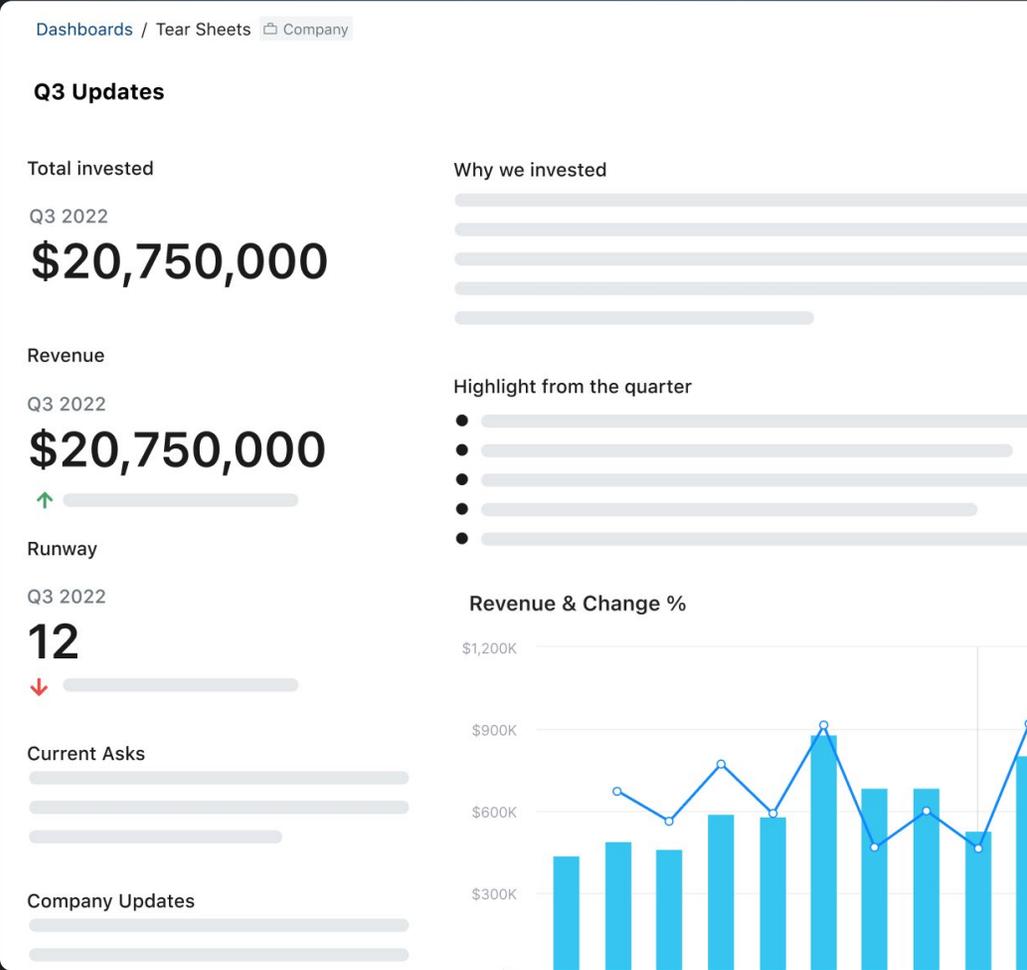# About this guide

The purpose of this guide is to help Venture Capital investors streamline and improve the way they visualize, analyze, and communicate important insights about their portfolio companies. Visible provides examples of three different types of dashboards that can be used for internal analysis and also for external reporting to Limited Partners.

Outline:

- Portfolio Data Collection Best Practices
- Creating Dashboards for Internal Portfolio Reviews
- Identifying Cross-Portfolio Insights
- Sharing Portfolio Insights with LPs (One Pagers)

Founder-friendly portfolio monitoring and reporting.

visible.vc/monitor

Dashboards / Tear Sheets ⬚ Company

Q3 Updates

Total invested

Q3 2022

$20,750,000

Revenue

Q3 2022

$20,750,000

Runway

Q3 2022

12

Current Asks

Company Updates

Why we invested

Highlight from the quarter

Revenue & Change %

$1,200K

$900K

$600K

$300K

Love this product! Makes me smarter faster.

"Love having one system for tracking fund metrics and gathering port co's quarterly reporting. Dashboards are super flexible and allow us to access tons of data. LP reporting simplifies our engagement with LPs."

Michael Shepard
Operating Partner, Render Capital

Portfolio Data Collection Best Practices

Why are VC's Collecting Data?

It's common for Venture Capital investors to collect structured data from their portfolio companies on a regular basis. About ~70% of investors on Visible are collecting data on a quarterly basis.

VC's collect data from their companies so they can:

- Provide better portfolio support

- Make data-driven investment decisions

- Validate markups and markdowns during valuation exercises

- Demonstrate traction while fundraising for future funds

Structured Data

Revenue
Cash Balance
Cash Burn
Runway
Headcout

+

Qualitative Questions

Highs & Lows

How can we best support you this quarter?

Related Resource: The Standard Metrics to Collect for VC Portfolio Monitoring

# The Importance of Data-driven Portfolio Review Meetings

What is an Internal Portfolio Review Meeting?

Internal portfolio review meetings are a great way for firms to align on recent updates from portfolio companies. Oftentimes, workflows at VC firms are siloed based on whether you're a part of the investment team or the operations team. Portfolio review meetings are used to get everyone on the same page and to surface insights that can inform portfolio support or investment decisions.

The frequency of internal portfolio review meetings depends on the size of your portfolio and the size of your team.

Based on a poll from a Visible webinar, 50% of VC firms host portfolio review meetings on a quarterly basis.

7%

14%

29%

50%

Monthly   Weekly   Quarterly   N/A
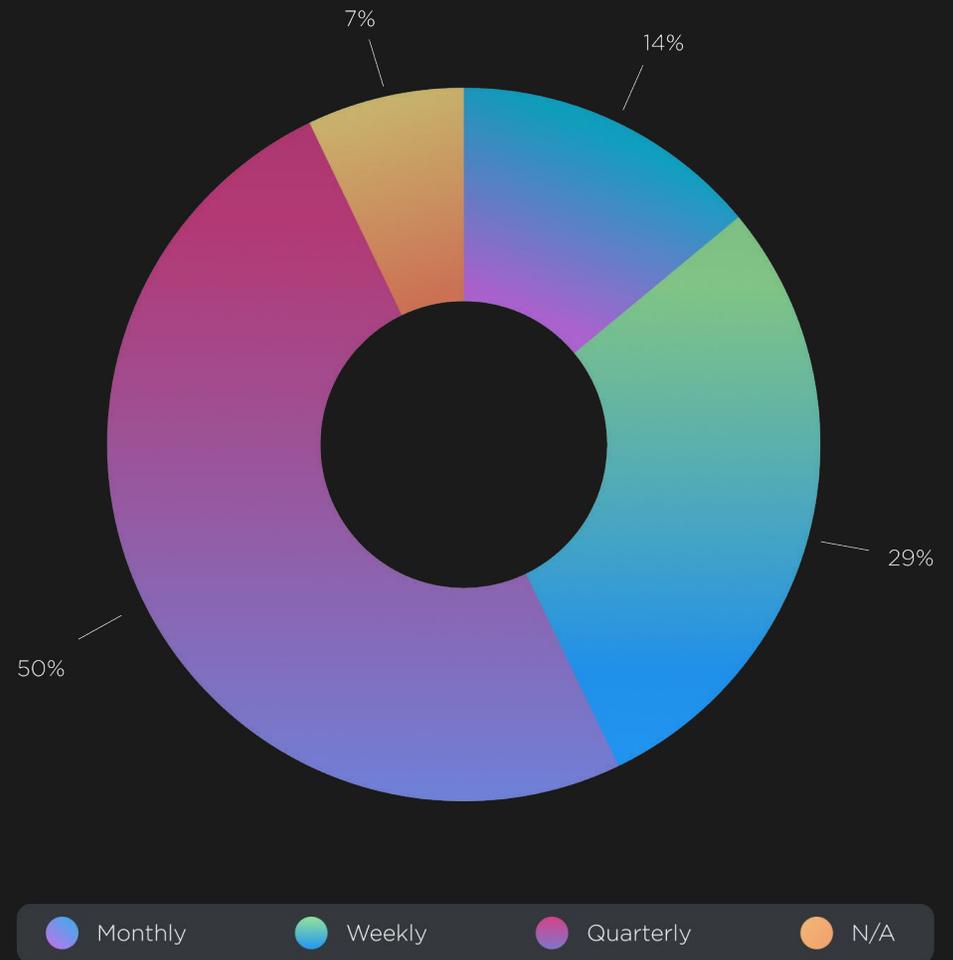
Using Dashboards to Facilitate Portfolio Reviews

How to create an engaging dashboard

1. Choose from 5 different widget types:

   Charts: Great for KPI visualizations

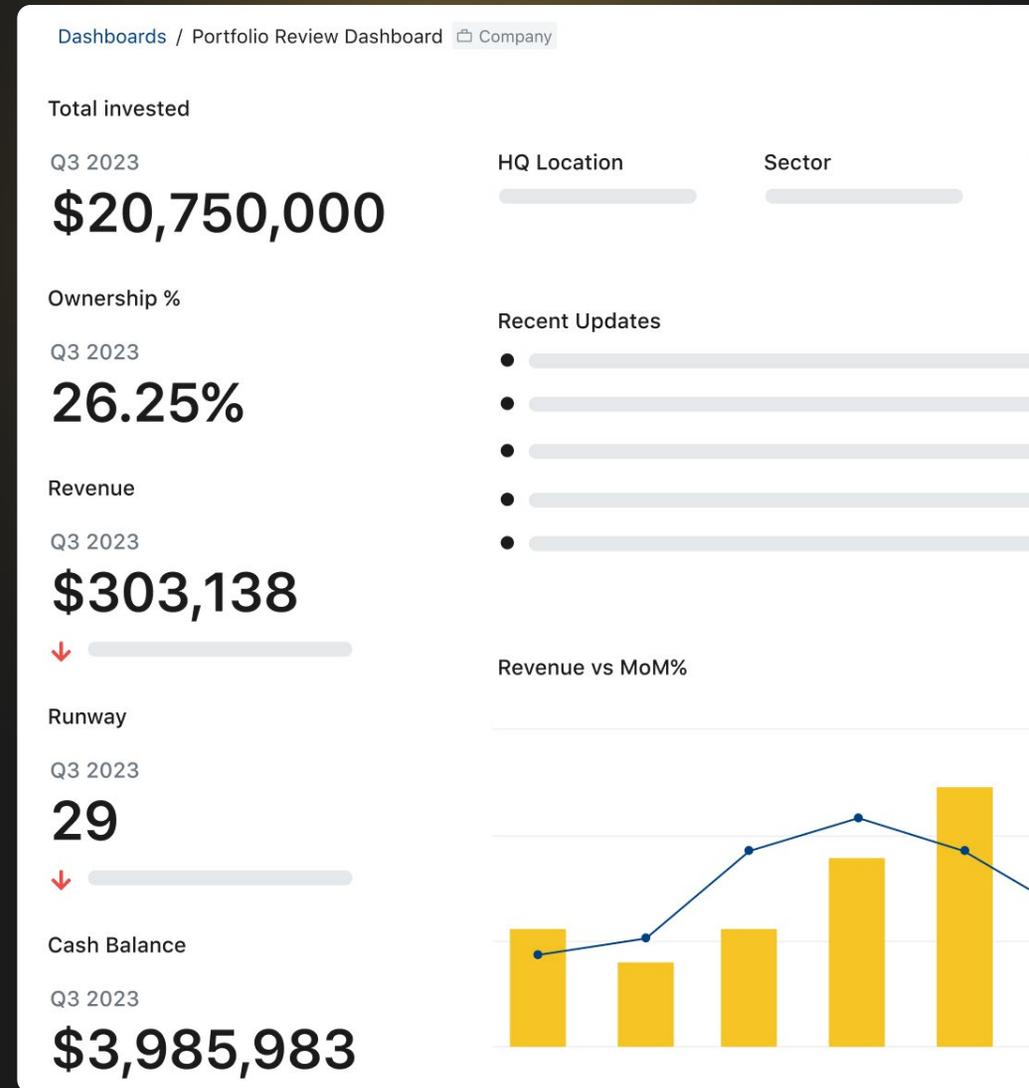   **Tables:** Often used to pull in investment data

   Properties: Integrates with a company's profile

   Text: To include qualitative updates about companies

   Variance reports: To show budgets vs actuals

2. Resize widgets and re-arrange until you land on your ideal format.

3. Save as a template and apply to all your companies

Portfolio Review Dashboard Example

Fleecy
Internal Portfolio Review

Company Description

Why we invested

Latest financing round

HQ location

Company Updates

-
-
-

Months of Runway

Mar 2023

25

Initial investment date

Lastest valuation

Ownership %

Mar 2023
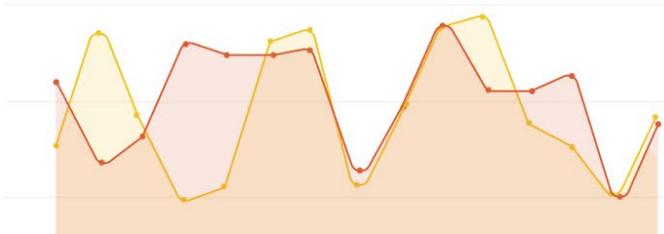
16.67%

Total Invested

Mar 2023

$2,200,000.00

Cash: Actual vs. Forecast

Revenue: Actual vs. Forecase

Using Dashboards to Identify Cross-Portfolio Insights

Extracting Quick Insights Across your Portfolio

The bigger your portfolio grows, the more meaningful insights you can extract from your portfolio data.Visible's Portfolio Metric Dashboards automatically calculate five quick insights:

> Total

> Minimum

> Maximum

> Median
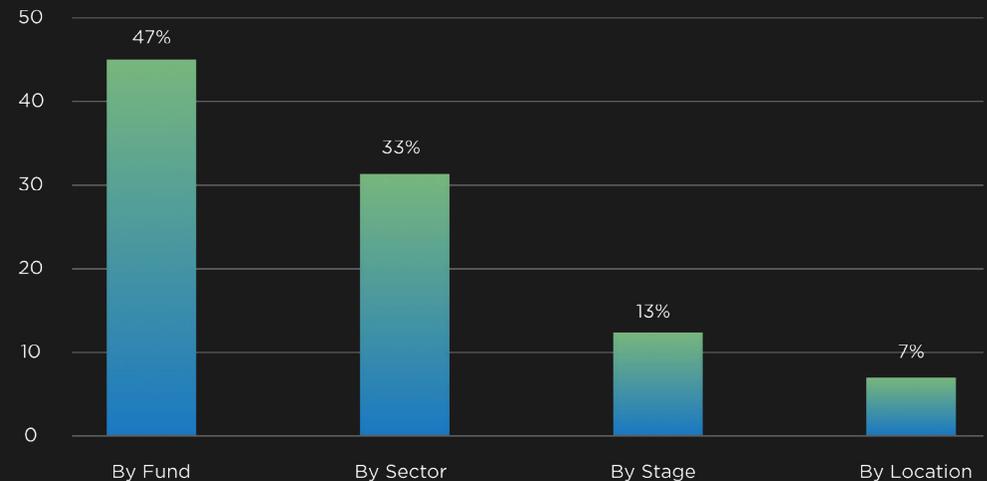
> Quartiles

Filtering your Data Visualizations

A poll from VC funds demonstrates that most firms find it most meaningful to segment their portfolio data by fund vintage. Visible lets investors filter data by any custom segment.

WHAT'S THE MOST MEANINGFUL WAY TO SEGMENT YOUR PORTFOLIO DATA FOR ANALYSIS?

Bar chart:
- By Fund: 47%
- By Sector: 33%
- By Stage: 13%
- By Location: 7%

Portfolio Metric Dashboard Example

Dashboards All Companies ▾

📌 🖨 ⋯ **+ New**

Total	Minimum	Maximum	Medium
$1.2m	**$11.9k**	**$467.6k**	**$296.6k**

Total Reveunue

Revenue Quartiles

Company	Q2 2022	Q3 2022	Q4 2022	Q1 2023
🔴 Spark				
🟠 Cubed				
🔴 Fleecy				
🔵 Medicast				
🔵 Streeva				
⚫ Realmia				
🟢 Stroovo				
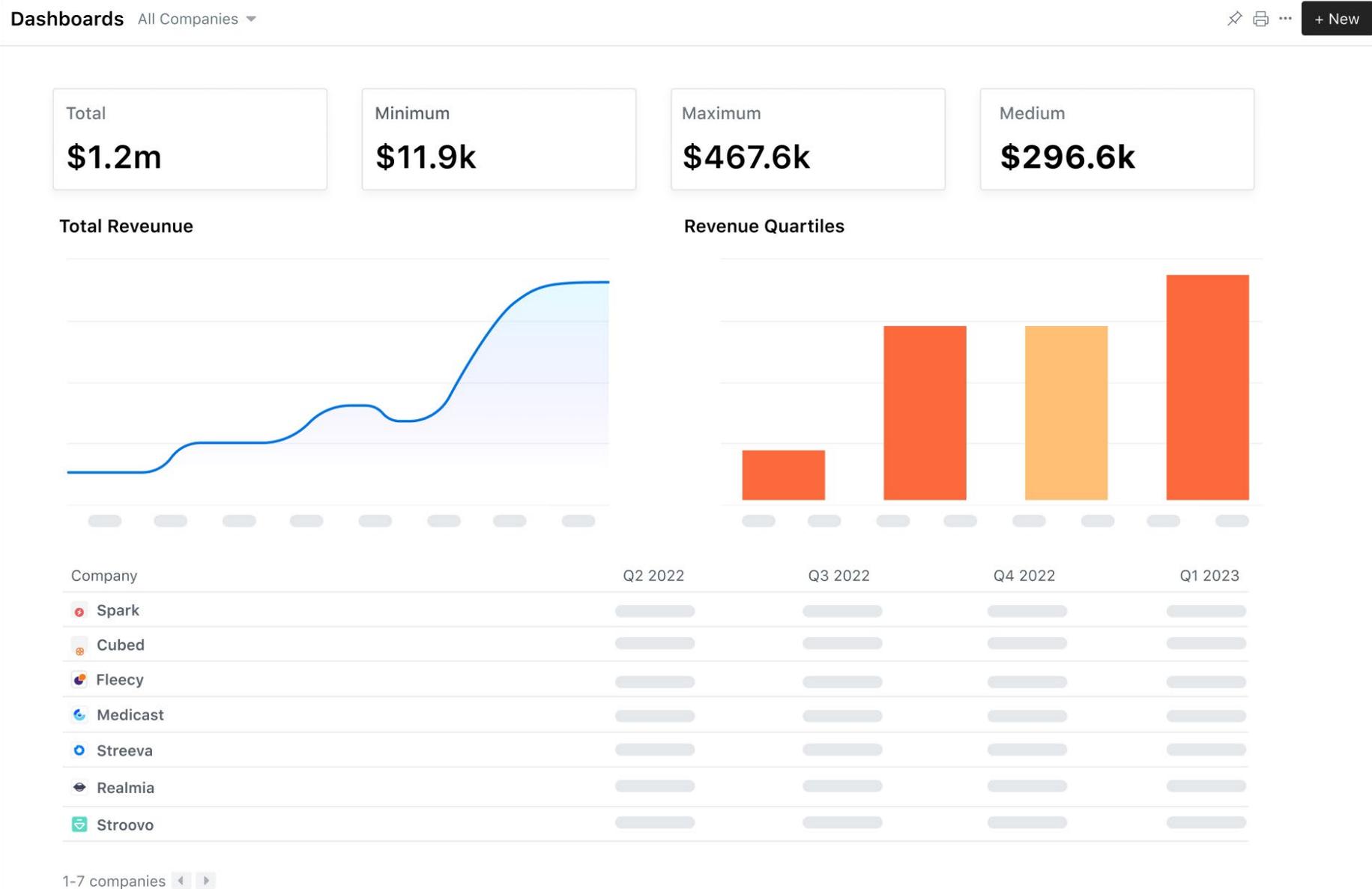
1-7 companies ◀ ▶

Keeping LPs Engaged with One Pagers

What to Include in a One Pager

One Pagers, also known as Tear Sheets, are easy-to-digest updates about portfolio companies prepared for Limited Partners typically on a quarterly basis.

**Common sections to include in a One Pager:**

- Metrics: Revenue, Headcount, Truth North KPI's

- Company properties: Sector, HQ location, company tagline

- Qualitative sections: Why we invested, recent updates, Asks

- Investment Data: Total invested, investment data, multiple, ownership percentage.

Streamline your Quarterly Reporting

According to a poll of VC's, most investors are spending 5 - 10 hours preparing tear sheets for their LP reporting.

You may also like **Tear Sheets 101** by Visible

HOW MUCH TIME DOES IT TAKE YOUR TEAM TO PREPARE TEAR SHEETS FOR LP REPORTING?
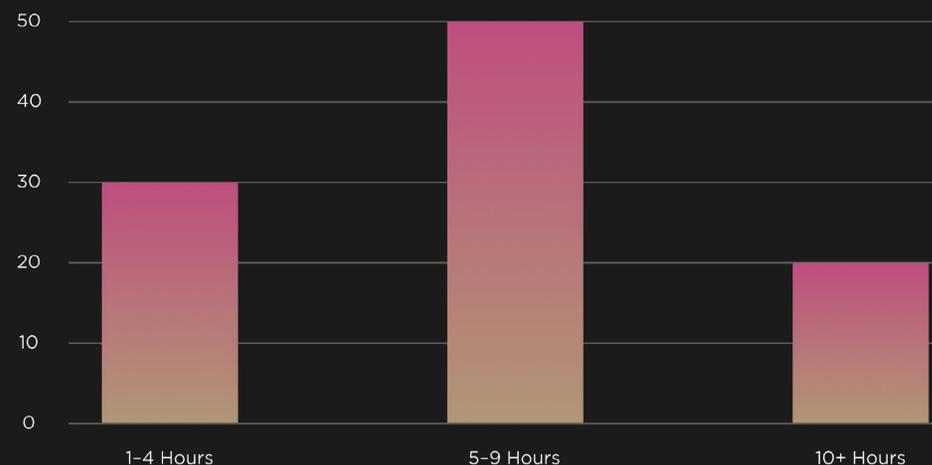
One Pager Example

Internal Portfolio Review ...

Search companies...

- Fleecy
- Andplus
- Medicast
- Fox Electronics
- Living+
- Plantfuture
- TuneIn
- Presently Co
- Sprint Print
- DawnAI

+ New

Fleecy
Internal Portfolio Review

Company Description	Initial investment data	Why we invested	HQ location

Company Updates

Product
●

Team
●

Business Development
●

Latest Valuation	Total Invested	Investment Multiple	Ownership %
Mar 2023	Mar 2023	Mar 2023	Mar 2023
$112,000,000	$2,200,000.00	5.5x	16.67%

Revenue

KPIs

	Q4 2022	Q1 2023
Revenue		
Yearly Change %		

Asks
●

●

VISIBLE

Discover the portfolio monitoring and reporting solution designed for Venture Capital investors.

Automated portfolio data collection.

Robust data analysis and dashboarding tools.

Streamlined LP reporting.

Learn More

Dashboards All Companies ▾

Total
$1.2m

Minimum
$11.9

Total Reveunue

Total responses	Submitted responses 94%	Submitted before due date 85%
34		

Company	Date completed	▯ Revenue	▯ Cash balance
⚡ Spark	✔ May 3	$41,000	$2,779,917
⬡ Cubed	✔ May 5	$478,000	$3,529,250
◑ Finfuture	✔ May 8	$125,600	$5,600,000

Company	Q2 2022	Q3 2022	Q4 2022	Q1 2023
⚡ Spark				
⬡ Cubed				
▶ Fleecy				
◉ Medicast				