Seraf Product Overview for Individual Accounts

Following is a brief written overview of what you'll find in each section of your account along with additional links to Seraf's Help Center, where you'll also find videos and detailed write ups.

For a quick video overview of features and how to get started, watch this mini product demo.

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, 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 round, or by fund, by choosing the appropriate tab. Track each company's cost basis and current value while viewing the industry and product description. If you've invested in multiple rounds of a company, quickly see the dates and amounts for each individual round. If you invest in a fund, track fund commitments, calls, amount remaining and current value. You can always click on any company, round, or fund name to access more details including website, address, and contacts, as well as related notes, 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. You may find that some companies are fully exited while others have some form of exit as well as current holdings 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. 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 and sales, note purchases and redemptions, interest paid, and more. As with most tables, you can export your records as a way to share investment details with family members, tax attorneys, financial planners, and advisors.

Documents & Reports - 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. Also, access your Account Statement for built-in reporting about your portfolio. Generate reports for any time period on demand to view, print or download. Note that members of investment groups and funds using Seraf's Enterprise Portal will find Documents and Reports in separate sections along with Company Updates.

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 and turn on email notifications, so you don't miss any important future events or deadlines that may impact your portfolio returns.

Portfolio Management - View and edit all entries in your account, as well as export your investment records, including Companies, Funds, Rounds, Transactions, and Valuations from each of the different tabbed sections. Enter data in bulk using our import template. View and sort company contacts based on different parameters. Note: Access to funds, contacts and valuations is dependent upon account level.

Account Management - View and edit your account details such as login information, including your username and password. Enter your account settings and select the preferred currency to use throughout your account. Add Investment Accounts to track investments made through different vehicles, such as a trust or retirement account. Set up your own Seraf email address to forward documents to your account. Access a referral code to share with others and earn one month of Seraf free. View your subscription plan, renewal date, option to upgrade your account, and ability to update your payment method. For members of investment groups using Seraf's Enterprise platform, notify your account manager if you need to change the name of your account, email address, or investment accounts.

Add New - Make context-sensitive entries directly from the side menu bar. 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. Set valuations to accurately record the current value of your holdings. Add a new document for safe-keeping and easy future reference. Add important dates so you don't miss out on future events. Learn more about how to add your investments to Seraf.

Account Levels & Upgrades

Depending on your account level, you may have limited access to some of the features noted above. If you'd like to upgrade your account, go to Account Management and select "Upgrade Now". You'll be brought to our Plans & Pricing page, where you can select "Sign Up" under the Professional Plan and follow the prompts. Note that if you are a member of an angel group using Seraf's Enterprise platform, you may be entitled to a 50% discount off of our Professional Plan. Please contact us for more information.

If you're looking for even more advanced features, such as deal flow management, portfolio management, fund management, or investor management or if you're interested in tracking KPIs, having multiple administrators or providing portal access to LPs or other investors, please contact us. We'd be happy to provide a live demo of our Enterprise product designed for venture funds, family offices, angel networks and other investment organizations.

Training & Support

Seraf's many features are searchable in our Help Center, accessible in the header of every page. There you'll find explanations, step-by-step instructions, and videos to help you better understand the features of Seraf and how they can help you streamline your portfolio management. Plus, we offer webinars on a regular basis for new users as well as those looking to refresh their skills or to learn about new features.

We offer data entry services to select customers and can provide live training and support, as needed, at an additional charge. If you find that you need extra assistance or have questions, please contact us.

Articles, Templates & Resources

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. Sign up to receive Seraf's award-winning blog post each week. And, stay up to date on early stage investing news and best practices by following us on LinkedIn and Twitter.