FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Class A Common Stock

11/09/2021

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

| Washington, | D.C. | 20549 |
|-------------|------|-------|
|             |      |       |

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

2. Issuer Name and Ticker or Trading Symbol

**OMB APPROVAL** OMB Number: 3235-0287 Estimated average burden hours per response: 0.5

5. Relationship of Reporting Person(s) to Issuer

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person  Upfront GP IV, L.P.  (Last) (First) | Thre  3. Date            | er Name <b>and</b> Ticke dUp Inc. [ TD | UP ]                          |   |                |                                   | Relationship of Reporting Person(s) to Issuer (Check all applicable)      Director X 10% Owner      Officer (give title below)      below)  Other (specify below) |            |   |   |  |
|--|--------------------------|--|-------------------------------|---|----------------|-----------------------------------|---|------------|---|---|--|
| 1314 7TH STREET, SUITE 600   | 11/09                    | /2021                                  |                               |   |                |                                   |   |            |   |   |  |
| (Street) SANTA MONICA CA   | 4. If Ar                 | nendment, Date of (                    | Original                      | Filed                                   | (Month/Day/Yea | 6. Indiv<br>Line)                 | Form filed by One Reporting Person  |            |   |   |  |
| (City) (State)   | (Zip)  Table I - Non-Der | ivativa (                              | Socurities Acc                | uirad                                   | Die            | nocod of o                        | r Bono  | Figially C | Dwnod   |   |  |
| 1. Title of Security (Instr. 3)  | 2. Tran                  | saction<br>n/Day/Year)                 | 2A. Deemed<br>Execution Date, | 3.<br>Transaction<br>Code (Instr.<br>8) |                | 4. Securities A<br>Disposed Of (D | cquired (A  | ) or       | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership      |
|  |                          |  |                               | Code                                    | v              | Amount                            | Amount (A) or (D) Pri   |            | Transaction(s)<br>(Instr. 3 and 4)  |   | (Instr. 4)   |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | C <sup>(1)</sup>                        |                | 371,973                           | A   | \$0.00(1)  | 371,973   | I   | By<br>Upfront<br>Growth I,<br>L.P. <sup>(2)</sup>        |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | C <sup>(1)</sup>                        |                | 557,960                           | A   | \$0.00(1)  | 557,960   | I   | By<br>Upfront<br>Growth<br>II, L.P. <sup>(2)</sup>       |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | C <sup>(1)</sup>                        |                | 1,201,169                         | A   | \$0.00(1)  | 1,201,169   | I   | By<br>Upfront<br>IV L.P. <sup>(2)</sup>                  |
| Class A Common Stock   |                          | 09/2021                                |                               | C <sup>(1)</sup>                        |                | 68,898                            | A   | \$0.00(1)  | 68,898  | I   | By<br>Upfront<br>IV<br>Ancillary,<br>L.P. <sup>(2)</sup> |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | J <sup>(3)</sup>                        |                | 338,157                           | D   | \$0.00     | 33,816  | I   | By<br>Upfront<br>Growth I,<br>L.P. <sup>(2)</sup>        |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | J <sup>(4)</sup>                        |                | 507,236                           | D   | \$0.00     | 50,724  | I   | By<br>Upfront<br>Growth<br>II, L.P. <sup>(2)</sup>       |
| Class A Common Stock   | 11/0                     | 09/2021                                |                               | J <sup>(5)</sup>                        |                | 1,091,972                         | D   | \$0.00     | 109,197   | I   | By<br>Upfront<br>IV L.P. <sup>(2)</sup>                  |
| Class A Common Stock   |                          | 09/2021                                |                               | J <sup>(6)</sup>                        |                | 62,635                            | D   | \$0.00     | 6,263   | I   | By<br>Upfront<br>IV<br>Ancillary,<br>L.P. <sup>(2)</sup> |
| Class A Common Stock 11/0  |                          | 09/2021                                |                               | J <sup>(7)</sup>                        |                | 28,023                            | A   | \$0.00     | 28,023  | I   | By<br>Upfront<br>Growth<br>GP I,<br>LLC <sup>(2)</sup>   |
| Class A Common Stock 11/   |                          | 09/2021                                |                               | J <sup>(8)</sup>                        |                | 28,023                            | D   | \$0.00     | 0   | I   | By<br>Upfront<br>Growth<br>GP I,<br>LLC <sup>(2)</sup>   |
|  |                          |  |                               | (0)                                     |                | 4.5046                            |   | 40.00      | 45.00   |   | Upfront<br>Growth  |

15,218

\$0.00

Α

15,218

GP II, LLC<sup>(2)</sup>

| Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned   |  |     |                  |            |                              |                   |                      |   |   |            |         |   |   |
|--|--|-----|------------------|------------|------------------------------|-------------------|----------------------|---|---|------------|---------|---|---|
| 1. Title of  | (Month/Day/Year)   if any (Month/Day/Year)   Code 8) |     | Transa<br>Code ( |            | 4. Securities<br>Disposed Of | Acquired (        | A) or<br>3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | Ownership  |         |   |   |
|  |  |     | Code             | v          | Amount                       | (A) or<br>(D)     | Price                |   |   | (Instr. 4) |         |   |   |
| Class A (  | Common St  | ock |                  | 11/09/2021 |                              | J <sup>(10)</sup> |                      | 15,218  | D   | \$0.00     | 0       | I | Upfront<br>Growth<br>GP II,<br>LLC <sup>(2)</sup>       |
| Class A (  | Common Sto   | ock |                  | 11/09/2021 |                              | J <sup>(11)</sup> |                      | 266,133   | A   | \$0.00     | 266,133 | I | Upfront<br>GP IV,<br>L.P. <sup>(2)</sup>                |
| Class A (  | Common St  | ock |                  | 11/09/2021 |                              | J <sup>(12)</sup> |                      | 266,133   | D   | \$0.00     | 0       | I | Upfront<br>GP IV,<br>L.P. <sup>(2)</sup>                |
| Class A (  | Common Sto   | ock |                  | 11/09/2021 |                              | J <sup>(13)</sup> |                      | 626   | A   | \$0.00     | 626     | I | Upfront<br>IV<br>Ancillary<br>GP,<br>LLC <sup>(2)</sup> |
| Class A Common Stock   |  |     |                  | 11/09/2021 |                              | J <sup>(14)</sup> |                      | 626   | D   | \$0.00     | 0       | I | Upfront<br>IV<br>Ancillary<br>GP,<br>LLC <sup>(2)</sup> |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |     |                  |            |                              |                   |                      |   |   |            |         |   |   |
| 1. Title of<br>Derivative<br>Security  | 2.<br>Conversion<br>or Exercise                      |     |                  |            |                              |                   |                      | tive Owner  | 11. Natur<br>of Indirect<br>Beneficia                             |            |         |   |   |

|   | (e.g., puts, calls, warrants, options, convertible securities)        |  |   |                              |   |                             |  |                                     |                    |                                      |                                  |   |            |           |  |
|---|---|--|---|------------------------------|---|-----------------------------|--|-------------------------------------|--------------------|--------------------------------------|----------------------------------|---|------------|-----------|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | Deri<br>Seci<br>Acq<br>or D | umber of<br>vative<br>urities<br>uired (A)<br>isposed of<br>(Instr. 3, 4 | Expiration Date<br>(Month/Day/Year) |                    | xpiration Date Securities Underlying |                                  | Security (Instr. 5) Securities Form: Direct (Owned or India |            | Ownership | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |   | Code                         | v | (A)                         | (D)  | Date<br>Exercisable                 | Expiration<br>Date | Title                                | Amount or<br>Number of<br>Shares |   | (Instr. 4) |           |  |
| Class B<br>Common<br>Stock                          | (15)  | 11/09/2021                                 |   | C <sup>(1)</sup>             |   |                             | 371,973  | (15)                                | (15)               | Class A<br>Common<br>Stock           | 371,973                          | \$0.00  | 1,170,754  | I         | By Upfront<br>Growth I,<br>L.P. <sup>(2)</sup>                     |
| Class B<br>Common<br>Stock                          | (15)  | 11/09/2021                                 |   | C <sup>(1)</sup>             |   |                             | 557,960  | (15)                                | (15)               | Class A<br>Common<br>Stock           | 557,960                          | \$0.00  | 1,756,131  | I         | By Upfront<br>Growth II,<br>L.P. <sup>(2)</sup>                    |
| Class B<br>Common<br>Stock                          | (15)  | 11/09/2021                                 |   | C <sup>(1)</sup>             |   |                             | 1,201,169  | (15)                                | (15)               | Class A<br>Common<br>Stock           | 1,201,169                        | \$0.00  | 3,780,579  | I         | By Upfront<br>IV L.P. <sup>(2)</sup>                               |
| Class B<br>Common<br>Stock                          | (15)  | 11/09/2021                                 |   | C <sup>(1)</sup>             |   |                             | 68,898   | (15)                                | (15)               | Class A<br>Common<br>Stock           | 68,898                           | \$0.00  | 216,851    | I         | By Upfront<br>IV<br>Ancillary,<br>L.P. <sup>(2)</sup>              |

| 1. Name and Address of Reporting Person* <u>Upfront GP IV, L.P.</u>        |                   |          |  |  |  |  |  |  |
|--|-------------------|----------|--|--|--|--|--|--|
| (Last)   | (First)           | (Middle) |  |  |  |  |  |  |
| 1314 7TH STREET,   | SUITE 600         |          |  |  |  |  |  |  |
| (Street)   |                   |          |  |  |  |  |  |  |
| SANTA MONICA   | CA                | 90401    |  |  |  |  |  |  |
| (City)   | (State)           | (Zip)    |  |  |  |  |  |  |
| 1. Name and Address of<br><u>Upfront IV, L.P.</u>                          | Reporting Person* |          |  |  |  |  |  |  |
| (Last)   | (First)           | (Middle) |  |  |  |  |  |  |
| 1314 7TH STREET,   | SUITE 600         |          |  |  |  |  |  |  |
| (Street)   |                   |          |  |  |  |  |  |  |
| SANTA MONICA   | CA                | 90401    |  |  |  |  |  |  |
| (City)   | (State)           | (Zip)    |  |  |  |  |  |  |
| 1. Name and Address of Reporting Person* <u>Upfront IV Ancillary, L.P.</u> |                   |          |  |  |  |  |  |  |
| (Last)   | (First)           | (Middle) |  |  |  |  |  |  |
| 1314 7TH STREET, SUITE 600   |                   |          |  |  |  |  |  |  |

| (Street)                              |                        |          |
|---------------------------------------|------------------------|----------|
| SANTA MONICA                          | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |
| 1. Name and Address of Upfront IV Anc |                        |          |
| (Last) 1314 7TH STREET                | (First)<br>, SUITE 600 | (Middle) |
| (Street)<br>SANTA MONICA              | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |
| 1. Name and Address of Upfront Growth |                        |          |
| (Last) 1314 7TH STREET                | (First)<br>, SUITE 600 | (Middle) |
| (Street) SANTA MONICA                 | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |
| 1. Name and Address of Upfront Growth |                        |          |
| (Last) 1314 7TH STREET                | (First)<br>, SUITE 600 | (Middle) |
| (Street) SANTA MONICA                 | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |
| 1. Name and Address of Upfront Growth |                        |          |
| (Last) 1314 7TH STREET                | (First) , SUITE 600    | (Middle) |
| (Street) SANTA MONICA                 | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |
| 1. Name and Address of Upfront Growth |                        |          |
| (Last) 1314 7TH STREET                | (First)<br>, SUITE 600 | (Middle) |
| (Street)<br>SANTA MONICA              | CA                     | 90401    |
| (City)                                | (State)                | (Zip)    |

## **Explanation of Responses:**

- 1. Each share of Class B Common Stock was converted into one share of Class A Common Stock at the option of the holder in connection with the distributions described herein.
- 2. Upfront Growth GP I, LLC is the general partner of Upfront Growth I, L.P. ("Upfront Growth II"). Upfront Growth GP II, LLC is the general partner of Upfront IV, L.P. ("Upfront Growth II"). Upfront GP IV, L.P. is the general partner of Upfront IV, L.P. ("Upfront IV Ancillary GP, LLC is the general partner of Upfront IV Ancillary, L.P. ("Upfront IV Ancillary, "and together with Upfront Growth I, Upfront Growth II and Upfront IV, the "Upfront Entities"). The Upfront Entities are managed by Upfront Ventures Management, LLC, which is controlled by Mark Suster and Yves Sisteron. Each of the Upfront Entities, their respective general partners, Upfront Ventures Management, LLC and Messrs. Suster and Sisteron disclaims beneficial ownership of the shares reported herein except to the extent of his or its respective pecuniary interest therein.
- 3. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront Growth I to its general partner and limited partners without additional consideration.
- 4. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront Growth II to its general partner and limited partners without additional consideration.
- 5. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront IV to its general partner and limited partners without additional consideration.
- 6. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront IV Ancillary to its general partner and limited partners without additional consideration.
- $7. \ Represents \ receipt \ of \ shares \ in \ the \ distribution \ in \ kind \ described \ in \ footnote \ (3).$
- 8. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront Growth GP I, LLC to its members without consideration.
- 9. Represents receipt of shares in the distribution in kind described in footnote (4).
- 10. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront Growth GP II, LLC to its members without consideration.
- 11. Represents receipt of shares in the distribution in kind described in footnote (5).
- 12. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront GP IV, L.P. to its general partner and limited partners without consideration.
- 13. Represents receipt of shares in the distribution in kind described in footnote (6).

14. Represents a pro rata, in-kind distribution, and not a purchase or sale of securities, by Upfront IV Ancillary GP, LLC to its members without consideration.

15. Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and upon the occurrence of other events set forth in the Issuer's Certificate of Incorporation.

1 of 2: The number of joint filers exceeds the EDGAR maximum of 10 joint filers per Form. This Form 4 is being filed in conjunction with a Form 4 being filed by Upfront Ventures Management, LLC and other filing

Upfront GP IV, L.P., By: Upfront Ventures Management, Inc, its general partner, By: <u>Upfront Ventures Management</u>, <u>11/12/2021</u> LLC, its sole stockholder, By: /s/ Dana Kibler, Chief Financial Officer Upfront IV, L.P., By: Upfront GP IV, L.P., its general partner, By: Upfront Ventures Management, Inc, its general 11/12/2021 partner, By: Upfront Ventures Management, LLC, its sole stockholder, By /s/ Dana Kibler, **Chief Financial Officer** Upfront IV Ancillary, L.P., By: Upfront IV Ancillary GP, LLC, its general partner, By: Upfront 11/12/2021 Ventures Management, LLC, its managing member, By /s/ Dana Kibler, Chief Financial Officer Upfront IV Ancillary GP, LLC, By: Upfront Ventures 11/12/2021 Management, LLC, its managing member, By /s/ Dana Kibler, Chief Financial Officer Upfront Growth GP I, LLC, By: **Upfront Ventures Management**, LLC, its managing member, By 11/12/2021 /s/ Dana Kibler, Chief Financial Upfront Growth I, L.P., By: Upfront Growth GP I, LLC, its general partner, By: Upfront 11/12/2021 Ventures Management, LLC, its managing member, By /s/ Dana Kibler, Chief Financial Officer Upfront Growth GP II, LLC, By: Upfront Ventures 11/12/2021 Management, LLC, its managing member, By /s/ Dana Kibler, Chief Financial Officer Upfront Growth II, L.P., By: Upfront Growth GP II, LLC, its general partner, By: Upfront 11/12/2021 Ventures Management, LLC, its managing member, By /s/ Dana Kibler, Chief Financial Officer \*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

<sup>\*</sup> If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<sup>\*\*</sup> Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).