

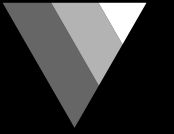


# VC Data Collection Best Practices

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

350+

Funds

2017

Profitable

3,500+

Founders

47

Countries

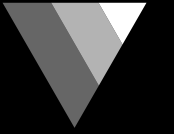
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Continents

Trusted by over 350+ venture capital investors



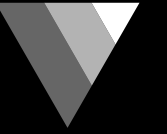
# Housekeeping



- 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

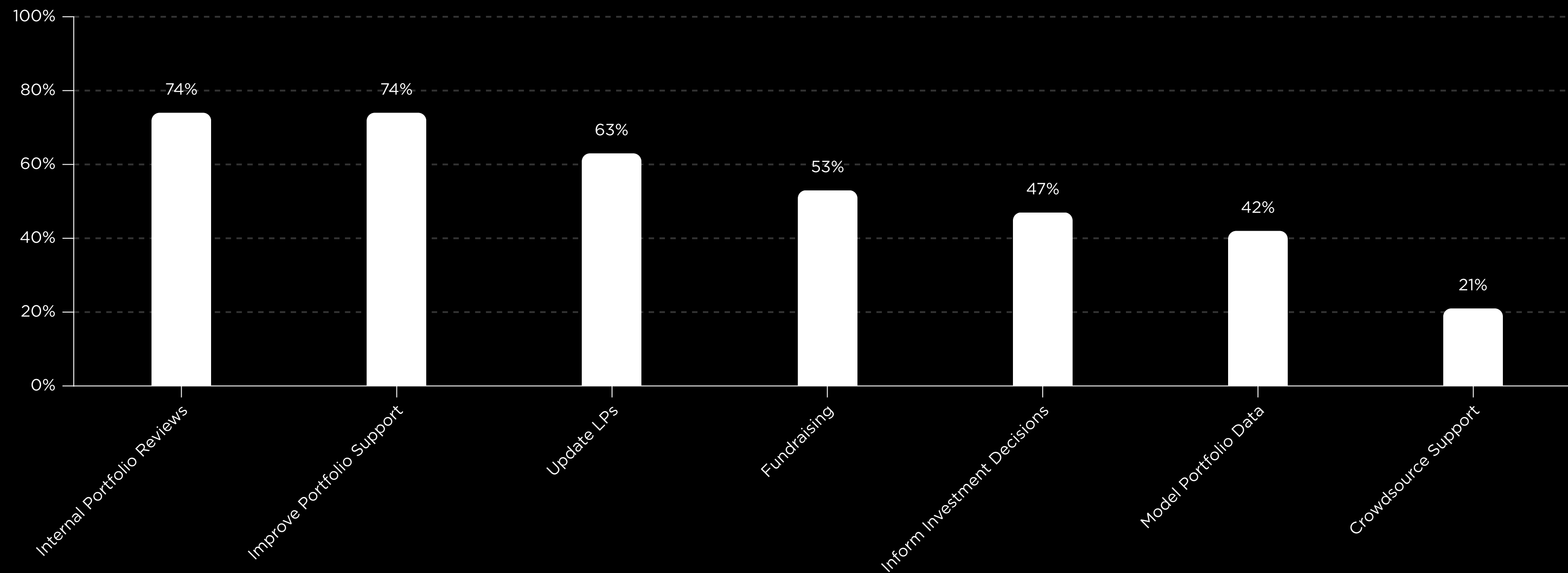
To provide updates to Limited Partners

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.

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

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

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

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

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



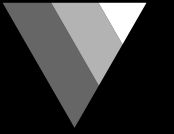
# Founder-friendly data collection

- 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

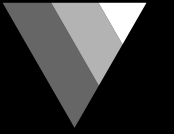
**6.5**

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

The screenshot displays the 'Request Editor' interface. On the left is a sidebar with navigation options: Settings, Schedule, Content, and Preview and publish. The main area is titled 'Request / Quarterly Report / Request Editor' and contains a 'Build your request below' section with a 'Collapse all sections' toggle. The 'Metrics' section is active, showing a 'Required' toggle, a 'Section title' field, and a table for selecting portfolio metrics. The table has columns for 'Metric', 'January 2023', 'February 2023', and 'March 2023'. Below the table, the 'Long text answer' section is visible, with a 'Required' toggle, a 'Section title' field, and a 'Description' field. On the right, a 'Preview' panel shows a 'Forward VC Quarterly Investor Request' with a list of reminders and a due date.

**Request Editor**

Request / Quarterly Report / Request Editor

**Build your request below** ☐ Collapse all sections

**Metrics** ☒ Required

Section title

Monthly  Multiple previous periods  3 periods

Select portfolio metrics

Revenue Burn Cash on hand

Metric	January 2023	February 2023	March 2023
Revenue	<input type="text"/>	<input type="text"/>	<input type="text"/>

**Long text answer** ☒ Required

Section title

Highlights

Description

Please write your wins or important news that you want to share.

**Preview**

Forward VC Quarterly Investor Request

- Reminder before due date  
June 15, 2023
- Reminder before due date  
June 16, 2023
- Reminder before due date  
June 17, 2023
- Due date  
June 18, 2023
- Reminder after due date  
June 19, 2023





# Streaming 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.



# Thank you

Questions? Comments? Help? Email us anytime at **[nick@visible.vc](mailto:nick@visible.vc)** or **[belle@visible.vc](mailto:belle@visible.vc)**

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

For more information visit **[visible.vc](https://visible.vc)**