

PEECS 2023 – FAQs and Checklist, v 5.17.23

This document builds on the PEECS Data Submission Template and previous FAQs. For any additional questions not covered here, please contact peecs@insightory.com.

Questions added through 5/17/23.

Should we assume that “Total Management Equity Pool” is synonymous with “Total Employee Equity Pool”?

Yes. We framed it as “Management Pool” since most PE firms outside of tech & life sciences don’t grant below the executive level. But the intent is to capture the total employee + management pool size.

Should non-employee Operating Partners be considered as Independent Board Members?

If the Operating Partners receive a fee/ equity for serving on a specific PortCo’s Board, you should include them. If they are paid another way, e.g., a flat amount, regardless of the number of Boards, it may skew the data since we are trying to gather board compensation on a per-PortCo basis.

Should co-investment and equity match be included in the equity column?

No. For the purpose of this survey, we do not consider co-investments, rollovers etc. as “compensation”.

If we have 2 CEOs or 2 COOs, should we submit data for both?

Yes, please include both.

Some of the titles include the company or brand name. Can I anonymize these before submitting?

Yes, please remove any unique identifiers from the job titles. We are checking for this as well.

We have a VP of Operations who is 2 levels below CEO. Should we match them to COO?

No, The COO role is, by definition, a direct report to the CEO. Don't use the COO match for an Operations leader who is 2 or more levels below the CEO. If you have any questions on the right matches for any job, please reach out to us.

We have some early investments and cannot access the equity data for those companies. How should we address this?

Any company requiring significant effort to track down the relevant information can be omitted. The guideline is still ~75% of your portfolio companies or at least 10 companies.

How do we show equity for the board members? What if they receive equity outside of the management pool?

With board members, there are three possible scenarios:

- If they **do not receive any equity**, please leave columns O through U blank (or mark them NA).
- If they receive equity **as part of** the management pool, please enter the values in the columns O through U - just as you would for any executive.
- If they receive equity **outside of** the management pool, please leave columns O and P blank (or mark them NA) but still enter values in columns R through U.

Checklist to follow before data submission.

- **Target Bonus:** The bonus field (Column J) ideally should be the **target** bonus, not the actual amount. If target is not available, please submit the actual.
- **Co-investment:** Equity awards should **not include** co-investment and match amounts.
- **Position Titles:** Please expand the acronyms for non-typical positions (e.g., COS, CS, CNO, etc.) in the Portfolio Company Job Title field (Column E) when matched to 'Other.' This allows us to determine if we can report them as separate positions based on a minimum critical mass of incumbents.
- **Blank cells:** Please check for any blank cells before you submit.
- **Equity awards:** We are seeing missing equity awards at 2x, 4x etc. Please make a good faith effort to submit this data as well.
- **Individual's Award as a % of Total Management Pool (Column P):** Please ensure that you didn't inadvertently enter the percentage of **total company shares**. It should be the percentage of the management equity pool they received.