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## **SharesPost Adds New Research Partners and Hundreds of Reports to Bring Even More Transparency to Secondary Market Shares**

*Liquid Scenarios and Blueshift Research Join NeXt Up! and VC Experts as SharesPost Research Providers; SharesPost Members Download Thousands of Reports on Twitter, LinkedIn, Facebook, Digg, Tesla and More*

**Santa Monica, Calif./Palo Alto, Calif.—December 15, 2009—**[SharesPost](#) (twitter: @sharespost) today announced that Blueshift Research and Liquid Scenarios have joined NeXt Up! Research and VC Experts on the SharesPost platform, thereby expanding the private company research and data available to SharesPost’s 10,000+ subscribers. Now with 150+ independent, third-party research reports as well as prices from transactions initiated on the platform, venture financing histories, company filings, curated news and other content, SharesPost is the industry’s hub for private company research.

“SharesPost’s mission is to create a quantum leap forward in private equity transparency and liquidity—expanding the number of reports and research providers brings us a big step closer to realizing that goal,” said Greg Brogger, SharesPost’s CEO.

New and updated research reports cover [Facebook](#), [Twitter](#), [LinkedIn](#), [Tesla Motors](#), [eHarmony](#), [Linden Lab](#), [Digg](#), [Slide](#) and [Fortinet](#)—more than 3,500 reports have been downloaded in the last four months. The reports are part of the reason SharesPost has quickly become the largest and most active private company equity platform. The platform connects buyers and sellers of private equity directly and automates the sale of private company stock without charging a commission. The research helps SharesPost’s 10,000+ members value private companies as they contemplate transactions, allowing them significantly greater insight than has traditionally been available. The reports cover everything from a company’s products and markets to estimated revenues to liquidation preferences and number of shares outstanding.

“SharesPost is aggregating all publicly available information for understanding private company share values and layering professional analysis on top of it,” said Sam Hayes, COO of SharesPost. “SharesPost is the only site providing this level of data and analysis for private companies. We will continue to add new research providers, data sources and other ways for our members to evaluate private companies and their markets.”

NeXt Up! Research is an independent research firm focused on providing comprehensive information and analysis on the Silicon Valley’s innovation economy. Its reports include market, product and competitive overviews and multiple approaches to valuation. In its Facebook report, for example, NeXt Up! used three methods to arrive at an enterprise valuation of between \$3.15 - \$4.34B, an estimated price per share of \$7.20 - \$9.90 for common stock. Analysis provided in the report also evaluates R&D, demographic and

concerns based on growth in and size of user base and the profitability challenges emerging economies could pose. In addition to the Facebook report, SharesPost features NeXt Up! Research on Twitter, Linden Lab, LinkedIn, SugarCRM, Tesla Motors, SolarCity, XDx and more.

VC Experts provides independent research on private venture funded companies that includes details about valuations and deal terms of company financings from its comprehensive collection of valuation and deal terms data, the Valuation and Deal Terms database. By utilizing data contained in certain regulatory filings rather than survey methods, VC Experts is able to provide more in-depth coverage on the company financings. SharesPost registered members also have access to VC Experts proprietary Valuation Ticker. The Valuation Ticker is a venture capital valuation tracking tool that analyzes changes in private companies valuations from prior venture financings based on the average daily close prices of comparable public companies. SharesPost features VC Experts reports on LinkedIn, Facebook, Slide, SolarCity, SugarCRM and more.

Liquid Scenarios delivers private equity investors award winning business valuation software used by thousands of entrepreneurs. Unlike reports that offer valuations of the company as a whole, Liquid Scenarios' tool analyzes the distinct value of each class of security in a company and how they relate to each other. For example, Liquid Scenarios allows a user to assume an enterprise value for the company and instantly see what that implies to the payout for each series and class of the company's stock. SharesPost features Liquid Scenarios reports on BitGravity, 56.com, Demand Media, Federated Media, Glam Media, hi5, Huffington Post, LinkedIn and more.

Blueshift Research uses a proprietary pattern mining process to develop and confirm ideas for institutional clients. Its unique approach combines information from multiple points of view and looks for answers from various independent data sources. The process of mining source data for patterns increases the opportunity for accurate analysis and correct conclusions. Current areas of analysis include investment opportunities in healthcare-focused information technology, electronic grid infrastructure and social networking software segment. SharesPost features a Blueshift Research report on Healthcare IT Companies—And Open-Source—Poised for Growth.

All research reports are available for download to registered SharesPost users, and registration is free. SharesPost provides research as a service to its members in an effort to improve the information resources available to buyers and sellers of private stock. The research methodology and results are not developed or managed by SharesPost. For more information on joining the SharesPost community, please visit <http://www.sharespost.com>.

### **About SharesPost**

SharesPost (twitter: @sharespost) makes private equity liquid by connecting companies, buyers and sellers, either directly or with the help of a broker, and facilitating easy, automated transactions. SharesPost is the first web-based platform to greatly reduce the cost, time and complexity of private equity transactions. By publishing a wide variety of historical pricing and valuation data and analysis, SharesPost is working to create substantially improved transparency and liquidity for the private equity industry. Funded by BrightHouse, an early-

stage incubator based in Santa Monica, Calif., SharesPost was developed by those it was designed to serve—entrepreneurs, angel investors and venture capitalists. For more information, please visit [www.sharespost.com](http://www.sharespost.com).

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