Unlisted.ai

Customer case: ZTL + Unlisted

Finally *transparency* and *control* over your stock option plan

ZTL team (Photo: ZTL)

> «Employees had no clear overview of how many stock options they actually owned. Everyone had to maintain their own Excel spreadsheet to keep track of what had vested.»

In a fast-changing and increasingly complex market, fintech companies like ZTL need tools that provide visibility and control over their equity incentive plans. As ZTL continued to grow and expand its team, the need for a more structured approach to managing its stock option plan became increasingly important. Unlisted has become a key part of that solution.

New to stock option plans

Sabine Merky, CFO and Head of HR at ZTL, joined the company in August 2023 after a career in larger international organisations. «This is my first time working at a scaleup. Stock option plans were completely new to me, they were never part of the compensation package in my previous roles.» Founded in 2018, ZTL now employs 18 people, all based in Oslo, while maintaining an international profile. Together, the team speaks 12 different languages. The company provides B2B payment solutions through an open banking platform fully integrated with ERP systems.

The challenges of managing stock options manually

Previously, ZTL managed its stock option plan using Excel spreadsheets and

Sabine Merky, CFO and Head of HR at ZTL (Photo: ZTL)

PDF documents. Grants were handled manually and signed electronically, but employees had very little visibility into their holdings. «Employees had no clear overview of how many stock options they actually held. Everyone had to maintain their own Excel spreadsheet to keep track of what had vested.»

Unlisted provides visibility and insight

With Unlisted, ZTL now has a platform that gives both management and employees complete visibility into the company's stock option plan. «Employees finally have full visibility. They can see what they've been granted, what has vested, and what has been exercised.»

Sabine explains that working with Unlisted has been a close and collaborative process. «We've worked closely with Stein to develop filtering capabilities and improve the overall overview. While we still have room to grow in how we use the platform internally, the collaboration has been excellent.»

Different levels of employee engagement

Not all employees are equally engaged with the company's stock option plan. «Some employees are very interested, while others don't pay much attention to it. For some, salary is simply more important, after all, stock options don't pay the mortgage.»

Even so, Unlisted has made it much easier to explain and visualise what stock options actually mean. «We have one younger employee who's particularly interested and helps explain it to the rest of the team. That makes a big difference.»

> «We looked at a few different solutions, but Unlisted was the simplest and the one that best matched our needs, especially when it came to giving employees clear visibility into their stock options.»

Why ZTL chose Unlisted

ZTL chose Unlisted based on a recommendation from its network. «We looked at a few different solutions, but Unlisted was the simplest and the one that best matched our needs, especially when it came to giving employees clear visibility into their stock options.»

Professionalism and motivation

Sabine is clear about the value Unlisted has brought to ZTL's stock option plan. «It has brought a level of professionalism we didn't have before. Employees now experience greater transparency and confidence.»

Looking back, Sabine wishes ZTL had implemented Unlisted sooner to maximise its benefits. «I would definitely recommend Unlisted to other companies, but start early!»

Looking ahead and recommendation

ZTL looks forward to expanding its use of Unlisted, and Sabine sees particular value in the platform's structure and transparency. «We should be using it even more. It's a great solution, and we've received outstanding support and guidance throughout the process.»

With Unlisted, ZTL has implemented a powerful solution to professionalise and simplify the management of its stock option plan. As a result, both employees and management benefit from greater visibility, confidence, and engagement.

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What our customers say:

«Get Unlisted before you need it. By the time you realise you do, things have already become too complicated.»

– Sigurd Skjørestad, Soolo

«Unlisted is the only end-to-end solution that covers the entire equity management process.»

– Hege Fiskå, Kakadu

«As we scaled, I came across countless potential challenges that Unlisted simply took care of. That's the best part, I don't have to worry about them anymore.»

– Lucas Ranaldi, Take Take Take