Unlisted.ai

Customer case: Wenn Property + Unlisted

From startup to *investor-ready*

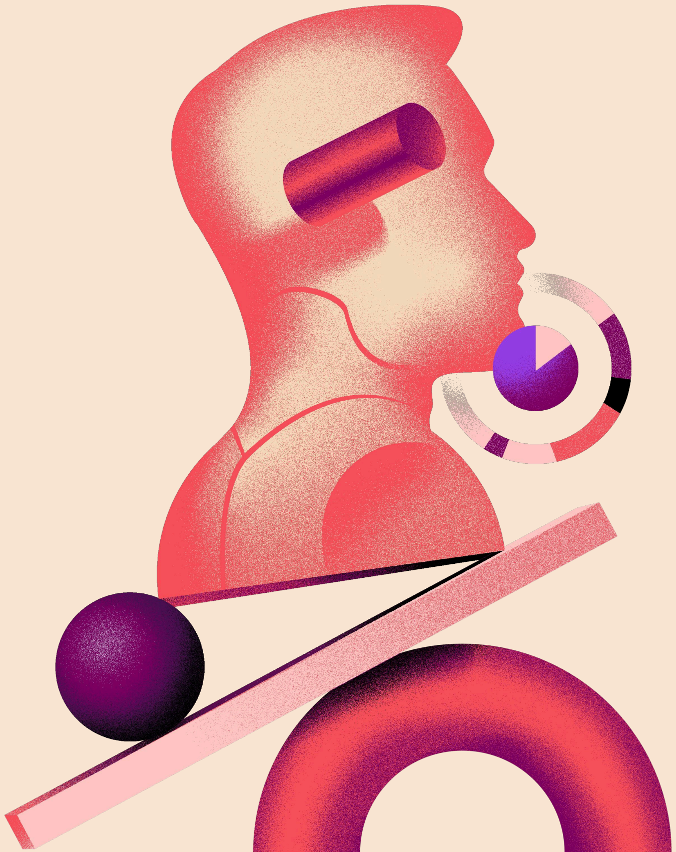

Photo: Wenn Property

«With Unlisted, I sleep better at night because I know we have full control over everything related to our ownership.»

«Doing things right from the start saves you an enormous amount of extra work later on», says Benedicte Økland, CEO of Wenn Property. «With Unlisted, I sleep better at night because I know we have control over everything related to our ownership.»

Wenn Property was founded in January 2024 as a spin-off from another startup. The company provides an AI-powered solution for property inspections, helping contractors and property managers streamline the inspection process. By making it faster and easier to turn inspections into concrete project plans, the platform enables renovation projects to be planned more efficiently and executed more quickly.

Complexity from day one

When Wenn Property was founded, it inherited a complex ownership structure with multiple shareholders and investors. «We came from a scaling journey in the parent company and already had many people involved. That's why it was crucial to set up the ownership structure correctly from the very beginning», says Benedicte.

Unlisted became involved when the company was founded and helped establish a historically accurate cap table. Understanding and adapting to the startup stock option regulations has also been a key part of the collaboration. «I'd worked at several companies before where we relied on complex Excel spreadsheets, and I wanted something safer and more professional. Unlisted became both a tool and a trusted advisor during a very important phase.»

Unlisted has provided advisory support throughout the entire fundraising process, with the exception of investor outreach.

> «I recommend Unlisted to every privately held company with more than two shareholders.»

Control and compliance - without the high costs
Unlisted has helped Wenn Property with:

- Maintaining its cap table and documentation for all investors and employees
- Structuring stock option plans and managing access
- Preparing for fundraising and providing ongoing guidance through every stage of the share issue process, from planning to registration with the Norwegian Register of Business Enterprises

Photo: Wenn Property

- Presenting its ownership structure to investors in a professional way

Foto: Wenn Property

- Establishing a historically accurate cap table
- Understanding the advantages and disadvantages of different types of financial instruments

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«The alternative would have been to pay three or four times as much for lawyers and auditors», says Benedicte. «Instead, we've had access to expert advice from people who know us and have a complete overview of the bigger picture. That gives us peace of mind and saves us a great deal of time and money.»

More time for customers, less time in spreadsheets
Benedicte emphasizes the value of having a solid foundation in place: «Unlisted allows me to spend my time on sales and product development instead of worrying about compliance or our ownership structure. That's a huge value.»

Unlisted has also helped structure employee incentive plans. «In an early-stage company, it's not always easy to determine what a stock option is worth. But having everything visible and structured in Unlisted makes it simple and clear for the team.»

A recommendation for every privately held company with more than two shareholders
«I recommend Unlisted to every privately held company with more than two shareholders. It's a system that provides visibility, compliance, and peace of mind in a cost-effective way. On top of that, you have a trusted advisor who understands the challenges you face as a CEO» says Benedicte.

«When you're in the middle of difficult decisions, it's reassuring to have a professional and impartial sounding board to help you.»

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What our customers say:

«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

«Our ownership structure is now aligned with our long-term goals. All of our stock option plans are managed through Unlisted, simply and efficiently.»
– Petter Hodne Steensland, Gire Mobility

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