



OCTOBER 2023

PRODUCT PAPER

# Powering Private Market Funds

# About Vestlane

- Vestlane is a cloud-based **platform** to accelerate **investor onboarding** of **investment funds** and **ensure compliance**.
- Vestlane replaces the onerous PDF and paper based manual subscription process with a **fully digital solution**.
- Vestlane lets managers collect **legally binding subscription agreements** and meet **regulatory and money laundering obligations** with ease.
- By now **over 130+ funds** have raised capital from over **5000+** high net worth individuals and institutional **investors** via Vestlane.
- Investors can **import** their data into new funds with a **single click**. That allows **successful fund subscriptions in minutes instead of weeks**.



Don't take our word for it.



130+

ACTIVE FUNDS

5.000+

INVESTOR PROFILES



# Elevating the Fundraising Experience



## Fundraising & Data Room



- Provide marketing materials to investors
- Measure engagement
- Focus on the investors most likely to commit



## Investor Onboarding



- Collect legally binding commitments via eSignatures
- Track amount of capital raised in real-time
- Intelligent questionnaires investor & built-in help for fast conversion
- AML-compliant KYC & AML verification



## Governance & Data Room



- Distribute financial reports & communication
- Provide shareholder meeting notes and resolutions
- Ongoing KYC/AML monitoring (PEP, Adverse Media, Sanctions)



## Capital Calls & Distributions

Coming Soon

- Create and manage capital calls & distributions
- Track successful wire transfer
- Send reminders to investors



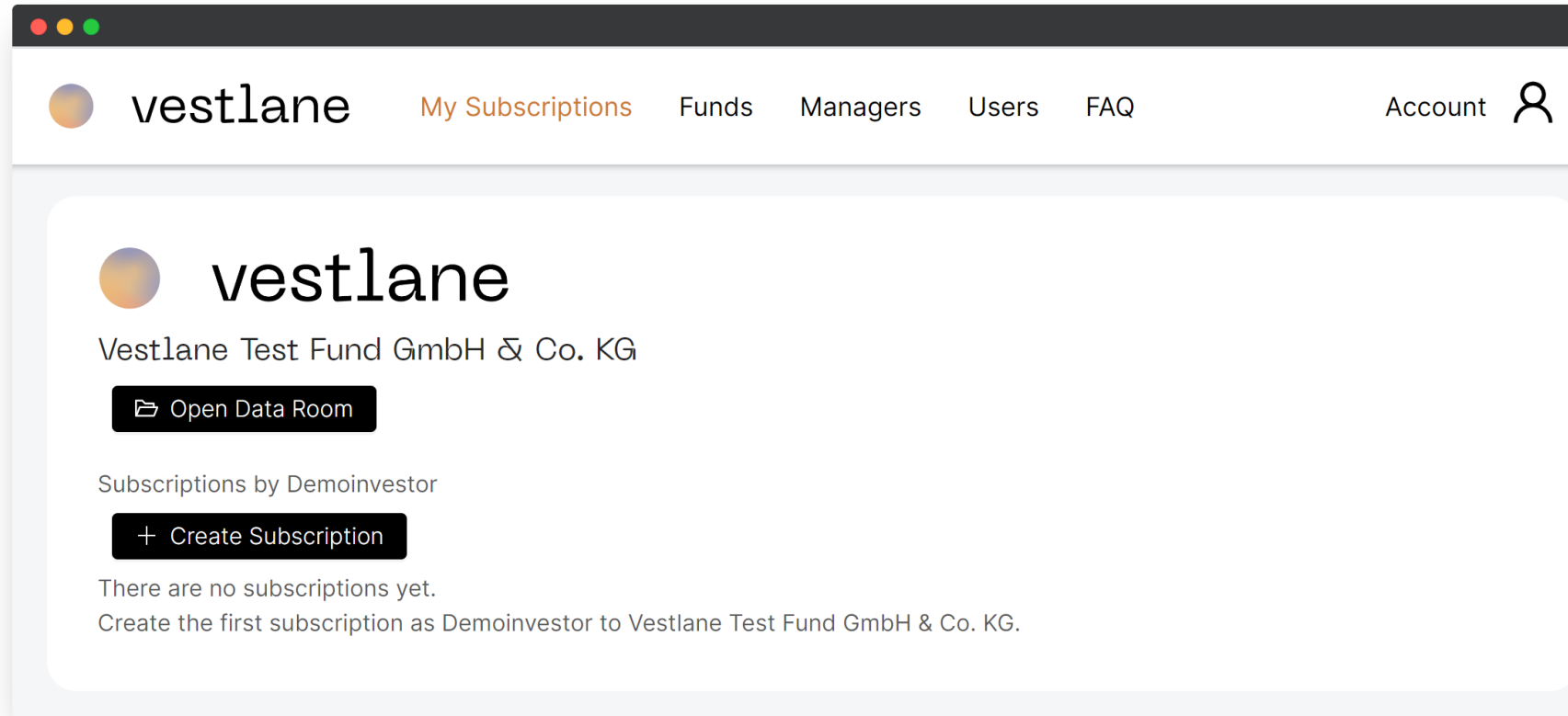
Fundraising & Data Room – all in one place



**Data room and subscription** process in **one place**



Investors can move seamlessly **from marketing to onboarding**, starting their **investment process autonomously**





# Fundraising & Data Room – Easy-to-use



Measure engagement and **log views & downloads**



Provide shareholder **resolutions', reports** and more



**Send data room updates** in a second

The screenshot shows the vestlane web application interface. At the top, there is a navigation bar with the vestlane logo and links for 'My Subscriptions', 'Funds', 'Managers', 'Users', 'FAQ', and 'Account'. Below the navigation bar, there are tabs for 'Subscriptions (2)', 'Investors (2)', 'Data Room' (which is selected), and 'Archived files'. Under the 'Data Room' tab, there are three buttons: '+ Create Folder', 'Download all', and 'Send data room updates'. The main content area is a table with the following structure:

Name	Last change	Actions
<input type="checkbox"/> 01 Fact Sheet	Dec 6, 2022, 2:31:47 PM	+ Files   + Sub-folder   Edit
<input type="checkbox"/> 02 Pitch Deck	Dec 6, 2022, 2:31:54 PM	+ Files   + Sub-folder   Edit
<input type="checkbox"/> 03 Track Record	Dec 6, 2022, 2:31:59 PM	+ Files   + Sub-folder   Edit
<input type="checkbox"/> 04 Term Sheet	Dec 6, 2022, 2:32:05 PM	+ Files   + Sub-folder   Edit
<input type="checkbox"/> Term Sheet	Dec 6, 2022, 2:32:15 PM	View   Download   Edit   Log



# Investor Onboarding – The Subscription Process



**Reduced complexity** through conditional questions & built-in help



Fully digital **KYC & AML** identification and verification



**Digital** and guided fill out of **FATCA forms** (IRS W8/W9)



**Sign** subscription documents electronically

(Qualified Electronic Signatures according to European eIDAS regulation)

The screenshot shows the vestlane web application interface. At the top, there is a navigation bar with the vestlane logo, menu items (My Subscriptions, Funds, Managers, Users, FAQ), and an Account link. Below the navigation bar, the breadcrumb trail reads "My Subscriptions / Vestlane Test Fund GmbH & Co. KG | Subscription 14". The main content area displays the subscription details for "Vestlane Test Fund GmbH & Co. KG | Subscription 14" and indicates the user is investing as an "Entity". A progress bar at the top of the form shows steps: Fill, Review, Download, Sign & Send, and Done. The "Review" step is currently active. The form is divided into sections: "General" and "Investor Data". Under "General", there is a "Subscription" section with fields for "Amount of subscription (EUR)" (3 000 000 €) and "Type of subscription" (Direct selected, Indirect via Trust UG). A link "What is the difference" is provided. Under "Investor Data", there is a section for "Investing as Entity" with fields for "Country of incorporation" (Country of incorporation) and "Entity name" (Investor GmbH).

## Setup

Import Data & Accompanying Doc.

### General

Please complete

### Signatories

Please complete

### Anti-Money Laundering

Please complete

### Investor Qualification

Please complete

### FATCA/CRS

Please complete

### U.S. Parts

Please complete

## General

### Subscription

\* Amount of subscription (EUR) 3 000 000 €

\* Type of subscription  Direct  Indirect via Trust UG

[What is the difference](#)

### Investor Data

Investing as Entity

\* Country of incorporation Country of incorporation

\* Entity name Investor GmbH



# Investor Onboarding – The Subscription Process



Investors can **import data** from their previous investments to **dramatically save time** and frustration



Identity **wallet** for recycling of **electronic verifications** and qualified electronic signatures



Higher investor satisfaction and **faster conversion**

- Record: 5-Minute-Subscription



**Worldwide AML-compliant video identification** for investors from over **190 countries**

The screenshot shows the vestlane web application interface. At the top, there is a navigation bar with the vestlane logo and links for 'My Subscriptions', 'Funds', 'Managers', 'Users', and 'FAQ'. Below this, the breadcrumb trail reads 'My Subscriptions / Vestlane Test Fund GmbH & Co. KG | Subscription 14'. The main heading is 'Vestlane Test Fund GmbH & Co. KG | Subscription 14' with the subtext 'Investing as: Entity'. A horizontal action bar contains 'Fill', 'Review', and 'Download' buttons. On the left, a dark sidebar lists verification steps: 'Setup Import Data & Accompanying Doc.', 'General Please complete', 'Signatories Please complete', 'Anti-Money Laundering Please complete', 'Investor Qualification Please complete', and 'FATCA/CRS'. The main content area is titled 'Setup subscription' and features a section 'Import data from previous subscription'. This section includes a text block explaining that users can recycle data from previous subscriptions and a dropdown menu labeled 'Click to select previous subscription data'. The dropdown menu is open, showing a list of previous subscriptions with columns for Demo ID, Fund Name, Investor Type, and Subscription Status (all marked as 'Incomplete').





# Investor Onboarding – The Manager View



Transparent **real-time tracking** of fundraising **progress**



Collect **signed & legally binding subscription** agreements



**Investor queries at a glance**



Pre-fill subscription data for investors to **provide concierge service**



Start immediately **without configuration or implementation** and **compliant** out-of-the-box



**Export** all data for further use

The screenshot shows the vestlane web application interface. At the top, there is a navigation bar with the vestlane logo and links for "My Subscriptions", "Funds", "Managers", "Users", and "FAQ". Below the navigation bar, the breadcrumb "Funds / Vestlane Test Fund GmbH & Co. KG" is visible. The main heading is "Vestlane Test Fund GmbH & Co. KG". Below the heading, there are four action buttons: "Edit", "Details", "Export", and "Send me daily activity digest". The interface is divided into four columns:

- Onboarding status:** Shows "Subscriptions signed 8 / 84" and "Amount signed 3,755,673 / 5,609,456,215 €".
- Accompanying Documents:** Lists documents such as "SFDR Disclosures.pdf", "Tax Considerations.pdf", "Risk Factors.pdf", "PRIIPs KID.pdf", and "LPA.pdf" with their respective dates and times.
- Reviews requested (91):** Lists reviews for "Demoinvestor FATCA/CRS – Signatories", "Demoinvestor Anti-Money Laundering – General – Investor Qualification – Signatories", and "Elena und Luise GmbH General".
- Messages:** Shows "No new messages" and a "View all" link.



# Investor Onboarding – The Manager View



## LP tracking and reminders -

Follow along live, review responses and request revisions.



**Increase efficiency:** Leverage a consolidated and collaborative view of your fundraising status.



## Clear and trackable communication with all parties.

Assign sections to your lawyers, admin and other service providers and collaborate in real time.



**Full audit trails** - Show changes to documents, significant events, review status, time of occurrence, the action performed, who, performed by, and more.

Investor	Amount	Status	Qualification Confirmation	Power of Attorney	Signatures	General	Signatories	Anti-Money Laundering	Investor Qualification (DE)	FATCA/CRS	Investor Classification (US)
Test Sylwia – Sylwia II Luszczyk Subs. 10 Individual		Sign		<input type="checkbox"/>	<input checked="" type="checkbox"/>	✓	✓	✓	✓	✓	
Alpha – Investor GmbH Entity	567,567	Sign	<input type="checkbox"/>	<input type="checkbox"/>	0 / 1	✓	✓	✓	✓	✓	?
Alpha – ABC GmbH Subs. 2 Entity		Done			0 / 1	X	✓	X	?	?	
Demoinvestor – Etiene Ltd. Subs. 5 Entity	433,443	Review				?	?	?	?	?	
Eliana Nowak – berlin berlin GmbH Entity	2,500,000	Download				✓	✓	✓	✓	✓	
Demoinvestor – Test GmbH Subs. 4 Entity	33,333,322	Review				?	?	?	?	?	
Demoinvestor VCL – Eliana Test GmbH Entity	4,545,366	Sign			0 / 1	✓	✓	✓	✓	✓	
Test Alina – Alina GmbH Entity	1,000,000	Done	<input type="checkbox"/>	<input type="checkbox"/>	0 / 1	✓	✓	✓	✓	✓	✓



# Investor onboarding: Your competitive advantage



**Vestlane workflows help you close your fund faster and at reduced cost.**



## **Close capital faster**

Investors complete subscriptions in <60 minutes on average and fill them out correctly 80%+ of the time. Repeat investors only take 5-10 minutes. With simple workflows and total transparency into the process, you can close the funds faster and get back to value creation instead.



## **Save legal and advisor fees**

Historically, only 20% of subscription documents are considered in-good-order when they're initially submitted. It's 80%+ on Vestlane, and revisions and checks can be performed much faster: Meaning fewer billable hours and no expensive mistakes.



## **Single Source of Truth**

Automated data updates from multiple data sources and connected to trade registers and money laundering databases help you always have the most accurate and up to date data set of your investors



## **Improve LP experience**

Months or years are spent to convince LPs to join or return, why introduce friction at the finish line?

# Contact



**CHARLES COLLET**

If you have any questions or, if I can help you in any other way, please get in touch.

**EMAIL**     [charles@vestlane.com](mailto:charles@vestlane.com)

**WEB**        <https://www.vestlane.com>