Customer case: Take Take Take + Unlisted

Structured *ownership* in a *chess* startup

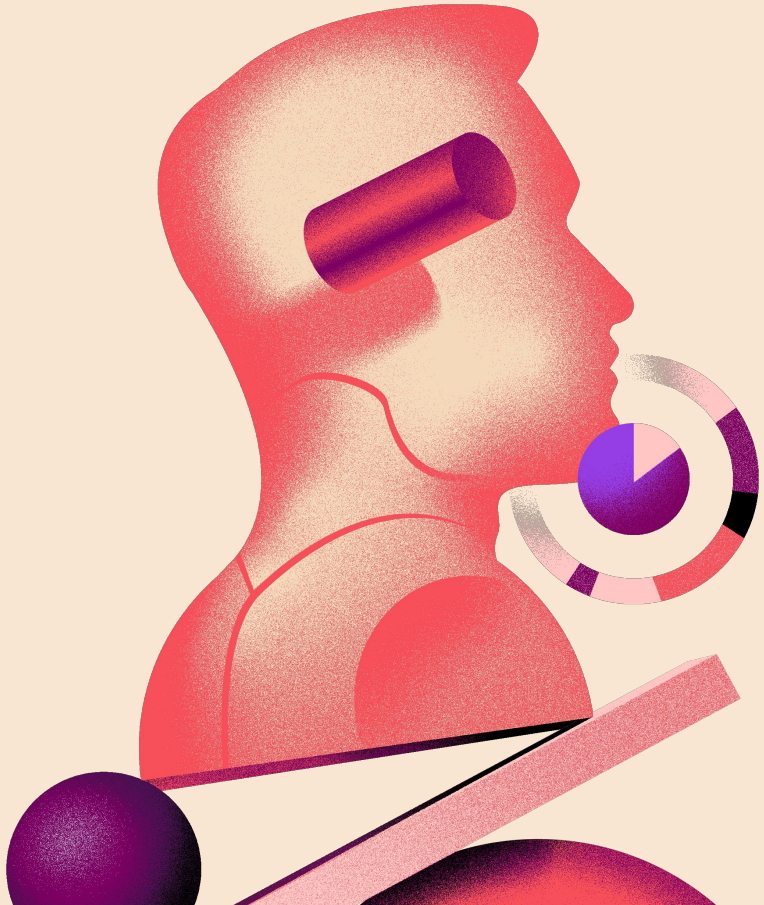




Photo: Take Take Take

«It's easier to be open with investors now. We just give them access to Unlisted, and they can see everything.

How do you make chess both accessible and engaging for a global audience? That is the challenge Take Take Take took on when it launched in April 2023.

Backed by strong owners such as Magnus Carlsen and an ambitious team, the company is working to revolutionise how the world experiences chess. Along the way, Unlisted has played an important role in bringing overview, structure and professionalism to the company's ownership.

From Excel to a clear ownership overview

Lucas, Head of Operations at Take Take Take, has been responsible for the company's ownership structure since day one.

He describes his role as wide-ranging: «I work with finance, board work, processes, growth and product.»

The company has grown quickly and now has 12 employees, based in Oslo and Stavanger. With three investment rounds behind it – two large rounds and an angel round – it was clear that a more professional solution than Excel was needed.

«It felt unprofessional and hard to scale. You get no visual insight, and it was difficult to connect shareholder data, incentive programs and funding rounds,» Lucas explains.

The switch to Unlisted
The decision to use Unlisted came after a recommendation from the company's chair. Lucas was convinced as soon as he had tested the solution: «It was simple and clear, and we could set everything up with a preview before we had to pay.»

The most important benefit? A live, official shareholder register that can easily be shared with investors and employees. Previously, this information lived in an Excel sheet that had to be updated and sent out manually.

Professional and transparent
With Unlisted, Take Take Take has gained better overview and control:

- **Ownership structure:** All transactions are recorded, making it clear who owns what and where the shares come from.
- **Incentive programs:** The platform shows how shares and options are set up as incentive schemes, and how they are distributed among employees.
- **Investor insight:** Investors have direct access to up-to-date information without having to ask for new Excel files.

«It's easier to be open with investors now. We just give them access to Unlisted, and they can see everything,» says Lucas.

Simple and secure for the future Lucas emphasises that Unlisted doesn't just save time – it provides peace of mind for future growth.

«I came across many potential problems around scaling that Unlisted simply solved. And that's the beauty of it – I don't have to think about it.»

He particularly highlights the ability to switch between fully diluted and non-diluted views, which is important when you have option programs. «It's hard to get an overview without that feature, especially for the employees.»

«I came across many potential problems around scaling that Unlisted simply solved. And that's the beauty of it – I don't have to think about it.»

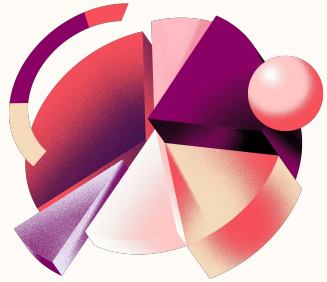
A tool that strengthens recruitment
While employees are mostly focused on their day-to-day work, Unlisted has made it easier to understand the value of their shares. «Most people just want to know what their shares are worth, and now that's really easy to find out.»

Lucas also believes that having a structured share program has made it easier to attract great people – and Unlisted makes that program clear and transparent.

Recommendation to other startups
«I recommend Unlisted to all companies at our stage. It's incredibly useful to get it into a system and not have to think about it. Especially for early-stage unlisted companies.»

As Take Take Take heads into future investment rounds, Lucas is confident that Unlisted will remain an important tool. «We thought that the more complex the structure became, the less control we would have. But we don't have to worry about that now.»

With Unlisted, Take Take Take has gained a tool that not only solves today's challenges, but supports the company's growth and professionalisation for years to come.



«We thought that the more complex the structure became, the less control we would have. But we don't have to worry about that now.»

What our customers say:

soolo

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

kakadu

«Unlisted is the only end-to-end solution that covers the entire equity management process.»
– Hege Fiskå, Kakadu

ztl

«It brings a level of professionalism we didn't have before. Employees now have greater transparency and confidence.»
– Sabine Merky, ZTL