

FORTUNE VCF

A CRM App for Venture Capital

Team members :

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1. INTRODUCTION

1.1 Overview

The Salesforce CRM App for Venture Capital is a cutting-edge application built using the Salesforce Lightning App Builder. This project aims to provide venture capital firms with a specialized solution to optimize their investment process. With a comprehensive suite of features, the app can empower a VC firm to streamline operations, make data-driven decisions, and stay connected in a fast-paced industry. By leveraging the power of Salesforce, the app offers a tailored and efficient solution for venture capital professionals to enhance their productivity and drive success.

1.2 Purpose

The purpose of the Salesforce CRM App for Venture Capital is to furnish venture capital firms with a bespoke and sophisticated solution, crafted utilizing the advanced Salesforce Lightning App Builder. This project aims to optimize the investment process by offering an array of comprehensive functionalities, encompassing deal pipeline management, investor relationship management, investment due diligence, portfolio monitoring, reporting and analytics, collaboration tools, and mobile accessibility. By harnessing the power of Salesforce, this application endeavors to empower venture capital professionals to streamline operations, make informed decisions based on data-driven insights, and foster seamless connectivity in the dynamic landscape of the industry.

2. LITERATURE SURVEY

A comprehensive literature survey was conducted to gain insights into the existing problems faced by venture capital firms in their investment process. This review revealed several key challenges that hinder the efficiency and effectiveness of venture capital operations.

2.1 Existing problems

- **Fragmented Data Management:** Venture capital firms often struggle with managing fragmented data sources, including multiple spreadsheets, emails, and documents. This leads to inefficiencies, data inconsistencies, and difficulties in tracking and analyzing information.
- **Limited Visibility and Tracking:** The lack of a centralized system results in limited visibility into the deal pipeline, investor interactions, and portfolio performance. This hampers effective decision-making, as it becomes challenging to identify trends, monitor progress, and assess investment risks.

- **Manual and Time-Consuming Processes:** Many venture capital firms rely on manual processes for tasks such as deal screening, due diligence, and portfolio monitoring. This manual approach is labor-intensive, time-consuming, and prone to human errors, leading to delays and inefficiencies.
- **Inefficient Collaboration and Communication:** Communication and collaboration among team members, investors, and portfolio companies are often hindered by disjointed communication channels and lack of a centralized platform. This can result in miscommunication, delays, and missed opportunities.
- **Limited Reporting and Analytics Capabilities:** Without robust reporting and analytics tools, venture capital firms face challenges in tracking key performance indicators, generating meaningful insights, and presenting data in a comprehensive manner. This restricts their ability to make data-driven decisions and communicate the value of their investments.
- **Lack of Mobile Accessibility:** In an increasingly mobile-driven world, the absence of mobile accessibility restricts venture capital professionals from accessing critical information and collaborating on the go. This can hinder productivity and responsiveness.

2.2 Proposed solution

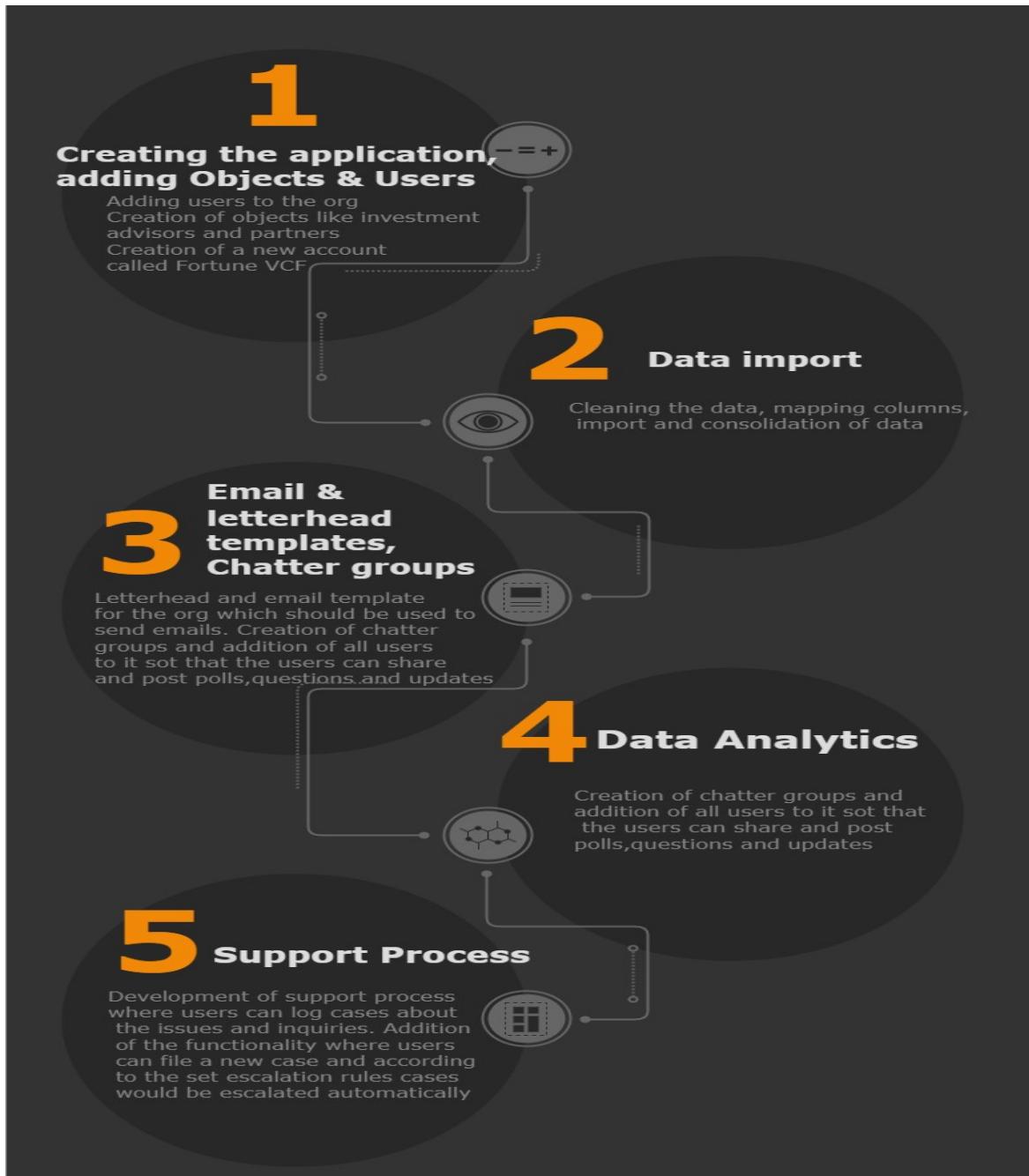
The proposed solution for addressing the existing problems faced by venture capital firms is the development of a custom CRM application utilizing the powerful Salesforce Lightning App Builder. This solution leverages the rich features of the Lightning platform, including customizable dashboards and reports, to provide a comprehensive and tailored solution for venture capital firms. The key elements of the proposed solution include:

- **Centralized Data Management:** The CRM application will offer a centralized database, enabling venture capital firms to consolidate and manage all their data in one place. This eliminates the fragmentation of data sources and ensures consistent and accurate information across the organization.
- **Enhanced Visibility and Tracking:** The application will provide real-time visibility into the deal pipeline, investor interactions, and portfolio performance through interactive dashboards and reports. This empowers venture capital professionals to track and monitor progress, identify trends, and make informed investment decisions.
- **Automated Processes:** The solution will automate manual and time-consuming processes such as deal screening, due diligence, and portfolio monitoring. Workflow automation and predefined templates will streamline these processes, saving time and reducing errors.
- **Seamless Collaboration and Communication:** The CRM application will offer integrated collaboration and communication tools, facilitating seamless interaction among team members, investors, and portfolio companies. Features like shared calendars,

task management, and messaging will enhance collaboration and ensure effective communication.

- **Advanced Reporting and Analytics:** Leveraging the capabilities of Salesforce Lightning App Builder, the CRM application will provide advanced reporting and analytics functionalities. Customizable dashboards and reports will enable venture capital firms to analyze key performance indicators, generate meaningful insights, and present data in a visually appealing and comprehensive manner.

3. FLOWCHART



4. RESULT

Final findings (Output) of the project along with screenshots.

- **Creation of objects**

The screenshot shows two separate 'Recently Viewed' lists in the Salesforce interface. The top list, titled 'Investment Advisors', contains 14 items. The bottom list, titled 'Partners', contains 21 items. Both lists include a checkbox column and a search bar at the top. The interface has a standard blue header with navigation links like 'Investment Advisors', 'Reports', 'Dashboards', and 'Partners'.

Investment Advisors Recently Viewed

- 1 Rajan Anandan
- 2 Amrut Rajkarne
- 3 Gian Adithya
- 4 Shanya Wang
- 5 Tejeshwi Sharma
- 6 Johan Surani
- 7 Navendu Sharma
- 8 Prachi Pawar
- 9 Aakash Kapoor
- 10 Prasanna Rengarajan
- 11 Suraj Agarwal
- 12 Rachit Gupta
- 13 Anni Cai
- 14 Chinmaya Golecha

Partners Recently Viewed

- 1 Bill Coughran
- 2 Alfred Lin
- 3 Lauren Reeder
- 4 Jess Lee
- 5 Josephine Chen
- 6 Stephanie Zhan
- 7 Sonya Huang
- 8 Michael Dixon
- 9 Jim Goetz
- 10 Bryan Schreier
- 11 Bogomil Balkansky
- 12 Carl Eschenbach
- 13 Luciana Lixandru
- 14 George Robson
- 15 Divyansh Gupta
- 16 Andrew Reed

- **Adding users to the org**

The screenshot shows the 'User Edit' page for a user named 'Ananya Singh'. The page is divided into sections: 'General Information' (containing fields like First Name, Last Name, Email, etc.) and 'Profile' (containing Role, User License, Profile, Active status, and various user types). The 'Profile' section includes dropdown menus for Data.com User Type, Data.com Monthly Addition Limit, Accessibility Mode (Classic Only), and High-Contrast Palette on Charts. The interface has a light blue header with 'SETUP' and 'Users'.

User Edit
Ananya Singh

General Information

First Name	Ananya
Last Name	Singh
Alias	Easing
Email	varun4916@gmail.com
Username	varun4916@gmail.com
Nickname	ASingh
Title	Customer Support Rep
Company	
Department	Customer Support
Division	

Role: Customer Support, International
User License: Salesforce Platform
Profile: Standard Platform User
Active: checked

Data.com User Type: --None--
Data.com Monthly Addition Limit: 300
Accessibility Mode (Classic Only)
High-Contrast Palette on Charts

- Creation of a new account called Fortune VCF

- Creation of chatter groups and addition of all users to it so that the users can share and post polls,questions and updates

Sort by: Most Recent Activity

Share an update... Share

Varun Jindal 1 July 2023 at 11:45 am

How effective is our performance in managing customer support inquiries? Are we meeting the expectations and requirements of our customers? Assessing our ability to handle customer concerns and provide satisfactory resolutions.

Yes (1) 100%
No (0) 0%

Change vote Refresh

Like Comment Seen by 1

Write a comment...

Varun Jindal 1 July 2023 at 11:42 am

Join the Fortune VCF Customer Support group to exchange ideas on improving efficiency and workflow for handling customer cases. Let's collaborate for better customer service!

Like Comment Seen by 1

Varun Jindal 2 days ago

Great initiative! Looking forward to sharing and implementing ideas that will enhance customer support at Fortune VCF. Together, we can provide even better service and satisfaction to our valued customers.

Like

Write a comment...

Manage Members
Search People... View More

Membership Requests (0)

Members (3+)
Kishan Chukka, Varun Jindal, Aditya Krishna
View All

Files (0)
Upload Files Or drop files

Records (0)

- **Development of a support process where users can log cases about the issues and inquiries**

Setup Home Object Manager

Support Processes

Support Process Edit
Investment Payout Help for this Page

Enter a new name for the Support Process and click Save.

Support Process * = Required information

Existing Support Process	Investment Payout
Description	Process for Investment payout support
Active	<input checked="" type="checkbox"/>

Save Cancel

Setup Home Object Manager

support

- Feature Settings
- Service
- Support Processes**
- Support Settings

Didn't find what you're looking for?
Try using Global Search.

SETUP Support Processes

Investment Support

Enter a new name for the Support Process and click Save.

Support Process

Existing Support Process	Investment Support
Description	Process for investment support
Active	<input checked="" type="checkbox"/>

Save Cancel

Setup Home Object Manager

Case

- Details
- Fields & Relationships
- Case Page Layouts
- Case Close Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types**
- Related Lookup Filters
- Search Layouts

144 VIEWS 0 COMMENTS 1 EDIT

Edit Record Type

Investment Support

Enter a new name for the selected record type and click Save.

Record Type

Record Type Label	Investment Support
Record Type Name	Investment_Support
Namespace Prefix	
Support Process	Investment Support
Description	
Active	<input checked="" type="checkbox"/>

Save Cancel

- Letterhead and email template for the org which should be used to send emails

Service Home Chatter Accounts Contacts Cases Reports Dashboards Investment Advisors Partners * Fortune VCF Customer Su... * General Customer Support

Enhanced Letterhead
General Customer Support

Description
Use this letterhead for all public facing communications if no specific Customer Support letterhead exists

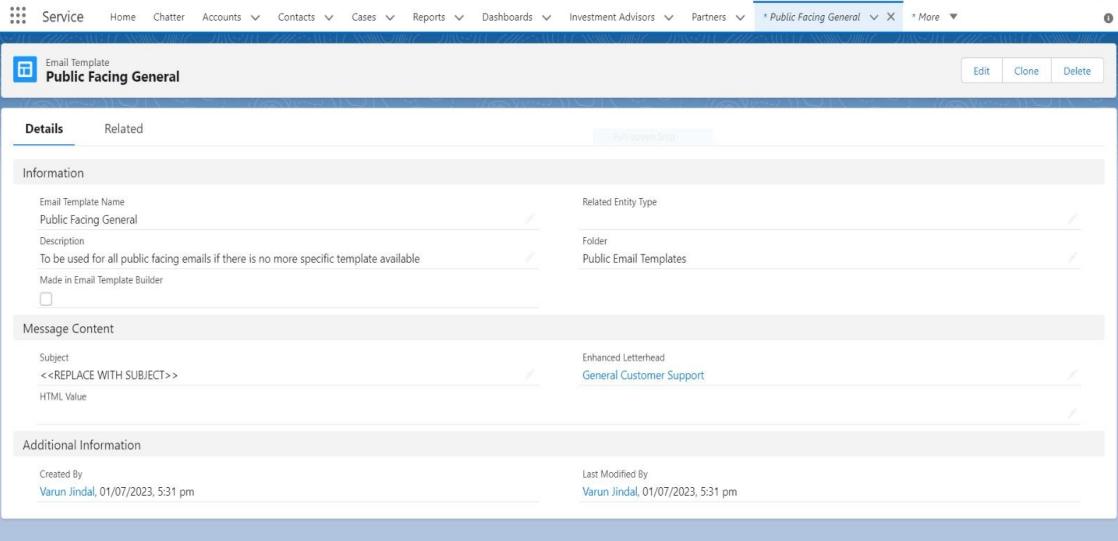
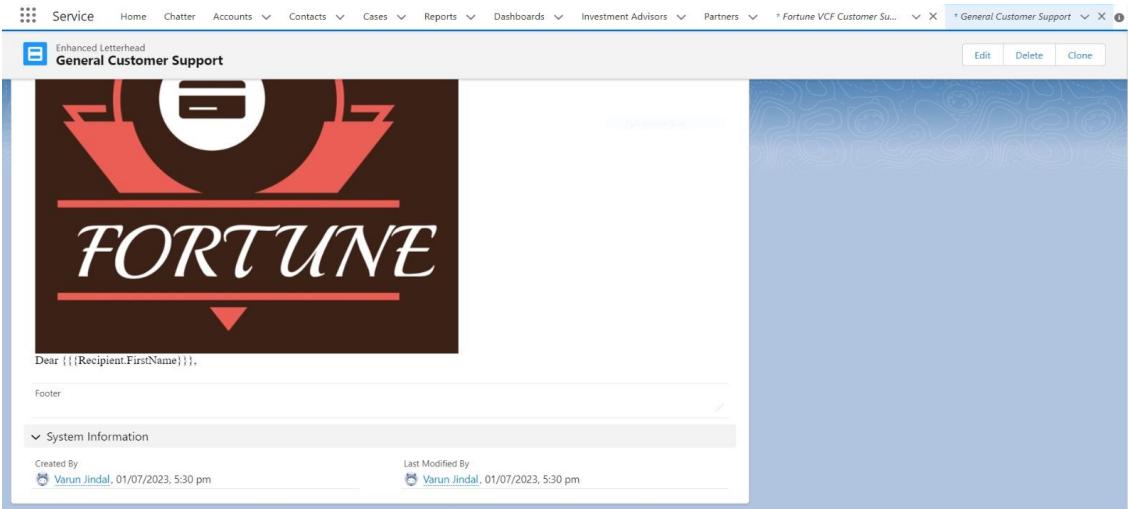
Details

Information

Name
General Customer Support

Letterhead Content

Header



- **Addition of the functionality where users can file a new case and according to the set escalation rules cases would be escalated automatically**

Cases										
3 items • Sorted by Date Opened • Updated a few seconds ago										
	Case	Contact Name	Subject	Priority	Date Op...	Status	Owner			
1	00001028	Aditya Krishna	Client issue not resolved about current status of SIP	Medium	01/07/2023, 5:53...	New	Customer Support Agents Fortune VCF			
2	00001027		Enquiry for mutual funds	High	01/07/2023, 5:28...	New	Varun Jindal			
3	00001026		Profit margin enquiry	Low	01/07/2023, 11:2...	Working	Varun Jindal			

Setup Home Object Manager

queue

Users Queues Environments Jobs Apex Flex Queue

Didn't find what you're looking for?
Try using Global Search.

Queues

Enter the name of the queue and the email address to use when sending notifications (for example, when a case has been put in the queue). The email address can be for an individual or a distribution list. When an object is assigned to a queue, only the queue members will be notified.

Label	Customer Support Agents F
Queue Name	Customer_Support_Agents
Queue Email	
Send Email to Members <input type="checkbox"/>	

Supported Objects

Select the objects you want to assign to this queue. Individual records for those objects can then be owned by this queue.

Available Objects	Selected Objects
Alternative Payment Method Authorization Form Authorization Form Consent Authorization Form Data Use Business Brand Change Request Communication Subscription Communication Subscription Channel Type Communication Subscription Consent Consumption Schedule Contact Point Consent Contact Point Type Consent Contact Request Credit Memo	Case

Queue Members

Setup Home Object Manager

queue

Users Queues Environments Jobs Apex Flex Queue

Didn't find what you're looking for?
Try using Global Search.

Queues

Communication Subscription Consent
Consumption Schedule
Contact Point Consent
Contact Point Type Consent
Contact Request
Credit Memo

Queue Members

To add members to this queue, select a type of member, then choose the group, role, or user from the "Available Members" and move them to the "Selected Members." If the sharing model for all objects in the Queue is Public Read/Write/Transfer, you do not need to assign users to the queue, as all users already have access to the records for those objects.

Search: Users for:	Find
Available Members	Selected Members
User: Ananya Singh User: Integration User User: Security User	Add Aditya Krishna Anamika Mittal Kishan Chukka Varun Jindal

Save Cancel

Setup Home Object Manager

esca

Feature Settings Service Escalation Rules Environments Monitoring Case Escalations

Didn't find what you're looking for?
Try using Global Search.

Case Escalation Rule Support

Add rule entries that specify the criteria used to escalate cases. You can reorder rule entries on this page after you create them.

Rule Detail

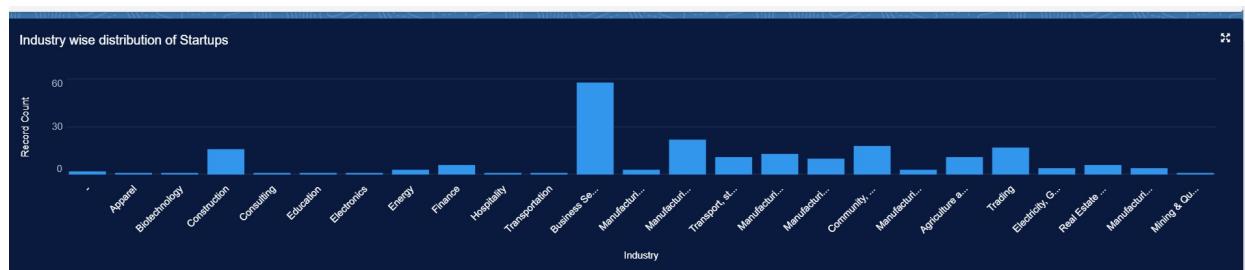
Rule Name	Support	Active <input checked="" type="checkbox"/>
Created By	Varun Jindal 01/07/2023, 5:44 pm	Modified By <input type="checkbox"/> Varun Jindal 01/07/2023, 5:45 pm

Rule Entries

Action	Order	Criteria	Rule Entries Help
Edit Del	1	Case: Case Reason EQUALS Performance	?

- Creation of reports and dashboards

Fortune VCF		Investment Advisors	Reports	Dashboards	Partners
Report: Accounts Startups in Tamil Nadu					
<input checked="" type="checkbox"/> Enable Field Editing <input type="button" value="Search"/>    					
Total Records					
14					
	Account Name	Billing State/Province	Type	Account ID	Industry
1	f126274-9590-49b2-bc23-b73c5a25e01a	Tamil Nadu	Company limited by Shares	0012t000000TYkFV	Manufacturing (Textiles)
2	2b3f1153-e263-4552-a66d-c2f4802290a2	Tamil Nadu	Company limited by Shares	0012t000000TYkFf	Business Services
3	dcf5f007-5001-493c-ba82-ad374e716ee3	Tamil Nadu	Company limited by Shares	0012t000000TYkG4	Agriculture and Allied Activities
4	966190f-7478-dd11-1f11-fc4eb08cce13	Tamil Nadu	Company limited by Shares	0012t000000TYkCx	Business Services
5	d238336c-ff4d-4ed3-b6ca-3ac8f62be073	Tamil Nadu	Company limited by Shares	0012t000000TYkDF	Business Services
6	73765d99-1416-4119-98c2-0245768e2e27	Tamil Nadu	Company limited by Shares	0012t000000TYkDI	Manufacturing (Machinery & Equipments)
7	b9d5a87-ba2c-4cc7-a5df-5eef3d364f42	Tamil Nadu	Company limited by Shares	0012t000000TYkDe	Trading
8	d84bbbaed-9e83-4abd-996de-114644892bd	Tamil Nadu	Company limited by Shares	0012t000000TYkEB	Trading
9	7e33e614-02e2-4aa2-909b-1aab759ec8ed	Tamil Nadu	Company limited by Shares	0012t000000TYKEQ	Real Estate and Renting
10	60fd5b95-d191-4cab-99bf-a8ac7fb444	Tamil Nadu	Company limited by Shares	0012t000000TYKER	Community, personal & Social Services
11	0ff0fa0c-5561-4ee9-89ef-d00151d60dc1	Tamil Nadu	Company limited by Shares	0012t000000TYKEU	Real Estate and Renting
12	46c531fe-dec7-414c-bd15-f052060dd48	Tamil Nadu	Company limited by Shares	0012t000000TYkEc	Business Services
13	8c91b2e5-bc30-4f9d-ab60-71254c7eb734	Tamil Nadu	Company limited by Shares	0012t000000TYkEw	Business Services
14	59719d49-914f-4c30-9d2d-ff530140ea4f	Tamil Nadu	Company limited by Shares	0012t000000TYkFj	Business Services



Startups in Delhi		
Annual Revenue-->	Industry	Account ID
₹50k	Business Services	0012t00000TYk0H
₹100k	Manufacturing (Machinery & Equipments)	0012t00000TYkFY
₹100k	Business Services	0012t00000TYkDC
₹100k	Electricity, Gas & Water companies	0012t00000TYkDX

Karnataka Startups		
Annual Rev-->	Industry	Account ID
₹100k	Business Services	0012t00000TYk0H
₹200k	Manufacturing (Machinery & Equipments)	0012t00000TYk0H
₹300k	Manufacturing (Metals & Chemicals, and product)	0012t00000TYk0H
₹300k	Manufacturing (Food stuffs)	0012t00000TYk0H

Startups in UP		
Annual Re-->	Industry	Account ID
-	Finance	0012t00000TYk0H
₹500k	Construction	0012t00000TYk0H
₹100k	Agriculture and Allied Activities	0012t00000TYk0H
₹2M	Trading	0012t00000TYk0H

5. ADVANTAGES & DISADVANTAGES

The advantages of the proposed solution include the following :

- **Centralized Data Management:** The CRM application offers a consolidated and centralized database, ensuring the integrity and accuracy of venture capital data.
- **Enhanced Visibility and Tracking:** Interactive dashboards and customizable reports provide real-time insights into the deal pipeline, investor interactions, and portfolio performance, enabling informed decision-making.
- **Streamlined Operations:** Automation of manual processes eliminates time-consuming tasks, reduces errors, and improves overall operational efficiency for venture capital firms.
- **Seamless Collaboration and Communication:** Integrated collaboration and communication tools facilitate seamless interaction among team members, investors, and portfolio companies, fostering efficient collaboration and effective communication.
- **Advanced Reporting and Analytics:** Customizable dashboards and robust analytics capabilities empower venture capital firms to analyze key performance indicators, generate valuable insights, and present data in a comprehensive manner.

The disadvantages of the proposed solution include the following :

- **Learning Curve:** As the solution is built using the Salesforce Lightning App Builder, there may be a learning curve for venture capital professionals who are not familiar with the platform.
- **Implementation and Customization:** Depending on the specific requirements of the venture capital firm, the implementation and customization of the CRM application may require additional time, effort, and resources.
- **Cost:** The use of Salesforce Lightning App Builder and associated licenses may involve costs, including implementation, customization, and subscription fees for real time implementation and further scalability.
- **Dependency on Salesforce Platform:** The solution relies on the Salesforce platform, and any disruptions or issues with the platform could potentially impact the CRM application's functionality and availability.
- **Data Security:** Proper data security measures need to be implemented to ensure the protection and confidentiality of sensitive venture capital data stored in the CRM application.
- **User Adoption:** Venture capital professionals may require training and support to fully adopt and utilize the features of the CRM application effectively.

6. APPLICATIONS

- **Deal Flow Management:** The CRM application can streamline the process of managing and tracking the flow of investment opportunities. It helps venture capital firms efficiently assess, evaluate, and track potential deals, ensuring timely decision-making and effective allocation of resources.
- **Investor Relationship Management:** The solution enables venture capital firms to manage their relationships with investors effectively. It provides a centralized database to store investor information, track interactions, manage fundraising activities, and maintain investor satisfaction.
- **Due Diligence Process:** The CRM application simplifies and enhances the due diligence process for venture capital firms. It allows for the creation of customized due diligence checklists, facilitates document management, and enables collaboration among team members, ensuring a thorough and efficient evaluation of potential investments.
- **Portfolio Monitoring and Management:** Venture capital firms can utilize the CRM solution to monitor and manage their portfolio of investments. It provides real-time visibility into portfolio performance, financial metrics, and key milestones, facilitating proactive decision-making and timely interventions.
- **Reporting and Analytics:** The CRM application offers robust reporting and analytics capabilities, enabling venture capital firms to generate comprehensive reports, analyze investment trends, track key performance indicators, and gain valuable insights into their overall business operations.
- **Communication and Collaboration:** The solution facilitates seamless communication and collaboration among venture capital professionals, investors, and portfolio companies. It offers integrated communication tools, shared calendars, task management, and document sharing capabilities, fostering effective collaboration and coordination.

These areas of application demonstrate the versatility and value of the CRM solution in streamlining various aspects of venture capital operations, ultimately contributing to improved efficiency, informed decision-making, and successful investment outcomes.

7. CONCLUSION

In conclusion, the proposed CRM solution for venture capital firms built using Salesforce Lightning App Builder offers numerous advantages and enhancements to streamline their operations and improve efficiency. Through centralized data management, enhanced visibility and tracking, streamlined operations, seamless collaboration and communication, advanced reporting and analytics, and mobile accessibility, the CRM application provides a comprehensive suite of tools to optimize the venture capital investment process. The literature survey and analysis of existing problems in venture capital operations have revealed key pain points such as fragmented data, inefficient processes, and limited visibility. The proposed solution addresses these challenges by offering a centralized database, automation of manual tasks, real-time insights, and seamless collaboration.

It's important to consider the limitations and potential disadvantages of the solution, such as the initial implementation and customization efforts, integration complexities, and the need for ongoing maintenance and support. Additionally, the effectiveness of the solution may vary based on the specific requirements and customization for each venture capital firm.

To further enhance the solution in the future, considerations can be made for integrating advanced technologies like AI and machine learning, integration with external data sources, implementing investor reporting portals, social media monitoring, fundraising management, integration with third-party tools, enhanced mobile experience, and blockchain integration. In conclusion, the proposed CRM solution offers significant benefits and enhancements for venture capital firms, empowering them to manage deal flow, investor relationships, due diligence processes, portfolio monitoring, reporting, and collaboration more effectively. By leveraging the power of Salesforce Lightning App Builder, venture capital firms can optimize their operations, improve decision-making, and achieve better investment outcomes in a competitive and evolving industry.

8. FUTURE SCOPE

Enhancements that can be made in the future to further improve the CRM solution for venture capital firms include:

- **Integration with External Data Sources:** Enhance the CRM solution by integrating it with external data sources such as financial databases, market research platforms, and news feeds. This integration would provide venture capital firms with access to real-time market data and industry insights, enabling more informed investment strategies.
- **Investor Reporting Portal:** Develop an investor reporting portal within the CRM application to provide investors with secure access to their portfolio information, performance reports, and updates. This self-service portal would enhance transparency, communication, and investor satisfaction.

- **Social Media Monitoring:** Incorporate social media monitoring tools into the CRM application to track industry trends, identify potential investment opportunities, and gain insights into investor sentiment. This would help venture capital firms stay updated and adapt their investment strategies accordingly.
- **Fundraising Management:** Expand the CRM solution to include comprehensive fundraising management capabilities. This would enable venture capital firms to track fundraising activities, manage investor communications, and streamline the process of raising new funds.

These enhancements would further empower venture capital firms, streamline their operations, and enable them to stay ahead in a rapidly evolving industry.

9. BIBLIOGRAPHY

- Feld, Brad, and Jason Mendelson. "Venture Deals: Be Smarter Than Your Lawyer and Venture Capitalist." John Wiley & Sons, 2016.
- **Salesforce Developer Documentation:** Salesforce provides comprehensive documentation on their website, covering various aspects of Salesforce Lightning App Builder and CRM solutions. You can refer to their official documentation for detailed information.
- **Trailhead:** Salesforce's interactive learning platform, Trailhead, offers modules and trails related to CRM solutions and Salesforce development. It can be a valuable resource for learning about Salesforce Lightning App Builder and its capabilities.
- **PitchBook:** PitchBook is a leading financial data and technology provider specializing in the private capital market. They offer reports, research, and insights on venture capital trends, deal activity, and industry analysis.
- **CB Insights:** CB Insights is a market intelligence platform that provides data-driven insights, analysis, and research on venture capital, startups, and emerging technologies. They offer reports and articles on industry trends and investment analysis.
- **Crunchbase:** Crunchbase is a platform for discovering information about companies, startups, and investors. It provides data on funding rounds, investors, and industry trends, making it a valuable resource for venture capital research.
- **Harvard Business Review:** The Harvard Business Review publishes articles, case studies, and research papers on various business topics, including venture capital, CRM, and technology trends. Their publications often offer valuable insights and analysis.
- **Online Forums:** Online forums like Quora and Reddit have dedicated communities discussing venture capital, CRM solutions, and Salesforce. These platforms can be a source of real-world experiences, advice, and recommendations from industry professionals.