

# Qingyang HE Partner

Banking and Finance



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Beijing

Qingyang He specializes in equity design, mainly including equity planning, equity financing, equity incentives, and equity investments, covering various industries like new consumer goods, e-commerce, biopharmaceuticals, media marketing, manufacturing, logistics, and education.

Ms. He has an in-depth understanding of serving start-ups, providing equity consulting services throughout the entire life cycle of a business. She is skilled at integrating business strategy with equity strategy, designing personalized equity plans based on industry characteristics, stages of business development, and business features, to empower business growth with equity.

Ms. He first proposed the method of allocating start-up company equity based on "business elements" and has published monographs titled *Dynamic Equity Design for Partners: Seven Steps to Lay a Solid Foundation for Start-up Equity* and *Startup Equity Financing Map: Safely Introducing Investors*. She is currently preparing a monograph on "Start-up Equity Incentives".

## Education

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LL.M., Southwest University of Political Science and Law

Postgraduate in Finance and Business Management, The University of Hong Kong

# Admissions

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PRC Bar

# Language

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Chinese