



Online, real time database

# Online Subscriptions for Venture Capital Firms

*Option Impact gives you current labor market data to help your portfolio companies manage the cost of their precious human capital*

Option Impact is an online information system of real time pay and stock option data for venture backed companies

## Benefits to the venture firm

- Fast access to compensation data
- Current market for stock options
- Portfolio view of data
- Cost-effective comp structures
- Peering data with other VC firms
- Disciplined reporting from portfolio
- Common accounting for cap table and fully diluted shares
- Optional co-branded web delivery

## Benefits to the portfolio

- Online HR information system
- Quick access to fully diluted shares and reports summarizing capitalization
- Current reporting on comp framework
- Comp planning tools for competitive job offers, cost containment and employee satisfaction
- Insight into others' business practices
- Financial discipline

Take the guesswork out of your portfolio companies' pay plans, stock option programs and compensation practices

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The screenshot displays the Option Impact web application interface. It features a navigation menu on the left with options like 'Company Reports', 'Employee Info', 'employee records', and 'Capitalization Info'. The main content area is divided into several sections:

- Fully Diluted Shares:** A table showing ownership as of Tuesday, March 12, 2002. It lists Investor Stock (17,900,000 shares, 67.00% holding), Angel Shares (1,000,000 shares, 3.73% holding), VC Shares (16,900,000 shares, 64.02% holding), and Founder Stock (3,000,000 shares, 11.36% holding).
- Rounds of Capital:** A table listing capital rounds with columns for Series, Series Closing (mm/dd/yy), Capital Raised (\$M), Preferred Share Price, Post Round Value (\$M), FDS Post Round, and Lead Venture Firm. It includes rounds S, A, B, and C.
- Capitalization:** A table with columns for Series, Series Closing (mm/dd/yy), Capital Raised (\$M), Preferred Share Price, Post Round Value (\$M), FDS Post Round, and Lead Venture Firm. It provides a detailed breakdown of capital structure.
- Executive Summary Report:** A report for a 100A CEO, showing metrics like Age of Data (48.00%), 3 mos. or less (19.23%), >3 to 6 mos. (7.00%), >6 to 9 mos. (25.00%), and >9 to 12 mos. (40.74%).
- Stock Salary and Bonus:** Two tables showing compensation data for different roles, including Median, Average, Low, and High values across various categories.