



## SERAF FUND MANAGEMENT PORTAL

### Onboarding Guidelines

Welcome to Seraf! We are excited to help you efficiently track, analyze and report on your investments and fund performance! Please review these onboarding materials to learn about the many features and benefits available to you.

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## SET UP YOUR ACCOUNT - [Account Management](#)

### Update Login - Set Your User Name, Password, and Timezone

Go to [Account Management](#) and click on the *Update Login* button found at the top of the page. Here you can update your user name and/or password, as well as choose your timezone.

### Update Settings - Add Contact Fields, Select Currency, Add Logo, Choose to Hide Overdue Report Notices, and Turn on Account Notifications

Go to [Account Management](#) and click on the *Update Settings* button. Here you can add contact information and select your currency. Seraf enables you to manage your portfolio in any single currency, however if you subscribe to Seraf's [currency module](#), then you can add multiple currencies in which to track investments. You can choose to [upload a logo](#) to represent the entire account or add individual fund logos later. Here you can also choose to hide [Overdue Reports](#) if you do not want the prompt for overdue reports to show on your *Dashboard* and that of your other administrators. Be sure to click the *Notifications* tab and [turn on email notifications](#) for important date reminders to be sent to your email inbox directly.

### Add or Edit Managed Funds

Go to [Account Management](#) and click on the pencil icon to edit an existing fund. Here you can change the name, add a description and add a logo. You can also [add Key Performance Indicators](#) for that specific fund to track across each portfolio company. We suggest that you first finish setting up your account prior to adding any KPIs. Click the *Add New Managed Fund* button, if your organization manages multiple funds. 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". Only the primary account administrator can add managed funds and assign administrative access to funds.

### Set up Seraf Email Address

Go to [Account Management](#) and click on the *Generate new address* button to create an inbound Seraf email address to which you can email or forward investment documents. A mixed series of letters and numbers designed to avoid SPAM, this email can be saved to your contacts and shared with others to easily forward investment records. Learn more about [emailing documents](#) to your Seraf account and note [file size limitations](#).

## ADD ADMINISTRATORS - [Investor Management](#)

If you have other team members to whom you'd like to provide [administrative access](#) to Seraf, the primary account administrator can [assign admin roles](#) and provide them with their own Seraf



log in. It is recommended to create a separate administrator profile if the individual is also an investor. There are additional roles you can assign, if you subscribe to Seraf's Deal Flow module. Each time you add a fund, you'll need to add administrators for that specific fund. Be sure to activate your administrator accounts and share this [User Guide for Admins of Group Accounts](#). As your team grows or changes, refer to this [FAQ about team transitions](#), and keep us informed of any new contacts to include in our communications.

## SET UP YOUR DEAL FLOW PROCESS - [Deal Flow](#)

If you subscribe to Seraf's deal flow module, you should [set up your deal flow process](#) to establish the stages of your deal flow and the key data you'd like to track. Once that is complete, you can [import your current or historical deal flow](#) and start adding new prospects individually. You can also [set up a custom application form](#) through which to receive inbound investment opportunities or which you can share directly with your own prospective company contacts to gather key investment details.

If you'd like to have any of your current or historical portfolio companies, or opportunities that you passed on previously, tracked in the *Deal Flow* module, for metrics or general interest purposes, you should enter them as [prospects](#) first. Once you've made an investment, you can then [convert a prospect into a portfolio company](#) and track it in the *Portfolio Management* section of your account thereafter. At any point, you can change the deal flow stage of prospects in your pipeline, including those you passed on to a watchlist, so you can follow up later on. Note that if you have multiple funds, you can have only one deal flow process outlining your different deal flow stages and key review fields to track, but you can have multiple individual application forms for each fund, should they have different investment thesis or criteria for investment.

## ADD INVESTMENTS - "Add New" and [Portfolio Management](#)

### Overview

Adding an investment in Seraf is a simple three-step process where you must enter a [company](#), a [round](#), such as a convertible note or preferred stock, and a [transaction](#), such as a note purchase or stock purchase or sale and the amount. Make context-sensitive entries directly from the left hand menu bar by clicking the "Add New" button. Seraf's workflow will guide you through the process to [add an investment](#). If you subscribe to Seraf's Deal Flow module, you can [create a company from a prospect](#). Note that when entering company or round data, you'll find that many of Seraf's entry fields have customizable responses should you like to add to the default options, such as the list of [industries](#) in a company record.



When you have multiple investments in the same company, such as multiple rounds or classes of stock or a combination of stocks and notes, you may need to add several rounds and transactions to track your holdings accordingly. You can use our [import template](#) to expedite the entry process, especially when entering many historical investments.

If you [invest in funds](#) as an LP, you can record them by adding an [investment fund](#) and a [transaction](#), such as a capital commitment, call, or distribution. Be sure not to get these mixed up with adding your own [managed fund](#).

The [Portfolio Management](#) section of your account 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. Here you may also [view, filter and export company contacts](#) as well as enter data in bulk using our [import template](#). And, if you subscribe to Seraf's currency module, you'll also see FX Rates for each currency used.

### **Record a Variety of Investment Types**

To address a variety of investment structures, Seraf allows you to record many [different types of investments](#) including common and preferred stock, convertible and promissory notes, SAFEs, LLC Units, options, warrants, and contingencies. Depending on the type of security you choose for each round, you'll have specific terms and optional data fields to enter, along with [relevant transaction types](#) available to record corresponding purchases, sales, conversions, splits, swaps, grants, assignments and other activities.

### **Record Investment Fees**

In addition to recording invested capital, you can also record [Investment Fees](#), such as accounting or legal costs, so that you can track the total cost of each investment and your entire portfolio. After you [record an Investment Fee transaction](#), you can [view fees](#) and the "Total Cash In" for each investment within your fund. Note that you can also record [Management Fees](#), as noted in the Fund Management section, below.

### **How to Make Entries: Direct versus Import**

Seraf enables you to [add your investments](#) in several ways, mainly directly (manually) or via import. Many users 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 for several investors in the same company and round by using the [import template](#) or the [bulk transactions tool](#), after pro rata ownership has already been established from an existing round of



investment. We offer the [pros and cons](#) of each entry method along with some recommended best practices in our [Help Center](#).

### **Add Companies via API or Deal Flow Prospect Conversion**

In addition to adding companies manually or via import, administrators can also use Seraf's [API](#) with Zapier to create new company records. And, if you subscribe to Seraf's Deal Flow module and are tracking prospects, you can [create a company from a prospect record](#). Once the company is added by either approach, you can then add a round, followed by a transaction.

### **Set Valuations**

Seraf uses the most recently dated round's share price to determine the current value of your stock holdings, while keeping non-equity investments, like convertible notes and SAFEs at cost. When you enter a new round of financing for a portfolio company, it is recommended to enter the actual share price and closing date of the round. Seraf automatically updates the value of any existing shares to the new value, driven by the latest share price, so regardless of whether you invest in a financing round or not, you should always record it.

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. Use the "Add New" button to [record a new company-wide valuation](#) which will apply a new share price to all equity rounds in a particular company. You can also value each round individually, including notes and SAFEs, other non-equity and equity rounds, by entering a [round by round valuation](#). Seraf will thereafter use the most recently dated round or valuation to calculate the current value of your holdings. You can see a summary of the valuations on the *Investment* tab of each company and investment fund record as well as in the *Valuations* tabs of [Portfolio Management](#).

### **Recalculate Your Account - Update Calculations**

Please note that after adding new rounds, transactions and valuations, you will need to [update calculations](#) to make sure all of the data, tables, charts and graphs are up to date for your account and those of your investors. You can find a button to "Update Calculations" on the top navigation bar.

### **Manage Contacts**

When adding companies to Seraf, you can also [enter company contacts](#), including founders, CEOs, CFOs, board members and even deal leads. Along with contact information, you can include a photo and notes for each individual and specify gender, race, and previous startup experience. Furthermore, you can specify which contact should be the [Contact for KPI or Update Requests](#), if you choose to use the KPIs and Updates feature in Seraf. Each contact can be viewed in the company record as well as on the [Contacts](#) tab of *Portfolio Management*,



where all [contacts can be filtered for criteria](#) such as name, role, notes, company, industry or geography, to create specific lists of relevant contacts for targeted communications.

## **ADD INVESTORS - [Investor Management](#)**

### **Add Investors**

If your fund has multiple investors (Limited Partners, LPs), you can [add investors](#) to your account to record their capital position. From the [Investor Management](#) section of your account, it is easy to add each investor directly one at a time or you can import multiple investors and contact details at the same time, using an Excel template. A name and email address is required to set up an investor profile, whether you'd like to activate investor accounts or not. Seraf also offers [investor profile fields](#) for phone, address and additional contacts, should you wish to save more information about your investors. You can also add custom investor [Tags](#) to track and filter for additional relevant details.

If you have multiple funds, you will need to add investors to each of the funds separately. If they are already recorded in Seraf as an investor in one fund, simply add their email address when adding the investor to the new fund, if entering manually, one at a time in *Investor Management*. If you use the import template, be sure to enter the same email address and all existing contact fields for the investor, which are already in the system, or they will be overwritten. The Primary Account Administrator can export all the investor fields from *Investor Management* and use them to populate the import template, along with any new or updated data.

### **Add Investor Investment Accounts**

Each investor is automatically assigned a default [investment account](#) based on the first and last name fields of the investor's profile. If the investor invests through different entities, such as a trust, retirement account, family member, company or other named account, [add investment accounts](#) as needed. For each [investor transaction](#) recorded (i.e. capital commitment, capital call, distributions, fees), you'll need to designate the proper investor and investment account.

### **Activate Investor Accounts**

If you have LPs in your fund, you may choose to [activate your investors' accounts](#), thereby enabling them to log in directly to see the fund's investments, performance metrics, reports and documents, as well as their own capital account summary. Prior to activating accounts, we suggest reviewing these [best practices for onboarding investors](#) along with the [benefits of activating accounts](#) and [recommendations for setting expectations with members](#).



## **ADD INVESTOR TRANSACTIONS - [Fund Management](#)**

### **Overview**

After adding investors, you are able to [record investor transactions](#), including capital commitments, capital calls, distributions, and fees for each LP. You can record investor transactions in [Fund Management](#) via three methods: 1) add individual investor transactions one at a time, 2) add multiple investor transactions pro rata at the same time, where you enter a single transaction and Seraf allocates the amount across all investors based on their % ownership in the fund, or 3) import multiple investor transactions using our investor import template.

### **Establish % 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 pro rata based on the capital commitments recorded. Be sure to [update calculations](#) after adding or updating your % ownership to be sure that all future investor transactions are allocated appropriately and so that it displays correctly in your investors' accounts.

### **Record Management Fees**

Portfolio management fees can be recorded as a [transaction](#) and will be allocated across all investors in the fund based on % ownership of the fund. However, if additional fund management fees beyond called capital apply to one or more investors, they can be added as a supplemental investor transaction in [Fund Management](#). In general, [Management fees](#) should only be added after adding investors and establishing % ownership in the fund. Learn more about the difference between Portfolio Management Fees and Fund Management Fees and how they factor into portfolio and fund metrics in this [FAQ about management fees](#).

## **VIEW INVESTMENTS - [Dashboard](#), [Current Investments](#), [Exits & Returns](#)**

### **Overview**

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. Use the drop-down selectors at the top of most pages to filter the page for a specific investor or investment account.



## **View Companies**

Click on any company name to open the company profile page. View the entries, check the tabs for *Notes, Updates & KPIs, Transactions, and Documents*. And be sure to look at the *Investment* tab to see a summary of your holdings by round, including any fees recorded, as well as exits and valuation history. From the *Investment* tab is where you can take other actions to add [round by round valuations](#) and [exit investments](#).

## **View Investment Funds**

Click on any investment fund name to open the profile page. To see a list of all your fund investments, go to the *By Fund* tab within *Current Investments*, where you'll find them summarized along with the relevant Committed Capital, Amount Called, Amount Remaining, and the Value. View the entries, check the tabs for *Notes, Transactions, and Documents*. And be sure to look at the *Investment* tab to see a summary of your investment, including any fees recorded, as well as distributions and valuation history.

## **ANALYZE YOUR PORTFOLIO - [Portfolio Analysis](#)**

Seraf has extensive [built-in analytics described by section in this FAQ](#) 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, including diversification, as well as investment and exit performance yearly and over time. Review key metrics as well as investor metrics. Use the [Custom Analysis](#) table to run your own analysis and see outcomes based on specific criteria you enter.

Note that Seraf uses the most recently dated round's share price or valuation to determine the current value of your holdings. And it's the dates and amounts recorded in transactions that drive the cost basis and returns figures.

## **STORE DOCUMENTS - [Documents](#)**

### **Overview**

Seraf allows you to securely store all of your investment documents and files in one place for organization and easy access. Learn which [types of documents](#) you may want to store, [how to store documents](#), ways to keep them private or share with others, and how to track companies that have [recently reported](#) out (or not) with investor updates.

### **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](#) 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 [visibility settings](#) so you control who sees which documents.

### **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 entities overdue for reporting 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.

### **MONITOR KEY PERFORMANCE INDICATORS - [KPIs](#)**

You can measure the performance of portfolio companies and the impact of your entire fund's 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.

### **GENERATE REPORTS - [Reports](#)**

Seraf automatically generates [Account Statements](#) each quarter for each fund, and for every investor, to help you track activity, performance and metrics over a specific time period. You can [white label reports](#) and create statements for past quarters, years, or custom periods, to summarize investments, returns, and valuations. You can also [download reports](#) from many of the individual pages within your account. In addition to account statements that focus on portfolio level performance, you can create company-specific [Updates](#) to share with investors. These updates provide a qualitative and quantitative overview of a company, and can be saved or downloaded to PDF. In fact, you can create one pdf summary of your fund's entire portfolio or select holdings by [merging updates into one consolidated report](#). Sharing [reports](#) is a great way to engage with your investors and demonstrate professionalism and transparency within your organization.



## **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](#) and [turn on email notifications](#) 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. Plus, you can [add important dates](#) whether they are investment related or not, such as for board meetings, signature deadlines, or other events and activities.

## **TRAINING & SUPPORT - [Help Center](#)**

Upon sign up, we offer a one-hour complimentary onboarding training to customers, and share more about Seraf's features, how to use them, and answer questions. We also provide support and education through email and online. Our [Help Center](#), accessible in the header of every page when logged in, is always available and should be the first place to turn to with questions about Seraf. There you'll find explanations, step-by-step instructions, best practices and videos to help you better understand the features of Seraf and how they can help you streamline your fund and portfolio management.

We also offer [data entry services and portfolio monitoring](#) to select customers who would like assistance with entries and keeping their portfolio up to date. Furthermore, we can provide additional live training and support, as needed, at an additional charge, which may be helpful as you bring on new administrators. If you find that you need extra assistance or have questions, you can always reach us at [support@seraf.io](mailto:support@seraf.io).

## **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, 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](#).

## **COMMUNICATIONS & FEEDBACK - [support@seraf.io](mailto:support@seraf.io)**

Be on the lookout for quarterly emails from Seraf with links to your account statement, recent articles, product news and tips for maximizing the value of your account. Be sure to keep us up



to date on which members of your team should be included in product-related communications and/or billing-related communications. If you have multiple administrators, be sure to share these materials with them.

If you're enjoying Seraf, please spread the word! If you know other investors who might benefit from using Seraf, please send them our way. We love our customers and we love referrals! Nothing makes us happier than helping investors access the tools they need to successfully manage their portfolio!

We always appreciate suggestions and closely consider customer 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!