VISIBLE

# Your Guide to Portfolio Reporting in Visible

Reports / KPI Overview

Export | Edit Report

## KPI Overview

All companies

| Company | HQ Location | Sector | Total Invested | Total Revenue | Headcount |
|---|---|---|---|---|---|
| Steeva | New York, NY | SaaS | $488,000 | $772,546<br>Q2 2025 ↑ 6% QoQ | 22<br>Q2 2025 |
| Realma | New York, NY | SaaS | $300,000 | $660,879<br>Q2 2025 ↑ 12% QoQ | 18<br>Q2 2025 |
| Framer23 | Chicago, IL | SaaS | $505,000 | $1,008,903<br>Q2 2025 ↑ 8% QoQ | 34<br>Q2 2025 |
| Envoo | London, UK | AI | $600,000 | $555,843<br>Q2 2025 ↑ 23% QoQ | 15<br>Q2 2025 |
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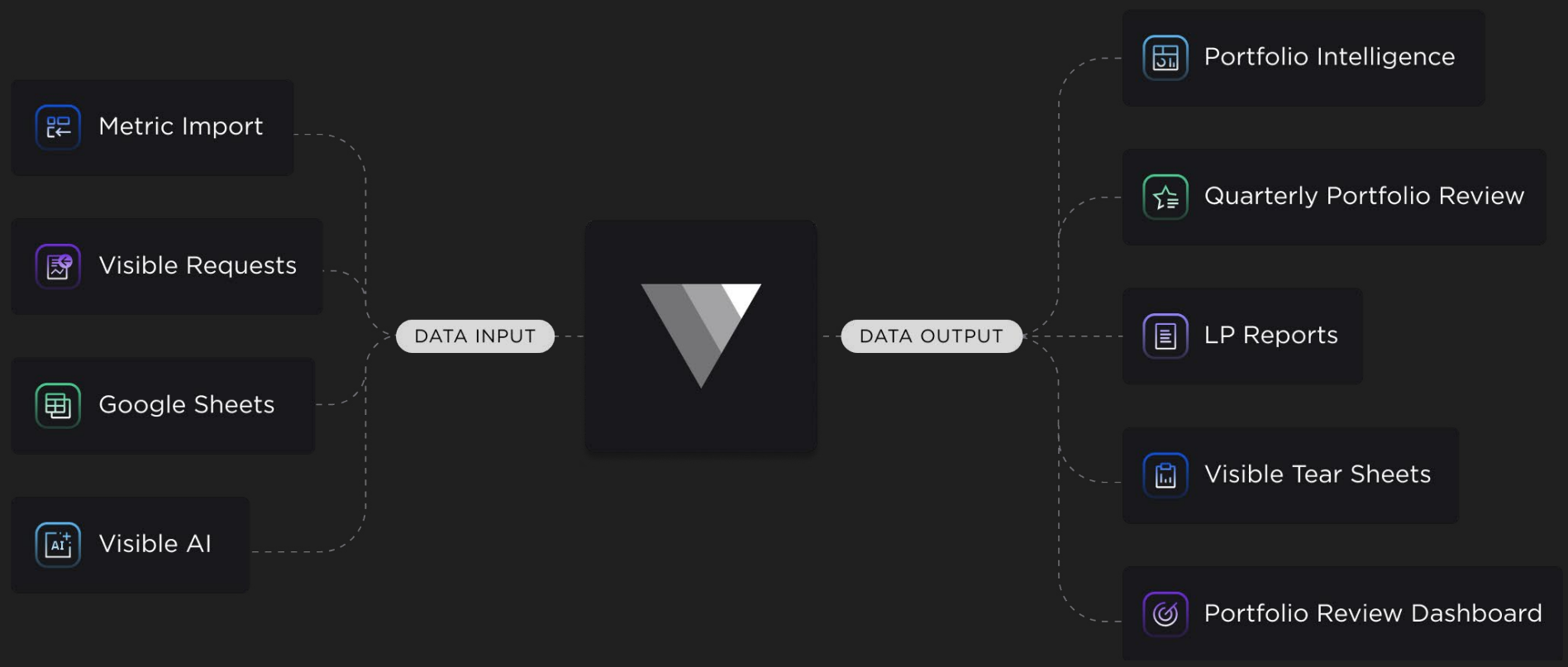
# About this Guide

The purpose of this guide is to help Venture Capital investors streamline how they visualize, analyze, and communicate important insights about their portfolio companies. This guide will show you the following:

- How to use Visible Portfolio Reports
- Common metrics and properties displayed in reports
- How best-in-class VCs build reports
- Examples of Visible Portfolio Reports

# One Place for Your Portfolio Data

590+ venture capital funds use Visible to streamline portfolio data collection, analysis, and reporting. Visible Portfolio Reports enable VCs to showcase quantitative and qualitative data in one place, creating a unified view that simplifies uncovering insights and identifying reporting gaps.



“Visible has become an indispensable tool for us. The platform streamlines our process of collecting KPIs, providing clear and actionable insights into the performance of our portfolio. The team’s responsiveness and the platform’s capabilities enable us to make informed, timely decisions, ultimately driving the growth of our startups.”

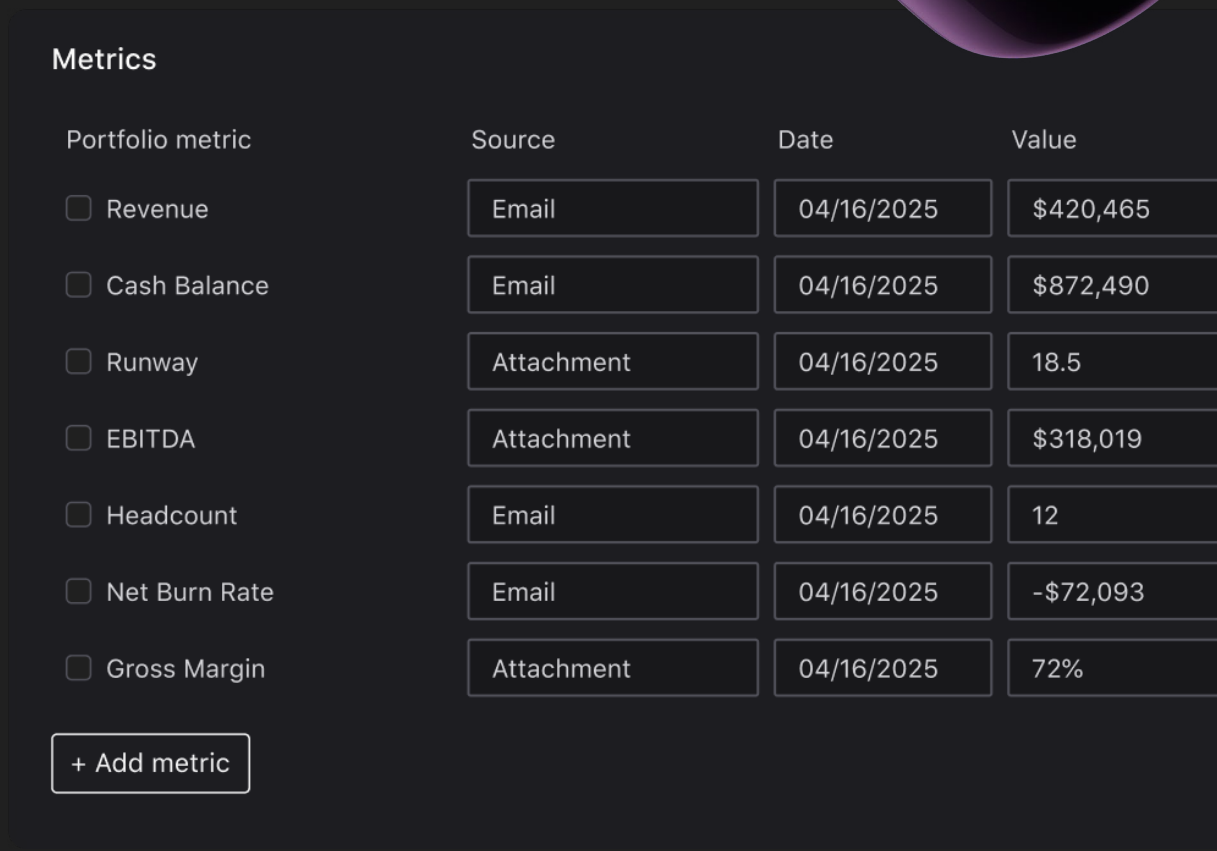
**Emmanuel Gallet de Saint-Aurin**
Finance Manager at Breega

# The Metrics VCs are Tracking

VC firms use portfolio reports to display KPI metrics collected using **Visible Requests** and **AI Inbox**. This makes it easy to identify any reporting gaps and slice and dice data for further analysis.

The average portfolio report includes 4 metrics. Check out the most common metrics displayed in portfolio reports:

1. Revenue
2. Cash Balance
3. Runway
4. EBITDA
5. Headcount
6. Net Cash Burn
7. Gross Margin

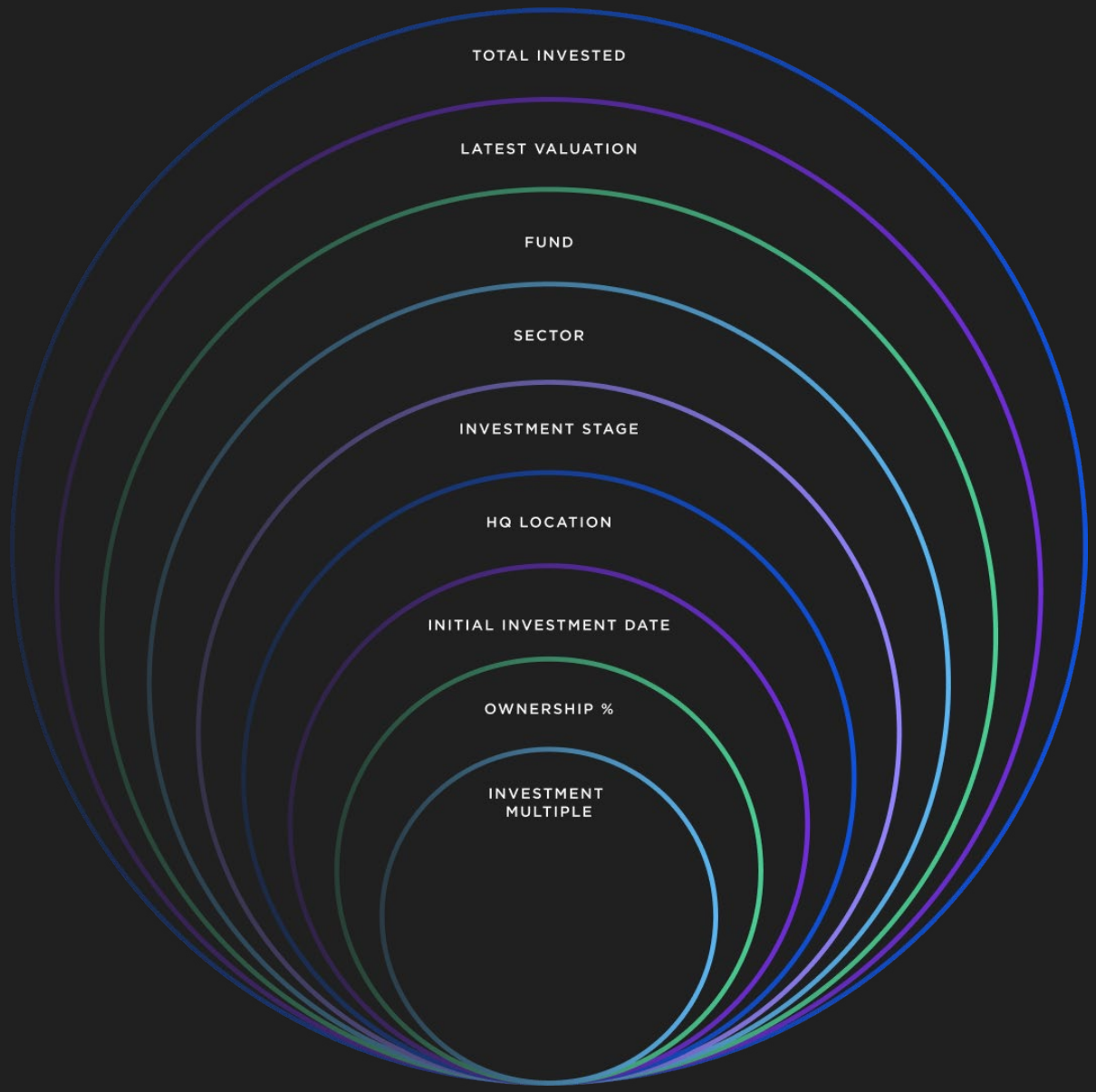


# The Properties VCs are Displaying

The ability to combine metric data with the company properties levels up the type of analysis VCs can do in Visible. By pairing quantitative data with property fields such as dates, you can conduct analysis on cohorts and even view narrative updates on company performance— all in the same view.

The average portfolio report includes 4 properties. Check out the most common properties that VCs are displaying in portfolio reports below:

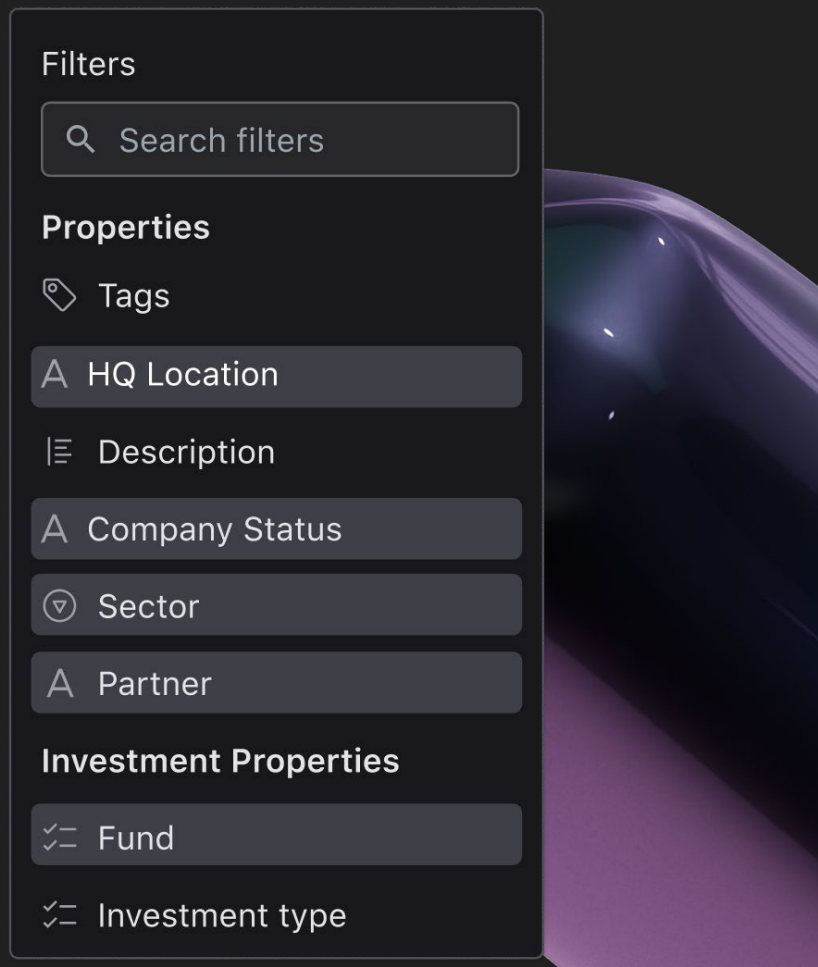
1. Total Invested
2. Latest Valuation
3. Fund
4. Sector
5. Investment Stage
6. Latest Price per Share
7. HQ Location
8. Initial Investment Date
9. Ownership %
10. Investment Multiple



# How VCs are Segmenting Reports

We analyzed common segments and found segments are following created based on the following criteria:

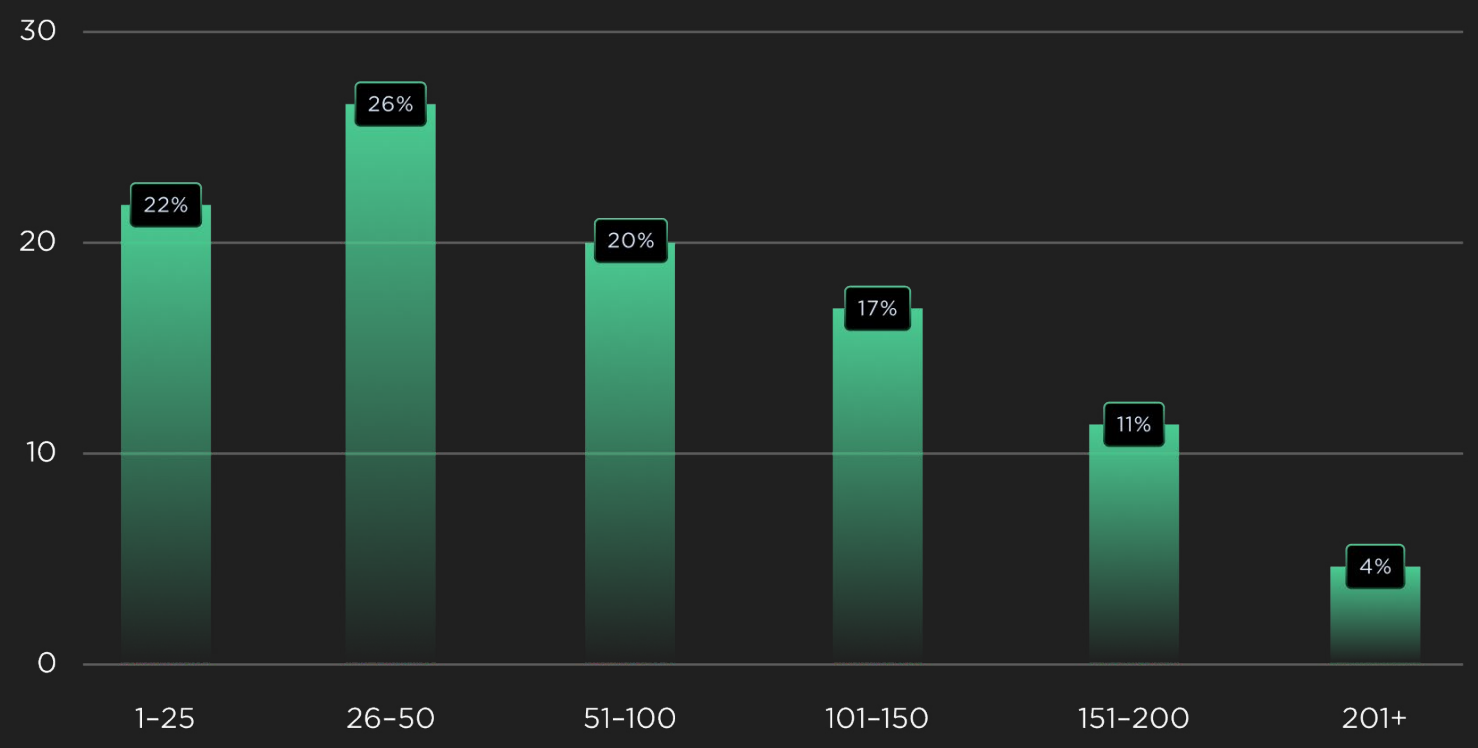
1. Fund — Investments in Fund I vs. Fund II, etc.
2. Location — Based on company geographic location
3. Company Status — This includes fundraising status, company health, if they've exited, etc. We commonly see VCs use a quick health or tier status to quickly filter companies (e.g. Health = green, yellow, red)
4. Market or Sector — Based on what market or vertical where the company operates.
5. Partner — Based on the partner at the firm that has the relationships or invested in the company.



# How VCs are Segmenting Reports

The median Visible Portfolio Report includes 56 companies. However, 22% of reports include less than 25 companies and 49% include less than 50 companies. In order to help firms hone in on specific groups of companies, we support saved **segments** and **filtering**.

PERCENTAGE OF TOTAL REPORTS BY NUMBER OF PORTFOLIO COMPANIES



“Visible has streamlined our data collection process, providing a centralized source for all portfolio information. The ability to export data directly to Google Sheets enables in-depth portfolio analysis and allows me to respond quickly to ah hoc request. While the option to link to external files consolidates everything into one platform, making Visible our single source of truth for fund performance and portfolio health.”

**Andrew Crinnion**
Emergence Capital

# KPI Overview

A summary of company performance and core metrics including total invested, revenue, and headcount.

Reports / KPI Overview

Export | Edit Report

## KPI Overview

All companies

| Company | HQ Location | Sector | Total Invested | Total Revenue | Headcount |
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# Annual Cash Balance and Runway Report

A yearly review of cash balances, burn rates, and runway projections for portfolio companies.

Reports / Cash Balance and Runway

Export | Edit Report

## Cash Balance and Runway

All companies

| Company | Company Health | Monthly Burn Rate | Months of Runway | Annual Change in Cash | Cash in Hand |
|---|---|---|---|---|---|
| Steeva | Poor | -$12,776 | 21.3 | -$153,308 | $272,546 2025 ↓ 36% YoY |
| Realma | Average | -$7,594 | 8.3 | -$91,120 | $660,879 2025 ↓ 12% YoY |
| Framer23 | Excellent | -$6,227 | - | $74,734 | $1,008,903 2025 ↑ 8% YoY |
| Envoo | Excellent | -$23,792 | 40.1 | -$285,512 | $955,843 2025 ↓ 23% YoY |
| Blockchain | Excellent | -$12,420 | 159.4 | -$149,040 | $1,980,098 2025 ↓ 7% YoY |
| Waves Inc | Poor | -$17,926 | 25.5 | -$215,102 | $457,093 2025 ↓ 32% YoY |
| Blotted Tech | Excellent | -$25,106 | 88.0 | -$301,290 | $2,209,456 2025 ↓ 12% YoY |
| Eco Lens | Excellent | -$1,896 | - | $22,747 | $780,978 2025 ↑ 3% YoY |
| Blowfish | Average | -$51,706 | 23.3 | -$620,477 | $1,204,456 2025 ↓ 34% YoY |

# Revenue Performance Overview

A revenue comparison, showcasing growth leaders and underperformers in the portfolio.

Reports / Revenue Overview

Export | Edit Report

## Revenue Overview

All companies

| Company | HQ Location | Sector | Health | Revenue | YTD Revenue |
|---|---|---|---|---|---|
| Steeva | New York, NY | SaaS | Poor | $46,354 | $772,546<br>Q2 2025 ↑ 6% QoQ |
| Realma | New York, NY | SaaS | Average | $79,306 | $660,879<br>Q2 2025 ↑ 12% QoQ |
| Framer23 | Chicago, IL | SaaS | Excellent | $80,712 | $1,008,903<br>Q2 2025 ↑ 8% QoQ |
| Envoo | London, UK | AI | Excellent | $127,843 | $555,843<br>Q2 2025 ↑ 23% QoQ |
| Blockchain | London, UK | AI | Excellent | $127,843 | $555,843<br>Q2 2025 ↑ 23% QoQ |
| Waves Inc | London, UK | AI | Poor | $13,713 | $457,093<br>Q2 2025 ↑ 3% QoQ |
| Blotted Tech | San Fransico, CA | SaaS | Excellent | $399,121 | $1,209,456<br>Q2 2025 ↑ 33% QoQ |
| Eco Lens | San Fransico, CA | SaaS | Excellent | $220,967 | $380,978<br>Q2 2025 ↑ 58% QoQ |
| Blowfish | Los Angeles, CA | SaaS | Average | $22,980 | $104,456<br>Q2 2025 ↑ 22% QoQ |

# Investment Overview

A high-level overview of key investment metrics and data.
Easily filterable by fund, investment date, or other criteria.

Reports / Investment Overview

Export | Edit Report

## Investment Overview

Fund I Companies

| Company | Fund | Investment Date | Total Invested | Total FMV | Multiple |
|---|---|---|---|---|---|
| Steeva | Fund I | August 11, 2023 | $110,000 | $165,000 | 1.5x |
| Realma | Fund I | January 1, 2024 | $250,000 | $250,000 | 1.0x |
| Framer23 | Fund I | December 1, 2022 | $340,000 | $958,000 | 2.8x |
| Envoo | Fund I | October 7, 2022 | $200,000 | $240,000 | 1.2x |
| BlockChain | Fund I, Fund II | March 4, 2023 | $600,000 | $1,200,000 | 2.0x |

# Find Portfolio Outliers and Correlations with Scatterplots

As an investor, making informed decisions is key to evaluating portfolio health and driving investment decisions. However, comparing KPIs like Revenue Growth vs. Months of Runway or Margin vs. Burn across your portfolio can be cumbersome and error-prone when buried in rows of spreadsheet data.

Check out 5 common scatterplots below:

1. **Revenue Growth Rate vs. Runway**
   Bubble Size: FMV of investment in company
2. **Gross Margin vs. Net Burn**
   Bubble Size: Total capital raised
3. **Funding Raised vs. Revenue Growth**
   Bubble Size: Valuation multiple
4. **Market Size vs. Growth Rate**
   Bubble Size: Market share
5. **Revenue vs. Total Addressable Market (TAM)**
   Bubble Size: Market share

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# Use Visible to Transform Portfolio Data to Improve Decision-Making

Learn more about how you can leverage Visible Portfolio Reports to uncover insights and improve decision-making

**Learn more**

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