User Guide for Investors in Funds
Tools to Help You Get Started

How to Access Your Account

Visit https://seraf-investor.com/ to log in to your account. Enter your Username and Password, as provided in your Account Activation Email.

How to Use Your Seraf Account

With Seraf, you can view your capital account position and performance metrics for the funds in which you've invested. You can also view portfolio analytics, access investment-related documents and generate reports. 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.

If you invest in multiple funds within the same venture group, you will see them listed on the top navigation menu. You will need to select a specific fund before viewing the menu items outlined below.

Be sure to look for tabs, links, and hover text that will provide further detail about your investments.

Dashboard - View fund holdings, personal capital and performance highlights at a glance. Gain insights into portfolio value, recent fund activity, returns, IRR, NAV, and your capital position including amount committed, % ownership, share of deployed capital, distributions and other key metrics.

Current Investments - View the fund's active holdings by company, or by round, using the appropriate tabs. Track each portfolio company's cost basis and current value while viewing the industry and product description. You can always click on any company or round name to access more details including website, address, and contacts, as well as related KPIs, updates, and an investment summary. If you are an LP in a fund of funds, you will see those investments laid out in the By Fund tab of Current Investments.

Exits & Returns - View the fund's exits and returns. See how much was 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 investment returns.

Portfolio Analysis - Gain powerful insights into the fund's performance, including diversification, growth, IRR, annual stats and valuation metrics, while viewing relevant and meaningful charts and graphs. View key investment metrics and your own personal investor metrics.

Transaction Register - View a history of your transactions - each commitment, call and distribution - in chronological order.

Documents - Securely access and review documents. Although your fund manager may have included documents on your behalf, you can add any new document by uploading it or emailing it directly to your account.

KPIs - Measure the performance of portfolio companies and the impact of the entire fund by viewing company-specific and/or portfolio-wide Key Performance Indicators, if your fund records them. View all KPI values, export them to analyze, and review portfolio-wide totals. You can also open a company record to view KPIs graphically to see how they are trending.

Reports - Access your Account Statement for built-in reporting on fund performance and your capital holdings. Generate reports for any time period on demand to view, print or download. View portfolio company updates, if your fund provides them.

Account Management - View and edit your account details such as login information and account settings. Set up your own Seraf email address to forward documents to your account. Notify your account manager if you need to change the name of your account, email address, or investment accounts.

Add New - Click the "Add New" button to upload a document.

Access 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.

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Seraf's many features are searchable in our Help Center, accessible on every page from the top navigation menu or the footer. If you find that you need additional assistance or have questions, please contact your fund manager.