YOUR
LOGO

**COMPANY NAME**

CAP TABLE MODELING PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to support your capitalization table (cap table) planning and modeling. Our goal is to provide clarity, structure, and forecasting support that empowers sound equity and fundraising decisions.

This proposal outlines the services we will deliver to model, analyze, and maintain your cap table through current and future funding rounds.

# Project Objectives

The primary objectives are:

- Establish an accurate and investor-ready cap table
- Model dilution scenarios for future fundraising rounds
- Support equity planning for employees, founders, and early investors
- Ensure full transparency and compliance for stakeholders

# Proposed Services

Our cap table modeling services include:

- Cap table construction or audit (founders, SAFEs, equity plans)
- Scenario modeling (e.g., Series Seed, A, B, exit projections)
- Dilution impact analysis and waterfall distributions
- Integration with platforms (Carta, Pulley, spreadsheets)
- Ongoing advisory for updates and investor queries

# Scope of Work

Scope includes:

- Data collection (incorporation docs, SAFEs, notes, term sheets)
- Modeling equity structure pre- and post-financing
- Customized outputs (charts, dilution tables, share classes)
- Cap table formatting and version control for legal reviews

# Timeline

Proposed engagement timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Target Date |
| Data Review | Collect and review incorporation and financing docs | [Start Date] |
| Initial Modeling | Draft cap table and model 1–2 scenarios | [Date] |
| Scenario Planning | Finalize equity rounds and exit paths | [Date] |
| Delivery & Review | Provide final model and review with client | [Completion Date] |

# Pricing

Estimated cost breakdown for cap table services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Fee |
| Cap Table Build | Initial construction or audit of cap table | [Amount] |
| Scenario Modeling | SAFE conversion, equity rounds, exits | [Amount] |
| Advisory Support | Q&A, investor requests, updates | [Amount] |
| Total Estimated Cost |  | [Total] |

# About Us

[Your Company Name] is a startup finance and advisory firm with deep expertise in fundraising readiness, investor communications, and equity modeling.

- Experience: [X] years supporting early- to growth-stage companies
- Expertise: Seed to Series C modeling, SAFE/convertible equity mechanics
- Mission: To help founders raise confidently and manage equity wisely

# Case Studies / Testimonials

Case Study: [Client Example]

- Project: SAFE conversion + Series A planning
- Outcome: Reduced founder dilution by 8% through better structuring and milestone planning

Testimonial:
“[Your Company Name] helped us clean up our cap table and present it confidently to investors. Their models gave us leverage in negotiations.” — [Client Contact]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon model delivery.
Client Responsibilities: Provide all necessary documentation and approvals.
Adjustments: Additional rounds, restructures, or legal consultation support may incur extra fees.

# Acceptance

To approve this Cap Table Modeling Proposal and initiate services, please sign below.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Name: [Client Name]
Title: [Title]
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_