

THE SPHERE OF INFLUENCE.

Identifying and utilizing cap table and business decision-making resources

Companies at every stage of growth rely on the expertise of stakeholders to assist with decisions.

But how much influence do stakeholders have, and what do they have to offer in return?

An Astrella survey found that participants sought influence from stakeholders, including investors, legal counsel, and banks, when choosing the vendor they used for cap table management.

Here are the findings.

STAKEHOLDER INVOLVEMENT IN CAP TABLE MANAGEMENT DECISION-MAKING:



TIPS FOR LEVERAGING YOUR SPHERE OF INFLUENCE

The results are clear: Companies with larger valuations seek stakeholder influence more often in decision-making processes, including what cap table management vendor to use. However, businesses of all sizes can benefit from the input of their sphere of influence.

PREPARE FOR DISCUSSIONS ABOUT COMPLIANCE, REGULATIONS, FINANCES, AND MORE WITH:

Ample information and data on what you prefer

An understanding of other choices and processes available to you

A fully conceptualized list of your business's needs

An open mind to visualize and adopt alternative outcomes



Astrella is a leading cap table management platform that has helped countless businesses move these workflows entirely into the cloud.

In addition, their blockchain-based record-keeping system and outstanding customer service make compliance and transitioning simple.

Sign up for a free demo today to see what Astrella can do for your business.

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