarded, and we found [LTSE Equity]'s scenario modeling tools very useful for planning ahead.”



ALEX FARRILL  
CTO & FOUNDER, OPEN LISTINGS

“[LTSE Equity] is what innovative law firms need to serve their clients more efficiently, allowing us at Orrick to manage hundreds of cap tables in a way that is more accurate and secure than emails and spreadsheets.”



JOHN BAUTISTA  
PARTNER, ORRICK

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#### ABOUT NTH ROUND



Nth Round are committed to providing liquidity for you and for your company. They know that private shareholders often wonder when they can monetize their investment. Being patient is not the best answer. They want to facilitate liquidity now, and whenever you like going forward. Nth Round helps modern CFOs streamline investor workflows – manage equity, distribute reports, and engage shareholders, all in one secure place.



**Total Customer References**

[VIEW ALL REFERENCES](#)

### Featured Testimonials

“The Nth Round Platform has been hugely helpful to us in terms of pushing out information on a regular basis, and our investors have been super receptive to that because 24/7 they can access information and know they have a central repository for all of their documentation.”



JIM PATERNO  
FOUNDER, STOCKTON REAL ESTATE ADVISORS

“I love the video shareholder updates. It's the perfect amount of time for me to watch over breakfast or after dinner. And it's much more enjoyable than reading a long email.”



CLAIRE NOEL  
PRINCIPAL, AJO ADVISORS

“Nth Round makes our lives easier by bringing our shareholders, employees, myself and the executive team all together into one community.”



ALEX DELSORDO  
CHIEF EXECUTIVE OFFICER, ROWERS CHOICE

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