



User Guide for Investors in Funds 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 a Limited Partner in a Fund account using Seraf, you can view your capital account position and performance metrics for the fund(s) 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.

Once the fund's investment data is added by your account administrator, you'll see how each page displays information in an organized framework, making it easy to access, view, and analyze the fund's investments and performance as well as your own investor metrics. Be sure to look for tabs, links, and hover text that will provide further detail about the investments.

[Dashboard](#) - View fund holdings, personal capital and performance highlights at a glance. Your [dashboard snapshot](#) provides you with 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. 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 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. 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.

[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.

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 fund manager.

Articles, Templates & Resources about Early Stage Investing

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