Unlisted.ai

Customer case: Gire Mobility + Unlisted

Structure, transparency, and *peace of mind*

Photo: Gire Mobility

«Our ownership structure is now aligned with our long-term goals. All of our stock option plans are handled through Unlisted, simple as that.»

For Gire Mobility, a logistics platform for the automotive industry operating across Norway, Sweden, Denmark, and the Netherlands, the need for structure and control became increasingly clear as the company grew. With 30 employees, four funding rounds, and team members across multiple countries, Unlisted has become an essential tool for ownership management and stock option plans.

From vehicle damage to mobility

Petter Hodne Steensland, CEO and co-founder of Gire, founded the company in 2019 after helping build and sell a vehicle damage repair chain. Gire has since grown rapidly and established local sales teams in all four markets, while its tech team and headquarters remain centralised in Oslo.

A diverse ownership structure

Gire's ownership is split between employees and founders on one side, and professional investors on the other. Its investor base includes Møller Mobility Group, Semler Gruppen (Denmark), Schibsted Ventures, and Startuplab. «Our ownership structure is now aligned with our long-term goals. All of our stock option plans are managed through Unlisted, simply and efficiently», says Steensland.

Challenges before Unlisted

As the company grew, Gire began creating stock option plans without having a complete understanding of how they should be structured. «We hadn't operationalised the process. A lot was managed in Excel, and we created a new cap table every time we needed to present it.» Steensland explains that the main motivation for adopting Unlisted was to gain control over its stock option plans, access reliable templates, and avoid costly mistakes. «Unlisted helped us avoid over-allocating or under-allocating our stock option plans.»

Photo: Gire Mobility

Results and improvments

Since implementing Unlisted, Gire has achieved:

- An always up-to-date cap table that's easy to access whenever investors request it
- Efficient management of stock option plans across multiple jurisdictions
- Fewer errors, particularly when employees join or leave the company
- Greater transparency for employees, who now have a clear understanding of the value of their equity

«The most important thing for us is getting it right. If you don't have this under control, you can easily mess up people's compensation, and that's the last thing we want.»

Improved communication with investors and employees

Unlisted has also transformed how Gire communicates with both investors and employees. Multiple members of the leadership team and wider organisation have access to the platform, while investors are presented with a clear and professional view of the company's ownership structure. «It's easy to manage. I don't have to bring in an advisor every time we need to make a change.»

> «People don't realise the mistakes they're making. It becomes incredibly expensive to fix them later. Unlisted simply brings order to the whole process.»

Advice to other companies

Steensland is clear that Unlisted should have been in place much earlier: «People don't realise the mistakes they're making. It becomes incredibly expensive to fix them later. Unlisted simply brings order to the whole process.»

Future growth and Unlisted's role

Unlisted will continue to support Gire as it grows. The platform helps create transparency and trust, both internally and externally. «It helps us attract talented employees and build a strong ownership culture.»

For Gire Mobility, Unlisted is more than just a tool, it's a foundation for structured growth, helping the company avoid costly mistakes while ensuring that both employees and investors have confidence in its ownership processes.

Photo: Gire Mobility

What our customers say:

TAKE TAKE TAKE

«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

ARDA ENERGY

«The platform is intuitive, easy to use, and most importantly, the expertise of the team is invaluable. They are Norway's leading experts in developing ownership structures and stock option plans.»

– Kjell Husabø, Arda Energy

ztl

«Unlisted has brought a level of professionalism we didn't have before. Our employees experience greater transparency and confidence.»

– Sabine Merky, ZTL