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:

100% of companies
valued at \$10B or more
reported that investors
were fully responsible
for choosing the cap table
management vendor

56% of companies with valuations of \$50M and up reported that investors impacted the cap table management vendor chosen, while 5% of companies reported they were not involved in the decision

Investors generally
have a range of
skills, abilities, and
preferences that can
be applied to
business decisions

100% of companies
valued at \$10B or
more reported that legal
counsel dictated the
cap table management
vendor chosen

LEGAL
COUNSEL

54% of companies
with valuations of \$50M
and up reported that legal
counsel influenced the chosen
cap table management,
whereas 4% of companies
said they were not involved
in the decision

Cap table management is a crucial part of compliance, and your legal counsel should understand your regulatory compliance needs and assist you with achieving and maintaining compliance

BANKS

100% of companies valued at \$10B or more said that banks dictated the cap table management vendor selected

INVESTORS

78% of companies with valuations of \$50M and up reported that banks helped guide the cap table management vendor they chose, and 22% of companies said they were not involved in the decision

A bank can play many roles in a business; understanding their preferences can help you remain in financial compliance and avoid accounting errors

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 visulaize 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.

GET YOUR FREE DEMO