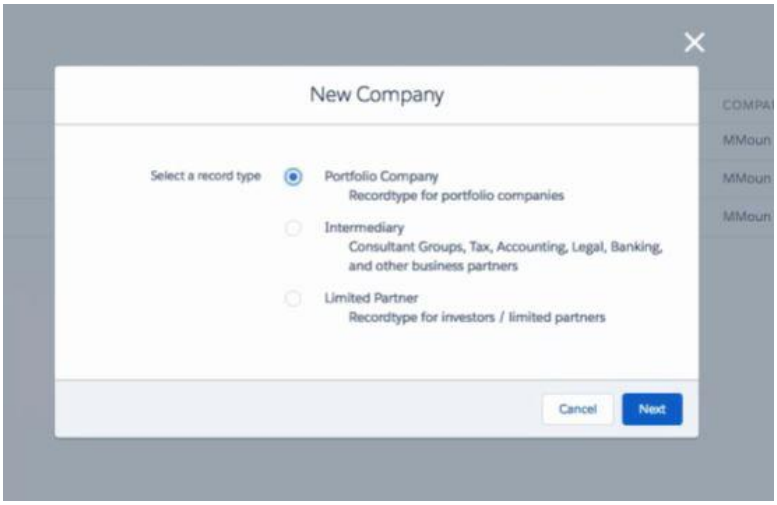
Private Equity and Venture Capital Template Overview

The Private Equity and Venture Capital Template runs on the Enterprise Edition of Salesforce and is available at no charge. It is highly recommended to have your licenses deployed with this template so that you start with this pre-built functionality. The purpose of this document is to provide you an overview of how this template is configured to meet the needs of Private Equity (PE) and Venture Capital (VC) firms.

The Account tab is the backbone of Salesforce.com. With this template, the standard Account tab has been renamed "Companies". In the PE/VC world, you deal with different types of companies so this template has utilized record types. Record types allow you to track different data and data relationships for different types of accounts. The three record types that are available are:

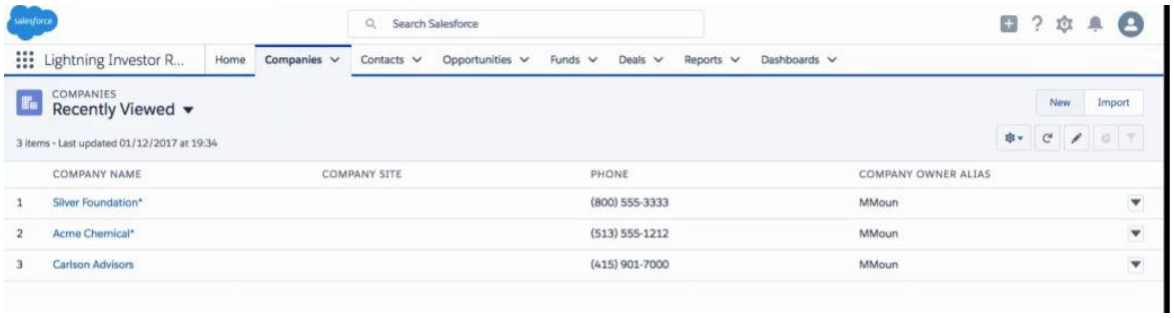
- **Intermediary** = Consulting Group, Tax, Accounting, Legal, Banking
- **Limited Partner** = Investors/Limited Partners
- **Portfolio Company** = Companies that you could acquire or have acquired

For example, you may be interested in tracking fund raising information for a Limited Partner, but that information does not need to be tracked for Intermediaries. When you go to create a new company, you are presented with the following screen:

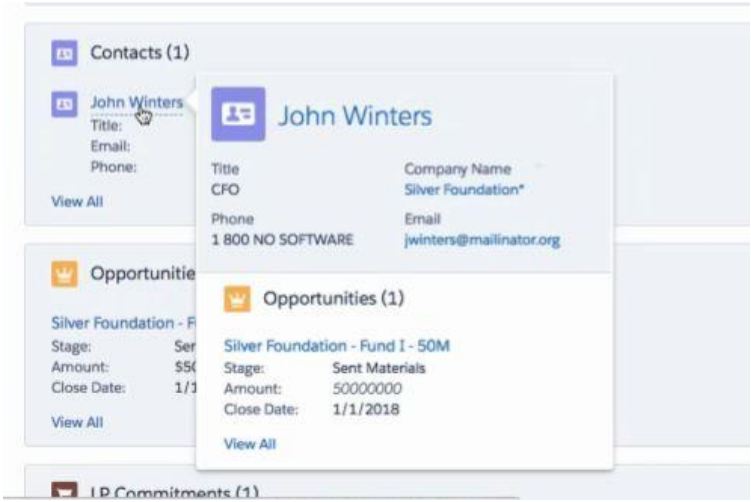


Jean Hogan
jhogan@nexgenconsultants.com

Although you have 3 different types of companies listed in one tab, Salesforce.com makes it very easy to segment your data so you only see the types of accounts that you want to see. For instance, if you are on the Companies tab select a view called "All Portfolio Companies", you see only the Portfolio Companies that are listed in your database and can sort the data by any column.



Regardless of what type of company you are on you have the ability to track all contacts. You can have multiple contacts per company.

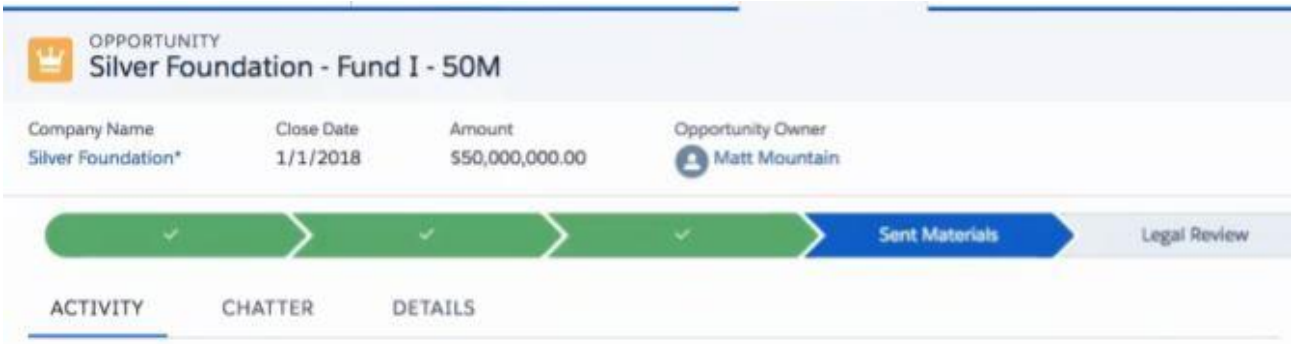


Activity Tracking – It is critical for PE/VC firms to track all activities with contacts, companies, fund raising activities, etc. and to share this with other members of their firm. Activities are a core function of Salesforce and are broken into two categories:

- **Tasks** - These are activities that you want to complete but are not a scheduled meeting with a scheduled day and time. They usually have a date associated with them (I need to call Jim next Tuesday) but would not show up on your calendar.
- **Events** – These are activities that show up on your calendar. These may be scheduled in Outlook or Gmail and these can be synchronized with Salesforce.com so when they get added to Salesforce or your email system, they show up in the other system.

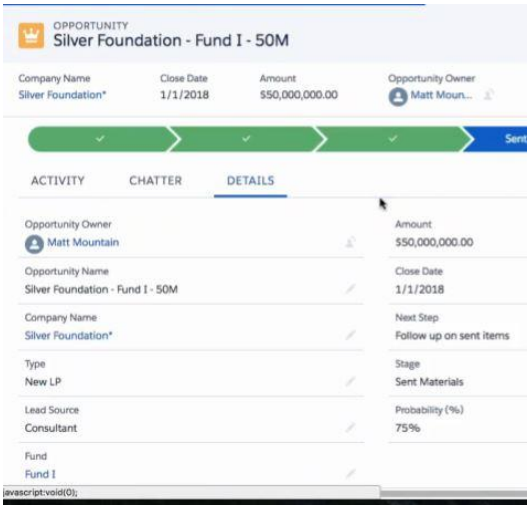
Jean Hogan
jhogan@nexgenconsultants.com

Fund Raising – As your organization looks to raise money for a fund and you want to track your fund raising pipeline, you would use the Opportunity tab. This tab is used to associate LPs to a fund. Because you might have LPs that invest in multiple funds or have multiple investors in one fund, this tab provides those relationships and makes the reporting of this much easier. If you would prefer, we can change the name of the tab and all associated fields from "Opportunity" to "Fund Raising" or whatever name you would prefer. Additionally, if there are fields that you want added, modified or removed from this page, that is something that can easily be done. Here is a picture of the standard Opportunity page layout.



Tracking your Funds – Salesforce.com has a tab called Funds that, while it does not track a lot of data on the fund record, has a number of related lists that associate data to the fund. The following related lists can be displayed on the page.

LP Commitments are funds that are committed.
LP Opportunities are the Fund Raising Records described above.
Deals are where you are looking to invest the money from the fund in Portfolio companies
Fund Quarterly Reports allows you to capture information for each Fund's Quarterly report.
Capital Calls – Track Capital Calls by Fund and Deal.



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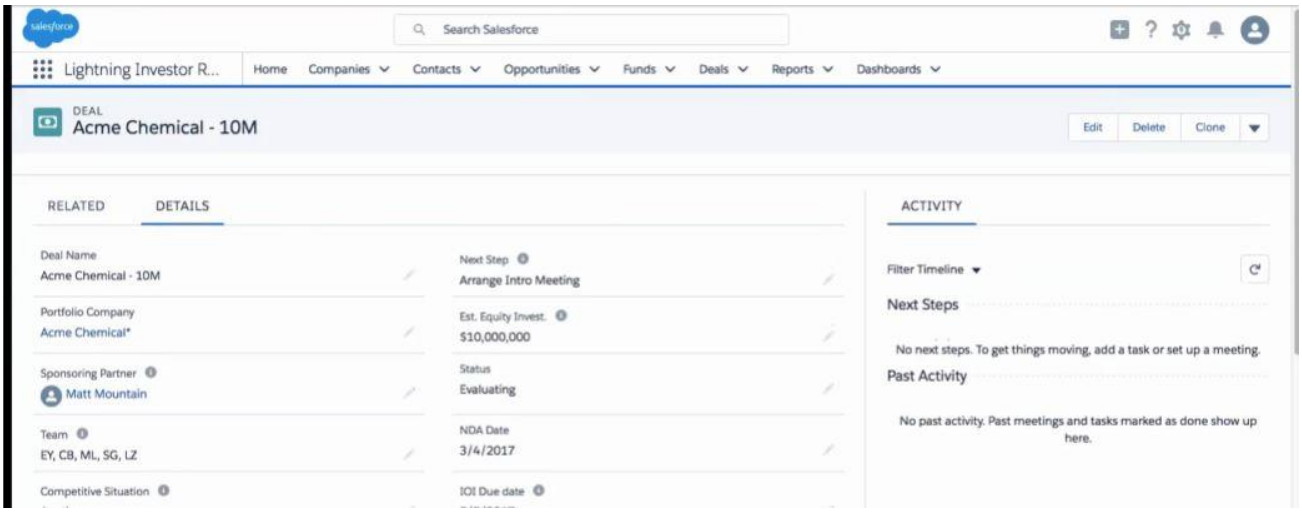
Should you not want to utilize the Quarterly Reports and Capital Calls feature in Salesforce, we would simply remove them so they would not be visible. Again, this is a very quick change that we can make.

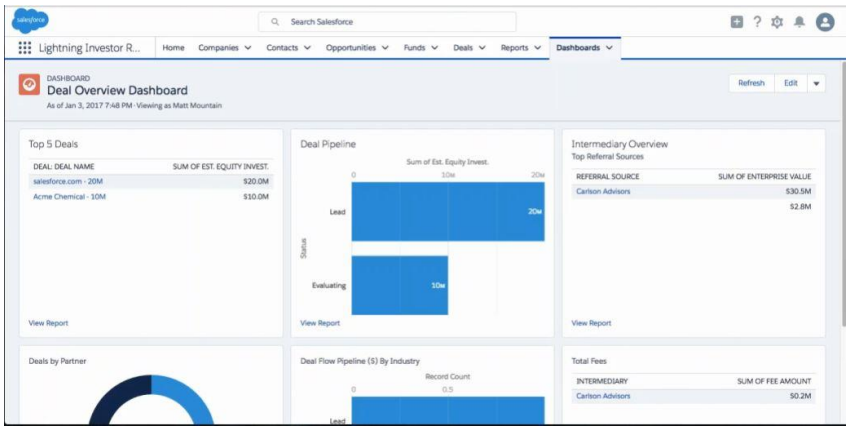
Deal Tracking – This tab allows you to track the deals that you are looking at and as you will see in the picture below, you are associating each Deal record to both a portfolio company and a fund. You most likely will have multiple Deal records per fund and this is where they are tracked. There is a related list for Fees that lists the fees they would earn for this.



Reporting and Dashboards – Any data in Salesforce can be reported on and most organizations take advantage of both the Report and Dashboard tabs. Starting with the Dashboard tab, there are two Dashboards that are pre-built for you. Each of these dashboards contains standard reporting however all of these reports can be modified to meet your needs.

Additionally, if you need a new report that is not pre-built, that is something that can easily be done. The two dashboards are:

- Deal Overview – see below for a picture of the default dashboard
- Fund Raising



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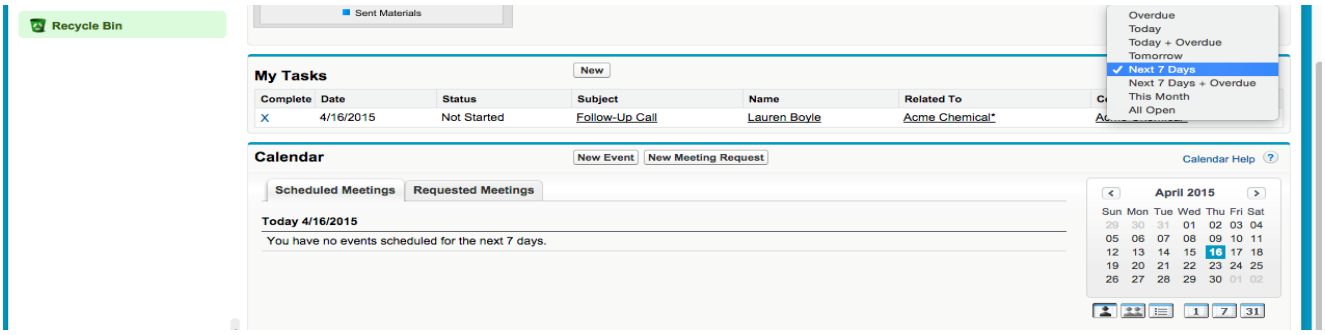
<u>The Home Tab</u> – the Home Tab where information can be centralized. All of your tasks and events (across any tab) are centralized on the home tab and it makes it very easy to see everything that needs to be done. There are also a number of pre-built views (overdue tasks, all open tasks, tasks due in next 7 days, etc.) to make it easy to see a subset of your tasks.



You also have the ability to view a subset of your entire dashboard on the Home tab and across every tab; you have a collapsible sidebar (on the left) that contains a section called Recent Items.

Click HERE to view a video demonstration of this template

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