



SERAF FUND MANAGEMENT PORTAL

Onboarding Guidelines

Welcome to Seraf! We are excited to help you manage your fund 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 Funds

If you manage multiple funds, you can add them in [Account Management](#) or [Fund Management](#). Once you've added more than one fund, you can find them listed in a dropdown menu in the top navigation bar of each page, providing you with the ability to track performance by individual fund or across "All Funds". [Learn More](#).

Grant Administrative Privileges

If you have other team members who need access to Seraf, you can give each person access to their own Seraf account in [Investor Management](#). Find out about [administrative accounts](#) and what privileges are included. [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 are a fund of funds and [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 in the same company and round by using the [import method](#). 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 [Investment Fees](#) so that you can account for expenditures like accounting, legal and software fees. Just [add a transaction](#) to record the appropriate type of activity and to track the "Total Cash In" for each fund. (For Management Fees, see below.) [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](#).

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](#).



Update Calculations - 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](#).

ADD INVESTORS - [Investor Management](#)

Add Investors

If your fund is made up of GPs and LPs, you can manage their capital positions from your Seraf account. 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.

If you manage several funds on Seraf and have LPs who invest in multiple funds, it's easy to add investors to more than one fund. [Learn More](#).

Investment Accounts

LPs may have ownership in the fund through multiple entities such as SPVs, LLCs, Trusts, IRAs, or other named accounts. If this is the case, you can set up [investment accounts](#) for each but track them under one user account. [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. This provides your investors with an overview of the fund's investments, performance metrics, reports, access to documents, and personalized capital account statements. Here are some thoughts on the [benefits of activating accounts](#) along with [recommendations for communicating with investors](#). [Learn More](#).

ADD INVESTOR TRANSACTIONS - [Fund Management](#)

Overview

In order to record commitments, calls, distributions and carry for each LP, you will need to add transactions in [Fund Management](#). Seraf offers 3 methods: you can add them individually one by one, you can enter a single transaction and have Seraf allocate the amount across all investors based on their % ownership in the fund, or you can import them from an Excel spreadsheet template. There are pros and cons to each depending on the situation. [Learn More](#).



Establishing % Ownership

Seraf lets you establish % ownership in your fund(s) for each investor. You can do so by entering percentages manually, or have Seraf calculate them based on commitment levels. [Learn More.](#)

Record Management Fees

Traditional management fees can be recorded as a [transaction](#) and will be allocated across all investors in the fund based on % ownership. However, if additional fees beyond called capital apply to one or more investors, they can be added as a supplemental investor transaction in [Fund Management](#) using one of the methods outlined above. (For guidelines on Investment Fees, see above.) [Learn More.](#)

Update Calculations - Recalculate Your Account

As mentioned above, please note that after adding new transactions or changing % ownership, 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.](#)

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](#)

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 fund, and for every LP, to help you track performance and add value for your investors. You can [whitelabel reports](#) and 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 LPs and demonstrate the professionalism of your fund. [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