

Business leaders are ditching stock options.

upstock

Elevate your Equity

75% of top tech companies choose RSUs over stock options, and now you can too.

Stock options don't work for startups, RSUs do.

Team members must buy stock options to gain equity at their company often long before their shares become liquid. 409a valuations push companies to undervalue themselves to make buying-in even remotely enticing. RSUs act like an IOU for future stock, removing the need for 409a and creating immediate buy-in privilege for team members without forcing them to pay in advance.

The most affordable equity management system available.

Upstock makes RSUs accessible for all companies at any stage of growth. We spent years working with legal experts from top international firms to automate the time-consuming and costly process of creating great equity plans. We believe that all companies regardless of size or budget should be able to offer their team the best equity plan possible.

Empower, motivate and align your team's goals.

Equity feels real and fair when stake-holders can see it. Upstock offers real time equity visualization for all team members, creating excitement and a sense of personal investment in the company's success.



A Breakthrough in Equity Tech

- ✓ 10x more affordable than Carta or stock options
- ✓ Top-shelf paperless legal contracts
- ✓ All business and employee types
- ✓ Secondary market RSU liquidity
- ✓ Available in in 70 countries
- ✓ No lawyer required
- ✓ One size fits most

The World's Most Motivating Equity



Options are a deal gone bad. Offer restricted stock units (RSUs)''



Steve Blank
Harvard Business Review

A bootstrapped startup without Upstock is like trying to build a fire with no kindling."



Ciarán Carroll
CEO of Truventus

Incentives are everything. Upstock is pioneering a new way to motivate employees with aligned incentives. **There's nothing else like it out there on the market.**"



AJ Goldstein
CEO of Aware Healthcare

Features

Upstock

Carta

Lawyer

Equity Plan Creation



Worker Cap Table



Investor Cap Table



*compatible with existing platforms

No 409a Valuations



Visual Dashboard



Cost for 50 Team Members per year

\$5K

\$20k
+lawyers

\$30k

Ready to elevate your equity?

[Book a Demo](#)

Have Questions?

Feel free to reach out directly to Jon@upstock.io