



SERAF ENTERPRISE PORTAL FOR INVESTMENT GROUPS

Onboarding Guidelines

Welcome to Seraf! We are excited to help you manage your investments more efficiently so that you can save time and achieve your investing goals. We created this document to help you get started on Seraf and tailor the platform to your needs.

SET UP YOUR ACCOUNT - [Account Management](#)

Change Your User Name and Password

To update your user name and/or password, go to [Account Management](#) and click on the *Update Login* button found at the top of the page. [Learn More](#).

Select Your Currency

Seraf enables you to manage your portfolio in any single currency. To select the currency in which you invest, go to [Account Management](#) and click on the *Update Settings* button. [Learn More](#).

ADD INVESTORS - [Investor Management](#)

Add Investors

If you manage the investments of others (e.g. Angel Group Members, Family Members, LLC Participants, Limited Partners), you will need to add those investors to your account before you can record their investments. Add each investor one at a time directly into the [Investor Management](#) section or import multiple investors all at once using an Excel template. Seraf offers investor profile fields for email, phone, address and additional contacts, should you wish to save additional information about your investors. [Learn More](#).

Investment Accounts

Investment Accounts are designed to help groups and individual investors who invest through multiple entities, such as SPVs, LLCs, Trusts, IRAs, or other named accounts, designate which investment was made by which specific entity. They can be set up at the group level [for your organization](#) or at the investor level [for the investors you manage](#). [Learn More](#).

Activate Investor Accounts

If you manage the investments of others, you may choose to [activate your investors' accounts](#), thereby enabling them to log in directly to see their investments. Here are some thoughts on the



[benefits of activating accounts](#) along with [recommendations for communicating with members](#). [Learn More](#).

Grant Administrative Privilege

If you have other team members who need access to Seraf, you can set up administrative access and assign them their own Seraf log in. [Learn More](#).

ADD INVESTMENTS - “Add New” and [Portfolio Management](#)

Overview

Make context-sensitive entries directly from the left hand menu bar by selecting “Add New”. As part of a three-step process to enter a [company](#), a [round](#) and a [transaction](#), Seraf’s workflow will guide you through entering an investment. 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](#) as an LP, you can record them as well by adding an [investment fund](#) and a [transaction](#). The [Portfolio Management](#) section is where you can view, [edit](#), and make select entries, as well as export all of your investment records, including Companies, Funds, Rounds, Transactions, and Valuations from each of the different tabbed sections. There you may also [view, sort and export company contacts](#) as well as enter data in bulk using our [import template](#). [Learn More](#).

Entry Methods: Direct vs Import

Seraf enables you to [add your investments](#) directly or via import. Many customers find a combination of these methods works best. For example, if you have several historical deals you’d like to track, you can efficiently import them using our Excel spreadsheet template. And, when you make a new investment, you may opt to add those details directly into Seraf’s on-screen workflow. You can expedite entering transactions for several investors in the same company and round by using the [import method](#) or the [bulk transactions tool](#), after pro rata ownership has already been established from an existing round of investment. We offer the [pros and cons](#) of each entry method along with some recommended best practices in our [Help Center](#). [Learn More](#).

Record Investments and Fees

Seraf allows you to record many different [types of transactions](#) to address a variety of investment structures. In addition to invested capital, you can also record [Management Fees](#) and [Investment Fees](#) so that you can track the total cost of each investment and your entire portfolio. Just [add a transaction](#) to record the appropriate type of activity and to track the “Total Cash In” for each investment. [Learn more](#).



Set Valuations

When you enter a new round of financing for a portfolio company, Seraf automatically updates the value of any existing shares to the new value, driven by the latest share price. However, you also have the option to manually update the value of a company, round or fund holding for any reason, such as Mark to Market or a valuation report. [Record a new valuation](#) and the methodology employed in the *Valuations* tabs of [Portfolio Management](#) or use the “Add New” button on the left hand navigation bar. [Learn More](#).

Recalculate Your Account

Please note that after adding new transactions and valuations, you will need to [update calculations](#) for your account to make sure all of the metrics are up to date. You can find a button to “Update Calculations” on the top navigation bar. [Learn More](#).

Manage Contacts

When adding companies to Seraf, you can enter as many points of contact as you’d like, including founders, CFOs, board members and even deal leads. You can also include notes for each individual and specify gender, race, and previous startup experience. These names, roles and notes, along with the company’s industry and geography, can be searched and exported from the [Contacts](#) tab of *Portfolio Management*. [Learn More](#).

VIEW INVESTMENTS - [Dashboard](#), [Current Investments](#), [Exits & Returns](#)

After you’ve made some entries, you can see your portfolio take shape. Visit your [Dashboard](#) to see a snapshot summary of your portfolio and key metrics. View your current holdings in [Current Investments](#), and review your gains and losses in [Exits & Returns](#). Look for links, hover text and different tabs, which will provide additional information about your investments.

ANALYZE YOUR PORTFOLIO - [Portfolio Analysis](#)

Seraf has extensive built-in analytics so that you can better understand your investing performance and make more-informed investment decisions in the future. Be sure to check out the different tabs within the [Portfolio Analysis](#) section to see a visual breakdown of your portfolio across many dimensions as well as its performance yearly and over time.

STORE DOCUMENTS - [Documents](#)

Overview

Seraf’s mission is to provide a powerful, comprehensive approach to managing your portfolio. We understand you’re juggling a lot of responsibilities and on the go, so we designed a platform



that allows you to securely store all of your investment data and all of your documents and files in one place, accessible anytime from any device. [Learn More](#).

Upload Methods: Direct vs Email Forward

Each Seraf Enterprise account comes with 50 GB of document storage where you can easily save and organize term sheets, deal docs, investor reports, company financials, and any other investment-related files. Whether you choose to [upload files directly](#) from your hard drive or [forward them to your Seraf-generated email address](#), you can quickly find what you're looking for in the [Documents](#) section of your account. We even offer [privacy settings](#) so you control who sees which documents. [Learn More](#).

View, Snooze or Hide Overdue Report Notices

To manage communications, you can track which companies and investment funds have reported in the past 90 days and which are [overdue](#) for sharing an investor update or financial statement. A list of Overdue Reports will appear on the [Overdue Reports](#) tab in the *Documents* section as well as on your *Dashboard*. However, you can choose to [snooze Overdue Notices](#) or [hide Overdue Notices](#) altogether if you prefer. [Learn more](#).

MONITOR KEY PERFORMANCE INDICATORS (KPIs) - [KPIs](#)

You can measure the performance of portfolio companies and the impact of your entire portfolio by recording [company-specific KPIs](#) and/or [portfolio-wide KPIs](#). Enter the [Actual and Target KPI values](#) for each portfolio company or [request KPI Updates](#) directly from each startup through Seraf's embedded form for a more streamlined process. Fully customizable to match your objectives, KPIs will help you track progress over time. Within the [KPIs section](#), you can view all KPI values, export them to analyze, and review portfolio-wide totals. You'll also find portfolio-wide KPIs summarized on your [Dashboard](#). Meanwhile, you can open a company record to view KPIs graphically to see how they are trending. [Learn More](#).

GENERATE REPORTS - [Reports](#)

Seraf automatically generates [Account Statements](#) each quarter for the group, and for every investor, to help you track performance and add value for your investors. You can also create statements for past quarters, years, or custom periods as well as [download reports](#) from many of the individual pages within your account. In addition to quarterly statements that focus on portfolio level performance, you can create company-specific [Updates](#) to share with investors. These updates communicate how each company is doing from both a qualitative and quantitative standpoint, and can be downloaded to Word or PDF. Sending reports is a great way to engage with your investors and demonstrate the professionalism of your group. [Learn More](#).



MANAGE DATES & REMINDERS - [Important Dates](#)

To maximize the value of your portfolio, it's critical to stay on top of upcoming important dates. For this reason, Seraf helps you track future events and even enables you to [set reminders](#) so that you never lose an opportunity to improve your holdings. Many important dates, such as maturity dates for convertible notes, expiration dates for warrants, and escrow release dates, are automatically added to your [Important Dates](#) section once they are entered at the Round level. [Learn More](#).

ARTICLES, TEMPLATES & RESOURCES - [The Seraf Compass](#)

Interested in becoming a smarter investor? Learn about early stage investing through hundreds of blog post articles, toolkits, templates, video interviews, courses and free ebooks, covering a wide array of topics from investment to exit, at [The Seraf Compass](#). You can also [order hard copy versions at Amazon.com](#). Stay up to date on early stage investing news and best practices by following us on [LinkedIn](#) and [Twitter](#). [Explore Now](#).

You will find a great deal of information and best practices on how to use your account in our [Help Center](#). Plus, be on the lookout for quarterly emails with your account statement, recent articles, news and tips for maximizing the value of Seraf.

If you know other investors who might benefit from using Seraf, please send them our way. Nothing makes us happier than customer referrals! We also appreciate your suggestions and closely consider your feedback as we further improve the product and customer experience. We're here to help you meet your investing goals, so don't hesitate to reach out.

- The Seraf Team