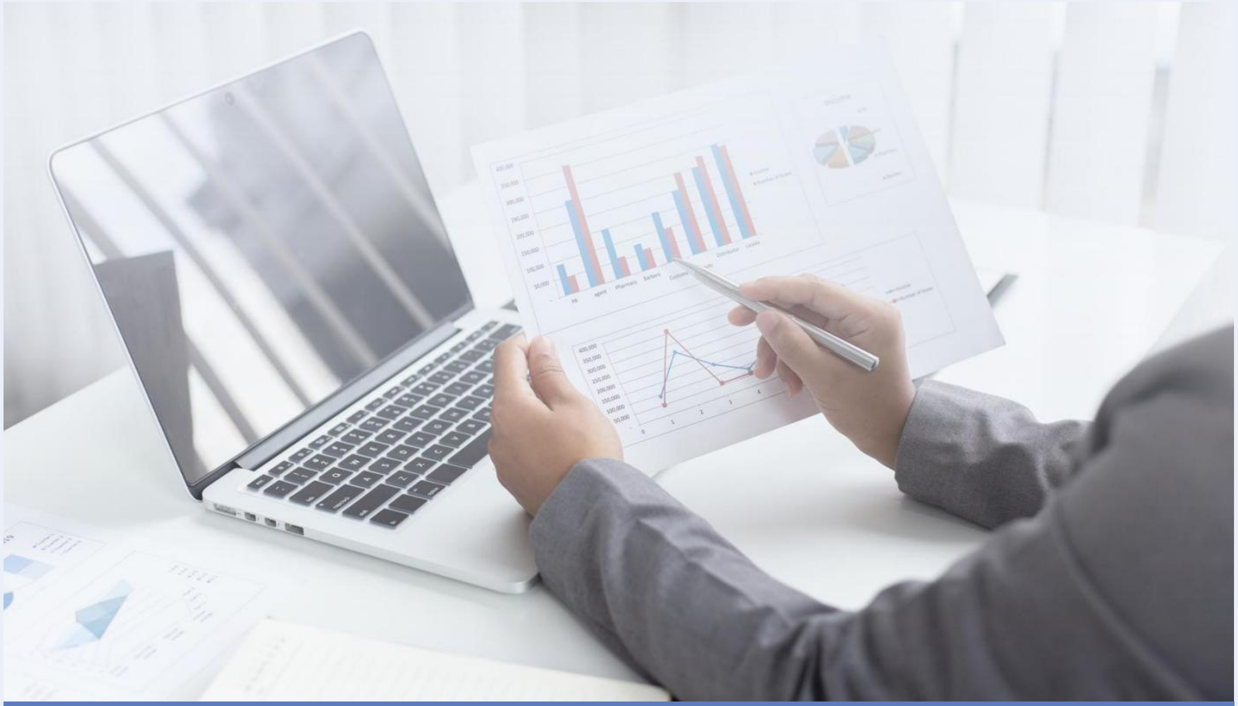
PRIVATE Equity MEMBERSHIP



A guide to your fiirst investments to avoid common pitfialls and become a confiident private-equity investor

EDITED BY BERKELEY & ROSS CAPITAL

Introduction

Private equity is attractive because it gives investors exposure to the growth, operational improvement, and strategic control that occur before a company ever lists—where value creation is often most concentrated.

The attraction is twofold: first, you get exposure to innovations that reach scale long before the public markets can buy them; second, you can potentially benefit from the scarcity premium created by limited float and infrequent liquidity windows.

Historically, institutional venture/growth benchmarks show periods of out-performance versus public indices (with wide dispersion).

> *Private equity rewards patience and process—get those right, and the compounding takes care of itself.*

Private Equity Member

About Berkeley & Ross Capital

Berkeley & Ross Capital is a private equity platform that makes it possible for anyone to **invest in single-name private company stocks** with a minimum of just $1,000.

Unlike traditional private equity, where investments are locked up for years and reserved for institutions, Berkeley & Ross Capital **offers fully liquid ownership and a marketplace to buy and sell your shares. Each investor is backed by regulated SPVs,** giving users real equity exposure to high-growth companies like OpenAI, SpaceX, or Epic Games.

Positions can be traded 24/7 with full transparency and security. KYC/ AML checks insures institutional-grade custody for the best regulatory compliance and protection.

We are giving investors worldwide the chance to participate in opportunities that were previously out of reach!

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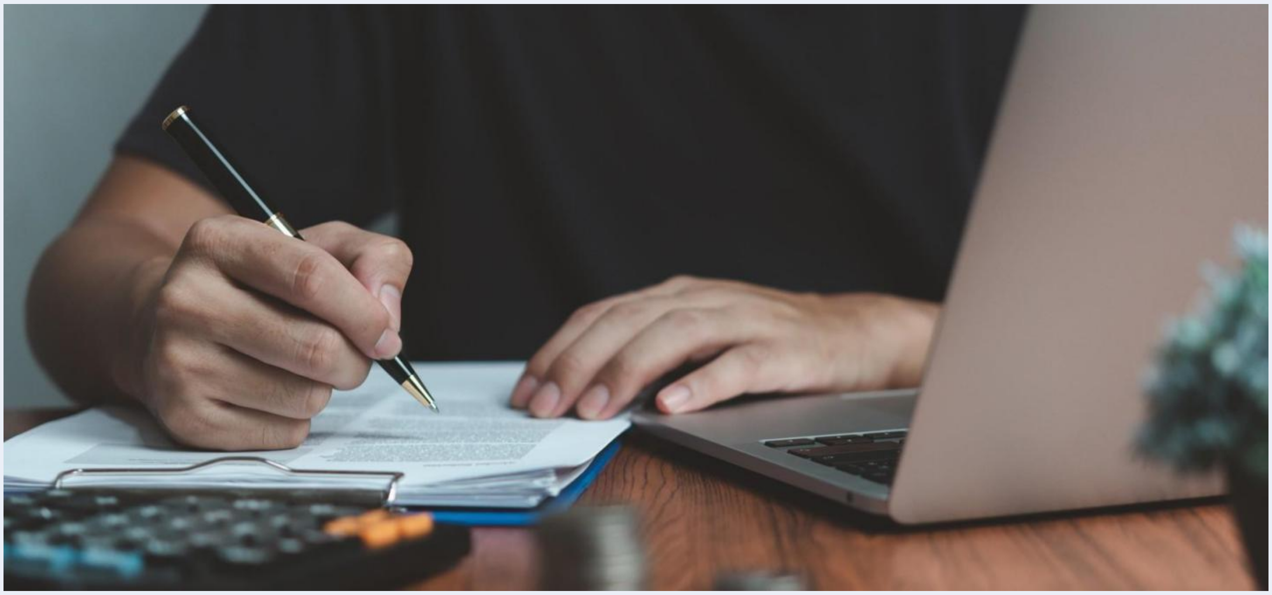
01 Discover the Basics of PE

In order to raise funds, private companies sell tens of millions, even billion dollars of their shares to institutional groups. The shares are held on an “SPV” which is a special purpose vehicle, which only purpose is to facilitate the investor.

The first buyer of theses shares, throughout the main SPV, can then sell some shares of this SPV to allow smaller investors to benefit from the economic upside of theses shares.

Mature administrators explain this clearly: the SPV is the shareholder of record, investors are LPs or members of the SPV, and the SPV handles governance, taxes, and distributions at exit or liquidity events. This structure is precisely what allows broad investor access without burdening issuers.



Why is Private Equity so Appealing?

Because it lets you own the most interesting companies during the most value-dense part of their journey—after product-market fit, before public listing—when growth, market power, and unit economics compound out of the spotlight. Access comes with scarcity:demand from employees, early funds, and strategic buyers often exceeds available stock

Compared with public markets, information is slower and there are fewer forced sellers, so prices are less whipsawed by daily flows and more anchored to fundamental progress—revenue scale, margin expansion, durable moats, and readiness for IPO or strategic exit.

3 Key Takeaways every investors must know

1. Since Private Equity stocks are not listed, they are less prone to daily volatility
2. Private Equity stocks are more sensitive to fundamentals than hype
3. Value is created, not found: Growth, margins, efficiency, and multiples are the levers that drive compounding.

02 The Top Players of Private Equity

Private equity is no longer an exclusive club. Today, even retail investors can access professional strategies—if they know where to look.

SpaceX is the canonical late-stage winner that stayed private yet delivered repeated liquidity: a December 2024 employee tender implied ~$350B, **and by July 2025 the company was in talks for a share sale around $400B**—illustrating how semiannual tenders can create cash events without an IPO.

Stripe, another well known player in the field, executed a February 27, 2025 employee tender at $91.5B while disclosing $1.4T in 2024 payment volume—proof that large-scale secondaries can be paired with real operating heft.

Databricks, still private, crossed a $4B revenue run-rate in Q2'25 with >50% YoY growth, >140% net retention and a fresh $1B round—exactly the mix of scale, capital efficiency, and fundraising depth you want to underwrite in late stage.

Anthropic vaulted from a ~$1B run-rate at the start of 2025 to >$5B by August and raised $13B at a $183B post—one of the fastest private value-creation arcs of the cycle.

OpenAI has used successive employee secondaries to provide liquidity while compounding valuation—an $80B-plus sale in February 2024 followed by discussions in August 2025 for a much larger employee sale around $500B, pending completion—showing how mega-cap private names can recycle liquidity at scale without listing.

Canva demonstrates the same playbook outside frontier AI: an oversubscribed 2025 employee tender lifted valuation to ~$42B, alongside ~$3.3B ARR and 240M MAUs—practical evidence that broad product adoption plus structured tenders can mint real outcomes for private holders.

> *Access is easier than ever—but discipline matters more than choice. The right wrapper will allow or constraint your possibilities as an investor.*

03

How does Private Equity fits in a Portfolio?

Private equity rewaads structure: if you don’t set your rules for sizing, pacing, and exits upfront, the market will set them for you.

In Private Equity, Planning is Everything

Think of private equity as a dedicated, rules-based sleeve that sits alongside your public core, sized by your liquidity needs and conviction, and fed on a steady cadence rather than opportunistically.

Bias the sleeve to late-stage secondaries and tender-adjacent names (closer, clearer liquidity and unit economics), with a smaller allocation to earlier growth where upside is higher but duration and dispersion are wider

Run explicit concentration limits so this sleeve doesn't mirror your public book: no single company >3% of your assets, no sector >40% of the sleeve, and watch correlation stacking across public and private holdings.

Be also very careful about the platform you use, as liquidity may not always be present. Some only offer liquidity at tender offers, while others such as Berkeley & Ross Capital have a centralized order book permitting the transfer of shares between the users of the platform with ckear documentation about each SPV.

Checklist — Your Personal PE Rules

- ✓ **Position Size:** Decide the maximum % of your portfolio in PE and per vehicle.
- ✓ **Liquidity Plan:** Note lockup periods, redemption windows, and cash needs.
- ✓ **Review Cadence:** Commit to quarterly reviews and a clear exit/trim strategy.

The secret to success in private equity isn't finding the perfect deal -- it's building a process that protects you while time does the compounding

Conclusion
and Next Steps

Private equity has traditionally been a world of complex structures, long lockups, and high minimums—leaving most retail investors on the sidelines. Even when access became possible, the learning curve around fund mechanics, fees, and liquidity often discouraged new entrants. **That complexity has kept one of the most powerful wealth-building tools in finance out of reach for everyday investors.**

With brosscapital.com, all of that changes. **We've taken the discipline and structure of private equity and made it as easy as investing in public markets.** On our platform, you can buy private company shares with the ease of a click and sell them just as directly.

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Now, with berkeleyrosscapital.com, you don't have to just study private equity— you can participate in it. By removing barriers and simplifying execution, we make it possible for you to build a diversifiied private portfiolio, aligned with your goals, on your own terms.

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