seraf

User Guide for Investors of an Enterprise Group Account
Tools to Help You Get Started

How to Access Your Account

As a new user to Seraf, you should expect to receive an account activation email sent to you by your account administrator. Click the link in it, accept the Terms & Conditions, and choose your password. Once your account is activated, to log into your account in the future, simply go to app.seraf.io. Enter your email address or username and your password. You can always reset your password upon login if you can not recall it.

How to Use Your Seraf Account

As an investor in an Enterprise Group account using Seraf, you can access all your group investments through your own account. You can gain powerful insights into your portfolio to make better investing decisions and stay organized by uploading investment-related documents and notes. 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 by your account administrator, 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. And be sure to read to the end of this document to see some specific actions you can take to maximize the value of your account.

Dashboard - View your account overview and performance highlights at a glance. Your dashboard snapshot provides you with insights into your current holdings, recent activity, changes in valuation, returns and IRR. See reminders for upcoming important dates along with recent portfolio company investor reports and financial statements, if shared by your group leader.

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, KPIs, updates, transactions, investment summary, important dates and documents, depending on what level of detail your group provides.

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 - 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.

KPIs - Measure the performance of portfolio companies and the impact of your entire portfolio by viewing company-specific and/or portfolio-wide Key Performance Indicators, if your group 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 about your portfolio. Generate reports for any time period on demand to view, print or download. View portfolio company updates, if your group provides them.

Important Dates - Review 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 by your administrator. 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 all entries in your account, as well as export your investment records, including Companies, Funds, Rounds, Transactions from each of the different tabbed pages. This section becomes more useful to group members interested in adding their own personal investments, upon upgrade. Full access to add your own investments in companies and funds, valuations, contacts and investment accounts, as well as the ability to view all associated data, analysis and reports for your own investments and group investments is available upon upgrade (see below).

Account Management - View and edit your account details such as login information and account settings. View Investment Accounts set up by your group administrator, should you make investments through different vehicles, such as a trust or retirement account. Set up your own Seraf email address to forward documents to your account. Notify your account administrator if you need to change the name of your account, email address, or investment accounts. Upgrade your account to access additional features (see below).

Add New - Make context-sensitive entries directly from the side menu bar. Click the "Add New" button to upload a document for safe-keeping and easy future reference. Full access to add investments in companies and funds as well as valuations and important dates using this feature is available upon upgrade (see below).

seraf

***

How to Maximize the Value of Your Seraf Account

In addition to simply viewing your investments and portfolio performance, here are a few actions you can take to maximize the value of your Seraf account:

- Upload documents such as signature pages, due diligence notes or other materials, which will be private to you and group administrators.
- Generate your own Seraf email address to which you can forward documents for safe keeping.
- Set important date reminders for dates that are added by administrators, such as note maturity dates and warrant or option expiration dates.
- Turn on email notifications for important dates for which you've set reminders so you can be notified of upcoming investment-related events and take action as necessary.
- Add notes about companies, investment funds and prospects (if given access to Deal Flow) for your own reference and to share with administrators.

How to Add Personal Investments to Your Seraf Account – Upgrade Your Account

Interested in tracking *all* your early stage investments on Seraf? As a benefit of your association with an Enterprise organization using Seraf, you're entitled to a significant discount off Seraf's Professional Portal! With Seraf's Pro plan, you can manage your group and personal investments all in one account. You'll be able to add investments in companies and funds, set valuations, and track investments and performance across multiple investment accounts. Upgrading your existing account will allow you to view, manage, and analyze all of your investments, collectively, in Seraf's powerful dashboard. Rest assured, even though you are part of an Enterprise account, *only you* will be able to view your personal entries. Contact your account administrator for a special discount code.

***

Seraf Support

Seraf's many features are searchable in our Help Center, accessible in the header of every page when logged in. There you'll find explanations and videos to help you better understand the features of Seraf and how they can help you streamline your portfolio management and track performance. If you find that you need additional assistance or have questions, please contact your group account administrator.

Articles, Templates & Resources about Early Stage Investing

Interested in becoming a smarter investor? Learn about early stage investing through hundreds of blog post articles, toolkits, templates, webinars, video interviews, courses and free ebooks, covering a wide array of topics from investment to exit, at The Seraf Compass, our extensive education resource center. You can also order books at Amazon.com. Be sure to 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 X.