



Seraf Product Overview for Enterprise Groups

Following is a brief overview of what you'll find in each section of your account along with additional links to Seraf's [Help Center](#) to provide further information. Once your investment data is added, you'll see how each page displays your information in an organized framework, making it easy to access, view and analyze your investments. Be sure to look for tabs, links, and hover text that will provide further detail about your investments.

[Dashboard](#) - View your account overview and performance highlights at a glance. Gain insights into your current holdings, recent activity, portfolio-wide KPIs, returns and IRR. See reminders for upcoming important dates along with recent portfolio company investor reports and financial statements.

[Current Investments](#) - View your active holdings by company, by fund, or by round. Track each company's cost basis and current value while viewing the industry and product description. Track fund commitments, calls, amount remaining and current value. And if you've invested in multiple rounds of a company, quickly see the dates and amounts for each. You can always click on any company, fund or round name for access to more investment details including website, address, and contacts, as well as related transactions, important dates and documents.

[Exits & Returns](#) - View your exits and returns to celebrate your successes and learn from your mistakes. See how much you've invested, how much has been returned, net proceeds, return multiple, realized IRR, and any remaining value along with its unrealized IRR. Entities in green text have current holdings as well as some form of exit, whereas companies in black text are completely exited and have no remaining or future value. View exits by Company, by Round, or by Fund for a deal-by-deal breakdown of your investment returns.

[Portfolio Analysis](#) - Gain powerful insights into your portfolio's performance, including diversification, growth, IRR, annual stats and valuation metrics, while viewing relevant and meaningful charts and graphs. View key investment metrics. Review Investor Metrics to assess the performance of each individual investor's portfolio. Analyze, understand and learn from your portfolio so that you can make data-driven investment decisions in the future.

[Transaction Register](#) - View a history of your investment transactions in chronological order. Click on the transaction type to access details about each transaction, including stock purchases, note purchases, note conversions, warrants exercised, interest paid, and more. As with most tables, you can export your records as a way to share investment details with colleagues and advisors.

[Documents](#) - Review and upload term sheets, deal documents, financial statements, investor reports, copies of share certificates and other investment records for safe keeping and easy



retrieval. Add a new document by [uploading](#) it or [emailing](#) it directly to your account. Monitor which portfolio entities are overdue on their reporting.

[KPIs](#) - Measure the performance of portfolio companies' key business areas and the impact of your entire portfolio through Key Performance Indicator (KPI) tracking. Request KPI updates from portfolio companies, view and export values to analyze, and assess what might be driving the top line, bottom line, or triple bottom line figures. Use these additional data points to make more informed, important decisions about your investments regarding timing or additional capital contribution.

[Reports](#) - Access your [Account Statements](#) for built-in reporting about your portfolio. Generate reports for any time period on demand to view, print or download. View [Company Updates](#) for company-specific reporting.

[Important Dates](#) - Review and [add important calendar events](#) related to your investments. Key dates, such as convertible note maturity dates and warrant expiration dates are automatically deemed important once they are entered at the Round level. [Set reminders](#) to appear on your Dashboard, so you don't miss any important future events or deadlines that may impact your portfolio returns.

[Compass Resource Center](#) - Learn about early stage investing through hundreds of blog post articles, toolkits, templates, slide decks, video interviews, and free ebooks covering a wide array of topics from investment to exit. You can even purchase Seraf's published books from Amazon. Authored by Seraf co-founders and super angel investors, Ham Lord and Christopher Mirabile, the Compass content covers key topics including finding the right companies, conducting due diligence, leading an investment, understanding deal terms, serving on a board, managing a fund, driving exits, entrepreneurship, and many other topics relevant to investing in startups. [Sign up](#) to receive Seraf's award-winning blog post each week.

[Portfolio Management](#) - View, [add](#), and [edit](#) investments by visiting specific tabs. Seraf requires that each direct investment in a [company](#) has a [round](#) and [transaction](#) associated with it. If you have multiple investments in the same company, you may need to add several rounds and transactions to track your holdings accordingly. If you invest in [funds](#), follow a similar process by [adding an investment fund](#) and [fund transactions](#). Enter data in bulk using our [import template](#) or through [bulk transactions](#). Note the many entry fields where you can add custom entries tailored to your particular investments. Within this section, you can view all your companies, their rounds of investment, and transactions (i.e. stock purchase, note purchase, warrants grant), as well as investment funds and fund transactions (i.e. capital commitment, capital call, distribution). Note that all the data on each tab within this section is exportable, so you can easily run your own analysis and reports offline. [Set valuations](#) to accurately record the current value of your holdings round by round. [View and sort company contacts](#) based on different parameters.



[Account Management](#) - View and edit your account details such as login information, including your username and password. Enter your investor profile information and select the preferred currency to use throughout your account. Add [Investment Accounts](#) to track investments made through different vehicles, such as the name of a fund, SPV or cohort. Set up your own Seraf email address to forward documents to your account. View your subscription plan, renewal date, and update your payment process.

[Investor Management](#) - View and [add investors](#), such as group members, Limited Partners, or clients who invest as part of your organization. If they invest under a different entity, such as a Trust, IRA or company, add their [Investment Account\(s\)](#), in order to appropriately track their transactions.

[Add New...](#) - Make context-sensitive entries directly from the menu bar. As noted above, Seraf requires that each direct investment in a [company](#) has a [round](#) and [transaction](#) associated with it. If you have multiple investments in the same company, you may need to add several rounds and transactions to track your holdings accordingly. If you invest in [funds](#), you'll follow a similar process by [adding an investment fund](#) and [fund transactions](#). Learn more about [how to add your investments to Seraf](#).

Seraf's many features are searchable in our [Help Center](#). If you find that you need additional assistance or have questions, please [contact us](#).