



Where Private Investors Access Proven  
Startups™

## PRESS KIT



# Our mission



Our mission is to improve the way startup employees are paid by unlocking the value of their equity compensation in a way that benefits all key players: the shareholder, the company, and the investor.



# Who we are

The EquityZen team has deep experience in law, finance, and technology and is backed by leading venture capital investors, sovereign wealth funds, family offices, and wealth managers.



## Founding Team



**Atish Davda**  
CEO & Founder

Atish was product lead at Ampush, a big-data advertising technology firm. He launched SF-based Ampush's New York office as first engineer of their Social business, and eventually successfully procured the coveted Facebook Preferred Marketing Developer membership as VP, Product. Atish began his career as a financial engineer at AQR Capital, before which he founded and operated an education technology firm, Knolsoft.

When not at the office, Atish can be found playing tennis and traveling.

Shriram was an attorney at Shearman & Sterling LLP, a New York-based global law firm. At Shearman & Sterling, Shri advised market participants on regulatory, transactional, and trading and markets issues, with a particular focus on U.S. broker-dealer and securities regulation. He also advised banks and other financial institutions on U.S. bank regulation, including the Dodd-Frank Act. Shri began his career as a trader at G.X. Clarke & Co., a boutique fixed income broker-dealer.

Shri enjoys gardening, cooking, and basketball. He has completed his professional licenses in Series 7 and 66.



**Shriram Bhashyam**  
Shareholder Relations,  
General Counsel, Founder



**Phil Haslett**  
Head of Investment, Founder

Phil was a Vice President at Pomelo Capital, a NYC-based hedge fund, focusing on capital structure arbitrage. After helping launch the fund (now \$300mm+ AUM), he was responsible for trading, research, and operations. Phil started his career at Barclays Capital in their Proprietary Trading group trading credit and equity derivatives. Phil is an avid golfer and runner, and is looking forward to participating in his second NYC Marathon.

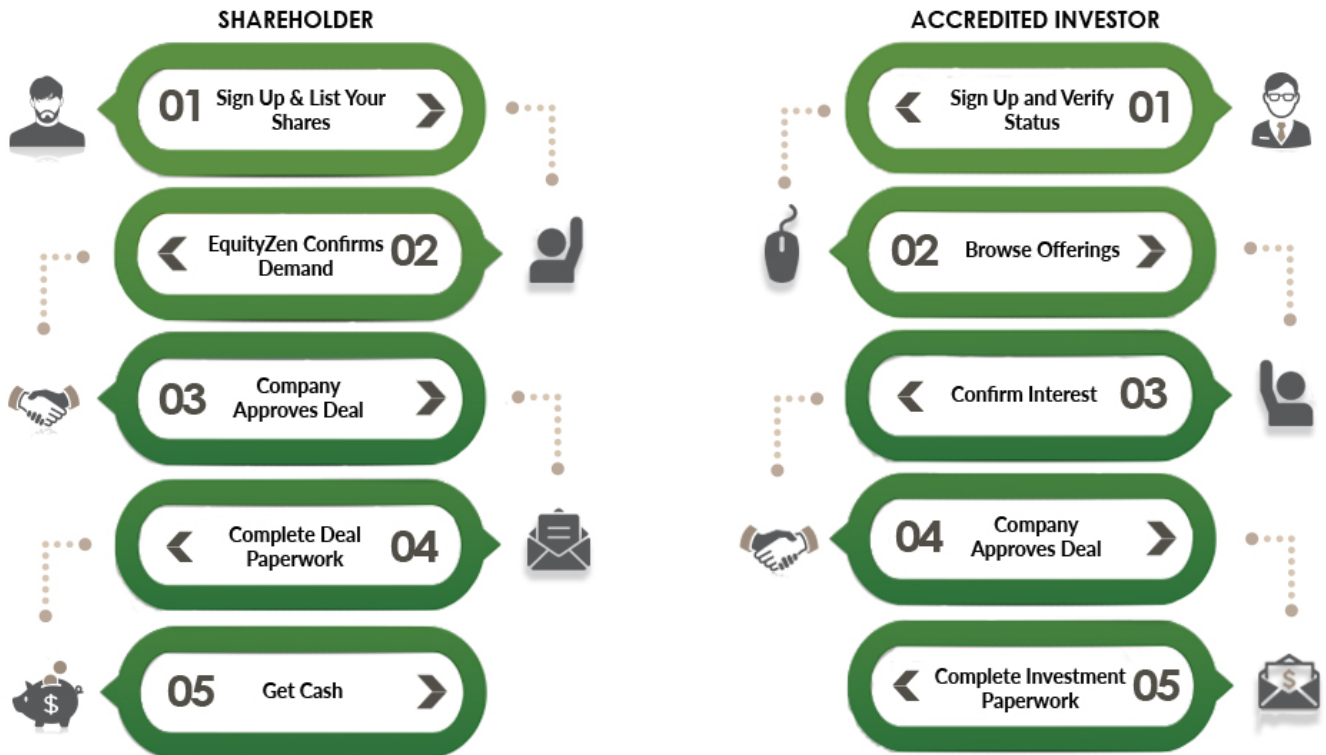
Phil has completed his professional licenses in Series 7, 24 and 66.





# What we do

## Platform for trading non-public equity



We connect private company shareholders with investors through our proprietary investment platform, which has allowed us to automate previously antiquated processes to make private transactions both efficient and user-friendly.



# In the press

**The  
New York  
Times**

Risking Your Neck to Run with the  
Unicorns

THE WALL STREET JOURNAL.  
**WSJ**

The Uberization of Finance



**FINANCIAL  
TIMES**

Private Share Trading Takes off as Tech  
Companies Shun IPOs

**BUSINESS  
INSIDER**

Here's How Hot Startups Help  
Employees Cash Out Before an IPO



# On the Air



EquityZen Fox Business



EquityZen CNBC

“Secondary markets today are broken. The sellers get cash, buyers get access, and all the company gets is a headache,” said founder Atish Davda. EquityZen, by contrast, is designed with company in mind, giving it control over who gets to sell equity, how much, and when.”

Ryan Lawler, TechCrunch



# In our clients' words

"I would like to say that it is extremely refreshing to see this level of customer service. It is a lost art and I greatly appreciate personal interaction with a company, particularly one with whom I'm considering giving money. Well done."



"Your content is amazing, keep it up. There's a massive lack of information on this space and you're doing a great job educating people. I forward your blog content all the time."

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"Thanks for the help here – I really appreciate it. It takes some weight off my shoulders as a founder right now."



# Awards and accolades



Recipient of the Fintech Innovation's 2016 Innovation in Wealth, Asset, and Investment Management Award

[Finovate 2016 Award Winners](#)

Included in the Inaugural [Forbes FinTech 50](#)



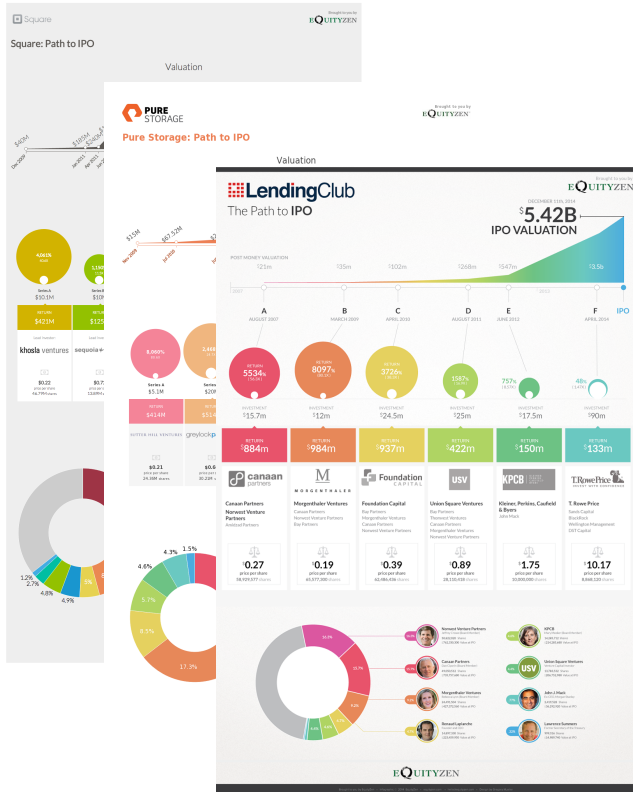
Alternative Investments Runner-Up at the [2015 Benzinga FinTech Awards](#) and [2016 Best in Class Finalist](#)





# We love content

## Path to IPO Infographics



## EquityZen Meditations (Blog)

### Meditations

EquityZen's Blog On Startups and Their Economics

#### The Rights of Employees as Shareholders in A Startup

Shri Bhushan | 2015-11-18

As with citizenship, in employment, it's important to understand your rights. In the startup world, employees have rights not only as employees, but also as shareholders, since they are typically paid in equity as well as cash. Further, much of an employee's net worth can be tied up in company stock, so it's all the more important to understand the rights that share to stock ownership. In this post, we discuss the general rights of employees as shareholders in the companies they work for.



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Founders Fox Business News Fundraising

General Assembly General Solicitation

Glossary Hortonworks Illiquid Investing

Investor IPO IRR Job Offers

JOBs Act Knowledge Legal Lending Club

Liquidation Preference Lyft Maiden Lane Nasdaq

New Relic Options Path to IPO Pre-IPO

Private Market Product Pure Storage Quora

Ratchet Regulation RSUs SEC

Secondaries Secondary Markets

#### Square's S-1: Of Ratchets and Unicorn Valuations

Shri Bhushan | 2015-11-11

I recently wrote an article for TechCrunch on Square's IPO filing, a first so little investment protection known as a ratchet, and larger implications for how to think about Unicorn valuations. We often read about tech companies raising increasingly larger rounds at increasingly lofty valuations. Square's IPO filing, which is publicly available, gives us a peek into the details around private fundings and the protections VC get in these deals.



My article is excerpted below:

Over the last 18 months, those of us following the venture and startup space have gone on a rollercoaster ride of mega rounds, Unicorns, sky-high valuations, and bubble fears. Look beyond the hyperbolic headlines and you'll see that there is more than meets the eye to the shiny new Unicorn valuations. Square's recent IPO registration statement provides an opportunity to peel the onion on Unicorn valuations (i.e., valuations of \$1 billion or greater).

#### Square's Ratchet

A little more than a year ago, Square raised a \$150 million Series E round at a reported \$6 billion valuation. The round was led by the Government of Singapore Investment Corporation, with participation from Rize Traverse and Goldman Sachs. What we didn't know then, that we know now, thanks to the S-1 filing, is that the Series E investors had an IPO protection in place known as a ratchet. A ratchet, in this context, provides that if the IPO price does not meet a certain level, say at the price paid by the investor in the private round or some baked in

We believe it is important to help educate investors, shareholders, and the general public about issues that affect private companies.



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