

## Corporate Focus Helps High Tech Startup Streamline and Simplify Stock Option Management

### CUSTOMER



#### KEY BENEFITS

- Stop using multiple, error-prone spreadsheets for equity administration and reporting.
- Automate option expensing and guarantee 100% accuracy and confidence.
- Go from hours to minutes for complex calculations and reports.
- Reduce audit and legal fees by using a standardized system.
- Share information and reports more easily with all stakeholders.

T-Edward, Inc. is a strategic and operational consultancy firm that provides finance, accounting and administrative services to all types of companies, including high-growth technology companies. When one of its clients, FullContact - a provider of contact information aggregation and resolution technology - found itself investing too much time and money on corporate governance, equity administration and option expensing, T-Edward found a solution that would allow them to efficiently manage all aspects of their equity reporting process in one comprehensive system. That solution was Corporate Focus.

#### THE CHALLENGE: INEFFICIENCY LEADING TO LOFTY LEGAL FEES

Historically, equity administration has been a complex and tedious process involving spreadsheets, supporting documents, and other disparate sources of information that need to be reconciled amongst many parties. Over the years, Tom Kelly, T-Edward's Managing Director, has watched companies pay their law firms more than \$200 an hour to maintain spreadsheets, answer basic questions, and even send out stock certificates. The fees could be exorbitant to a cash strapped start-up.

"Having grown up in the CFO ranks, I knew exactly how much time, effort, and energy needed to be invested in stock option administration," Kelly says. "It makes no business sense to rely on a law firm for these kinds of administrative tasks. No one is ever on the same page, and the result can be disastrous. My client needed a start-to-finish solution that could simplify the management of equity and compliance information and save them time and money—and that's exactly what Corporate Focus does."

#### THE SOLUTION: A COMPREHENSIVE, CLOUD-BASED SYSTEM FOR EQUITY MANAGEMENT

Kelly introduced his client to Corporate Focus as a tool for comprehensive online equity management. Being all too familiar with the disastrous capitalization tables that were characteristic of small businesses and startups after several rounds of financing, he was particularly interested in the system's capitalization table features and functionality.

"I can click on a shareholder and view a complete snapshot of their ownership record, as well as drill down into the documentation and details behind that data. This has been extremely helpful for my client, whose capitalization table has grown both in size and complexity," says Kelly. "Even if a company starts out with just five investors, that number can increase quickly and exponentially - so it's worth the effort to get the information accurate, actionable and accessible from the start."

