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How The Souled Store's ESOP Liquidity event was conducted on Qapita's Liquidity Module

The Company wanted an end-to-end solution for their ESOP Liquidity event.

The Company wanted to ensure employees weren't burdened with upfront perquisite tax payment.

They also wanted seamless execution, transparency and document sanctity.

How Qapita's ESOP Liquidity Solution helped?

Advisory: Qapita provided tailored advisory on structuring the event to ensure maximum value for all ESOP holders involved.

Drafting: Qapita also undertook execution of all necessary documents.

Platform: With Qapita's digital platform, the entire execution process was seamless and hassle-free, making it easy to manage their ESOP liquidity event.

Result

The Company was able to set up, execute and conclude it's Liquidity event in **3 days** for all it's eligible ESOP holders.

Early stage employees were able to realize **100%** of their vested ESOP value.

The Company ensured the Liquidity process was compliant, completely digitized and required limited intervention.

About The Souled Store

The Souled Store is a D2C pop culture apparel startup and has become India's biggest brand for official, licensed merchandise. The brand operates through its own website, online marketplaces and operates 12 offline stores across major cities in India.

Established in 2013, The Souled Store is renowned for housing cool, quirky merchandise with products ranging from t-shirts, boxers, backpacks, and mobile covers, to socks, pins, badges.

COMPANY SIZE

270+

INDUSTRY

D2C Apparel

USE CASE

ESOP Exercise & Share Transfer Event

How Qapita executed the Liquidity event in record time with real-time support.

• STRUCTURING

- Worked within the existing primary fundraise structure to set up the secondary event documents and process
- Qapita advised the company on structuring the event in a way that enabled the employees to avoid significant out-of-pocket perquisite tax expenses.

• DOCUMENTS AND SET-UP

- Qapita executed the relevant documents such as the **Exercise Forms** and **Payout Documents** in accordance with the transaction structure.
- Event set up was done in less than **2 days** aided by the fact that the Company also uses Qapita's Equity management tool for its ESOP administration

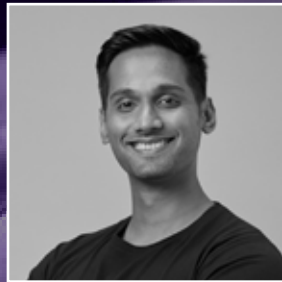
• EXECUTION

- Event concluded in **3 days** from set up with a seamless flow for employees
- Submitting their exercise requests
- Understanding exercise amount & tax implications & single-click payment reconciliation For company
- Ability to verify and approve exercise submissions by the Admin
- Executing exercise documents via e-sign
- Exhaustive support documentation & real-time support from Qapita team

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The platform's seamless flow enabled our employees to easily understand the event details, submit exercise requests, and comprehend the exercise amount and tax implications. The e-sign integration made it easy for us to execute exercise documents, saving us valuable time and effort and ensuring compliance at all stages.

What impressed us the most was Qapita's commitment to providing real-time support to both employees and the company during the event's duration. Their knowledgeable assistance ensured that employees' upfront tax burden was reduced, everything ran smoothly, and any queries were answered promptly."



Vedang Patel

Co-Founder,
The Souled Store



QAPITA

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www.qapita.com