VISIBLE

VC Data Collection Best Practices

Product Webinar

Introduction

Your hosts for today's product webinar.

Belle Raab

GTM - Visible for Investors

Nick Wilde

Investor Success Manager

About Visible

Post-investment monitoring and reporting.

2015 Founded	**2017** Profitable	**47** Countries
350+ Funds	**3,500+** Founders	**6** Continents

Trusted by over 350+ venture capital investors

Housekeeping

- Nick is standing by to respond to questions
- Submit your questions through Q&A
- Poll participation helps us all
- Webinar will be recorded and sent via email within 24 - 48 hours

Agenda

- The why behind VC portfolio data collection (Poll)
- How portfolio data is used by VC's
- How to set yourself up for data collection success
- Portfolio data collection tips
- [Demo] Setting up data Requests in Visible
- Data Request examples

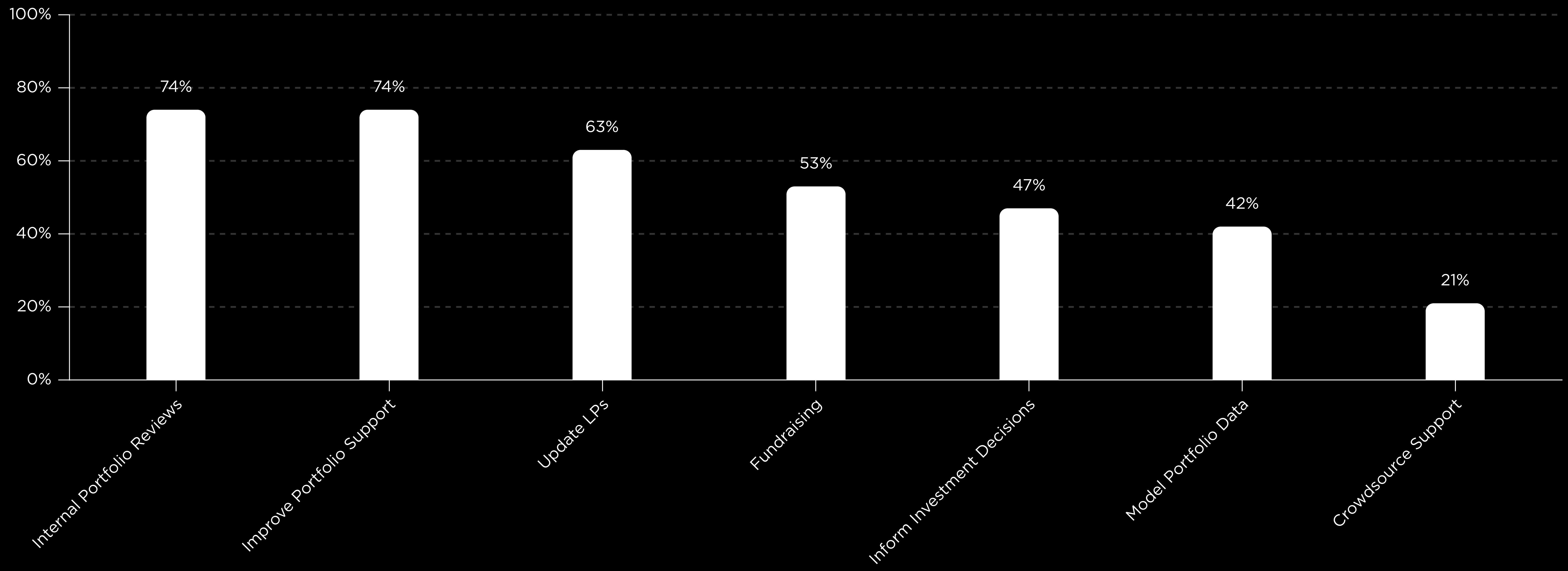
Poll: Why is collecting structured data from companies important?

Vote for your top three motivators...

- To understand company performance
- To inform investment decisions
- To provide better support to companies
- To have a track record for fundraising
- To provide updates to Limited Partners
- To prepare for an audit/justify valuations

What Visible users are doing with portfolio data?

- Increase internal firm transparency
- Improve portfolio company support
- Communicate portfolio insights with investors



Top 6 most common metrics

01 **Revenue** : Total revenue across all sources for the reporting period.

02 **Cash Balance** : Amount of cash on your balance sheet at the end of the reporting period.

03 **Monthly Net Burn Rate** : Monthly revenue - cost of goods sold - total operating costs.

04 **Runway** : Number of months until cash balance is 0.

05 **Net Income** : Revenue - total expenses.

06 **Headcount** : Total full time equivalent at the end of the period.

Founder-friendly data collection

- Asking for 5-10 'top of mind', necessary metrics
- 1-2 qualitative questions
- Let companies choose their reporting currency
- Make sure you have the right points of contact
- Don't make your companies create a new account

What are other investors doing?

Common data collection practices

67%

Request data quarterly

84%

Ask for a qualitative update

49%

Ask for files

99%

Ask a yes/no question

3.75

Average number of reminders

6.5

Number of reminders to get highest response rate

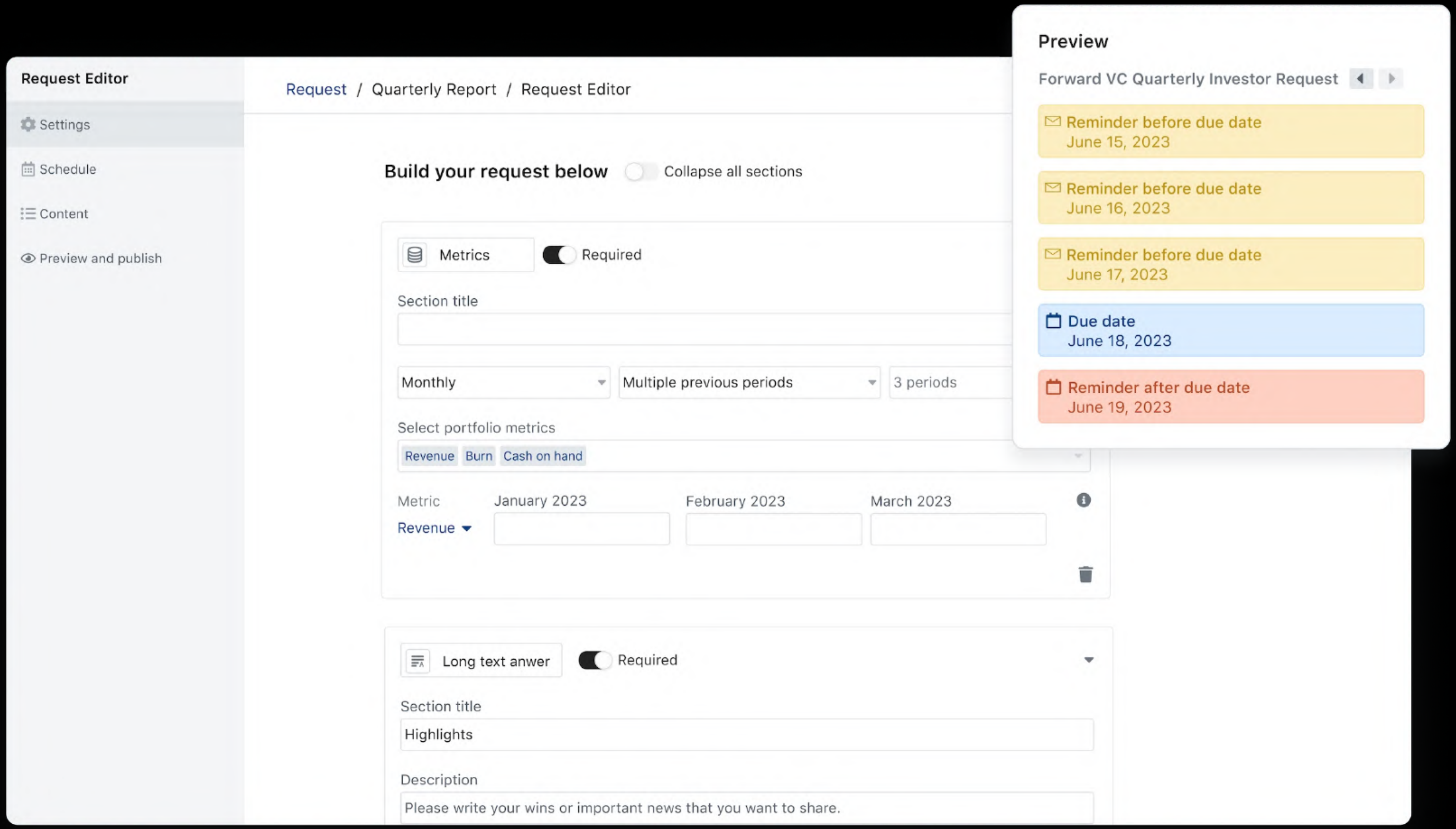
Data is based on summarized user Visible user data.

Setting yourself up for data collection success

Tips for improving your reporting response rate

Prior to the first data Request

- Outline requirements in a side letter
- Incorporate expectations into the onboarding process
- Communicate what you're doing with the data
- Have a process in place from day one
- Ensure deadlines make sense for your portfolio



Streamling portfolio data with Requests in Visible

Leveraging the latest product updates.

Recent Product Updates

Improvements we've made to the data collection process.

Requesting budgets & actuals

Re-opening a Request

Sending one-off reminders

Custom metric assignment preview

Request analytics summary view

Adding multiple points of contact

Other types of Requests

01

Onboarding Intake

Collect key information such as points of contact, mailing addresses, logos with a one time Request.

02

Diversity & Impact

Collecting custom metrics related to diversity and impact alongside financial metrics.

03

ESG Reporting

Build a custom ESG request in Visible with custom metrics, text, yes/no, file blocks and more.

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Thank you

Questions? Comments? Help? Email us anytime at **nick@visible.vc** or **belle@visible.vc**

Reminder: This webinar was recorded and will be sent via email within 24–48 hours

For more information visit **visible.vc**