FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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* <u>Terry Hilliard C. III</u>					Substant Holdings, Inc. [UPST]								ationship of all applic	cable)	ng Person(s) to Issuer	
(Last)		3. Date of Earliest Transaction (Month/Day/Year) 11/11/2021									Officer (give title below)		(specify)			
2950 S. DELAWARE STREET, SUITE 300 (Street) SAN MATEO CA 94403					4. If Amend	lment, Da	te of Or	iginal	Filed (Month/	6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
(City)	(S	tate)	(Zip)		···· C		• • • • • •		Diamana	-6	Danafia	.:	0	1		
1. Title of	ion '/Year	2A. Deer Execution	3. Transa Code (8)	ction				isposed 5. Amount of Securities Beneficially Owned Follo		int of es ially Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership				
					Code	v	Amount	(A) or (D)	Price		Reported Transaction(s) (Instr. 3 and 4)			(Instr. 4)		
Common	Common Stock			021			M ⁽¹⁾		60,000	A	\$3.	.8	61,	491 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		300	D	\$245.8	033(3)	61,	191 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		3,482	D	\$247.4	058 ⁽⁴⁾	57,	709 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		15,484	D	\$248.3	659(5)	42,	225 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		15,300	D	\$249.2	.103 ⁽⁶⁾	26,	925 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		6,863	D	\$250.1	197 ⁽⁷⁾	20,	062(2)	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		4,605	D	\$251.2	.732 ⁽⁸⁾	15,	457 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		4,148	D	\$252.3	626 ⁽⁹⁾	11,	309 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		1,600	D	\$253.2091(10)		9,709(2)		D	
Common	Stock		11/11/2	021			S ⁽¹⁾		700	D	\$254.7	713(11)	9,0	009(2)	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		300	D	\$255.8	133(12)	8,7	709 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		1,000	D	\$257.6	614 ⁽¹³⁾	7,7	709 ⁽²⁾	D	
Common	Stock		11/11/2	021			S ⁽¹⁾		200	D	\$258.	78(14)	7,5	509 ⁽²⁾	D	
Common Stock 11/11/20		021			S ⁽¹⁾		800	D	\$260.4	848(15)	6,7	709 ⁽²⁾	D			
Common Stock 11/11/202		021			S ⁽¹⁾		800	D	\$261.19	983(16)	5,9	909 ⁽²⁾	D			
Common	ommon Stock 11/11/202		021	1		S ⁽¹⁾		500	D	\$262.34	\$262.3497(17)		5,409(2)			
Common	Common Stock 11/11/202		021	ı		S ⁽¹⁾		1,867	D	D \$263.7636 ⁽¹⁸		3,542 ⁽²⁾		D		
Common Stock 11/11/202			021			S ⁽¹⁾		950	D	\$264.70	642(19)	2,5	592 ⁽²⁾	D		
Common Stock 11/11/2021			021			S ⁽¹⁾		1,101	D	\$265.4	602(20)	1,4	191 ⁽²⁾	D		
			Table II - Deriv										wned			
1. Title of Derivative										le and Amo	ount 8.	Price of erivative	9. Numbe derivative	Ownershi	11. Nature	

	(e.g., puts, cans, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		of		6. Date Exerc Expiration Da (Month/Day/\)	ate	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to buy)	\$3.8	11/11/2021		M ⁽¹⁾			60,000	(21)	03/29/2029	Common Stock	60,000	\$0	68,295	D	

Explanation of Responses:

- 1. The option exercise and sales reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person on August 27, 2021.
- 2. Certain of these securities are restricted stock units (RSUs). Each RSU represents a contingent right to receive one share of Common Stock, subject to the applicable vesting schedule and conditions of each
- 3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$245.72 to \$245.97. The Reporting Person undertakes to provide to the

Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (3) through (20) to this Form 4.

- 4. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$246.79 to \$247.735.
- 5. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$247.79 to \$248.78.
- 6. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$248.79 to \$249.785.
- 7. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$249.795 to \$250.79.
- 8. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$250.80 to \$251.775. 9. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$251.92 to \$252.91.
- 10. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$252.92 to \$253.72.
- 11. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$254.50 to \$255.05.
- 12. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$255.64 to \$255.90.
- 13. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$257.10 to \$258.05.
- 14. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$258.56 to \$259.00.
- 15. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$260.00 to \$260.98.
- 16. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$261.00 to \$261.76.
- 17. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$262.11 to \$262.56. 18. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$263.24 to \$264.19.
- 19. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$264.24 to \$265.00.
- 20. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$265.25 to \$265.70.
- 21. All of the shares subject to this option are fully vested and exercisable as of the date hereof.

Remarks:

/s/ Christopher Ing, by power of 11/15/2021 attorney

** Signature of Reporting Person

Date

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

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

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.