Private Company Equity, Buit for What's Next

End-to-End Equity Strategies for Private Companies

Equity isn't just compensation, it's tested when your company changes. Funding rounds. Ownership shifts. Going private. Most programs aren't built for that.

Infinite Equity helps private companies design and manage equity across the full lifecycle, from early structuring through financial reporting and liquidity events. Our integrated approach ensures your program is competitive, scalable, and defensible at every stage.

Designed for the Complexity of Private Companies

Infinite Equity serves venture-backed, private equity-backed, and family/founder-led companies with specialized solutions: We support stock options, RSUs, restricted stock, and profits interests, ensuring each structure is designed, valued, and administered with precision as your company evolves.

Venture Capital-Backed

Scalable programs that evolve through funding rounds—balancing dilution, retention, and investor expectations.

Private Equity-Backed

Incentive plans, including profits interests, aligned with investor return thresholds, ownership changes, and exit outcomes.

Family/Founder-Led

Ownership strategies that preserve control, reward key contributors, and support succession without disruption.

Equity Plan Health Check

Unsure if your equity strategy is working—especially ahead of a transaction or ownership change? We evaluate your plan across design, reporting, and participant effectiveness—identifying gaps and delivering clear, actionable recommendations.

Solutions Built to Scale With You

Equity Plan Design

Design equity and incentive programs—including profits interests—aligned with business goals and investor expectations.

Benchmarking & Market Intelligence

Use real-world data to position your program competitively and support informed decisions.

Participant Education & Communication

Help employees understand and value their equity—driving engagement and retention.

Financial Reporting & Compliance

Deliver disclosure-ready reporting with CPA-level rigor and defensible assumptions.

Cap Table & Equity Plan Administration

Ensure accuracy across systems while enabling scenario modeling and forward planning.

Deep Expertise. The IE Advantage.

90%
Of Clients Engaged in Multiple Lines of Service

38
Certified Equity Professionals

8
Fellows of Global Equity

3
NASPP Distinguished Equity Fellows

INFINITE EQUITY

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Let Infinite Equity Help You to Fuel Performance with Tailored Equity Solutions

Founded in 2019, Infinite Equity is a leader in its field, providing professional advice and technology-enabled solutions that allow businesses to create and support a prosperous ownership culture. Infinite Equity is known for its success in assisting companies to increase the effectiveness and return of their equity programs, believing that equity compensation drives performance and fuels success. To learn more about Infinite Equity's employee ownership solutions visit https://www.infiniteequity.com or scan the QR Code.