

iLEVEL Platform Helps ff Venture Capital Go Beyond Standard Metrics

ff Venture Capital is a seed- and early-stage technology venture capital firm investing in key growth areas like cybersecurity, artificial intelligence, machine learning, drones, enterprise cloud software and crowdfunding. To learn more, visit ffvc.com.

Challenge

Data quality: Because of their hands-on approach to investing, ff Venture Capital (ffVC) needed to go beyond financial-statement data and access diverse data sets that enable them to ask smart questions of their portfolio companies.

Data collection: ffVC has close to 100 companies in their portfolio, and their deep level of involvement with each company required the collection, aggregation and parsing of detailed financials on a regular cadence.

Data utility: With data arriving irregularly and being stored in a variety of locations and formats, gaining a complete and detailed view of the firm's portfolio financials and individual company performance is challenging.

Reporting: Communicating actionable, data-driven insights to internal and external audiences is critical, but keeping up with reporting demands and requirements can be hugely time consuming.

Solution

→ iLEVEL provides qualitative metrics and KPIs that are specific to each company and its industry type.

→ iLEVEL streamlines the process for collecting data from their portfolio companies on a regular basis.

→ iLEVEL creates a single source of truth that's accessible and actionable in real time on mobile, tablet and web portal.

→ iLEVEL generates a range of reports including LP presentations, portfolio-company insights and auditor and evaluator submissions.

Result

Within three months, the iLEVEL implementation team had customized a platform that consolidated historical data for ffVC's portfolio companies and captured the metrics and data points the firm needed on an ongoing basis.

The firm now has a means of collecting and using a wide range of qualitative metrics and KPIs, which supports their pro-active approach to investment and value creation.

"iLEVEL has alleviated one of our major pain points—collecting, aggregating and parsing financials on a regular cadence," explains Alex Katz, Partner and CFO of ffVC. "It's helped us make the data accessible and actionable in real time across multiple platforms, so that we can see when companies are lagging or excelling, take action and provide effective counsel."

"Each venture capital fund looks at different metrics and sets different KPIs based on their portfolio. iLEVEL's ability to meet our needs and tailor the experience was unmatched."

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