Doorway

Frequently Asked Questions

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General Information

Company Name: Dorway Ltd
Headquarters: London, UK
Year Founded: 2025
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Product Overview

1. Please provide a brief overview of Doorway's products and services.

   Doorway is a machine learning platform built specifically for financial institutions to better understand and serve their clients. While firms have invested heavily in CRMs, email platforms, and content portals, most still lack one crucial element: insight into what actually resonates. Doorway changes that. By tracking engagement with materials—whether it's a fund overview, a quarterly update, or a diligence packet—Doorway analyzes how each recipient interacts with what you've shared. Further, our machine learning models surface patterns across contacts, firms, and asset types, helping teams move from reactive follow-ups to predictive, data-informed relationship management.

   When you share via Doorway, we begin collecting real-time engagement data: who opened it, how long they spent, which sections they re-read, what they skipped. From there, the platform applies machine learning to identify which content types, structures, or topics drive the most engagement across different client segments. Over time, it learns which behaviors correlate with intent—whether that's likelihood to request a meeting, to allocate capital, or to drop off the radar.

   Doorway doesn't have to replace your CRM or marketing stack. It makes them smarter. Financial firms have long relied on relationships and reputation. We believe the next edge will come from intelligence—understanding not just who your clients are, but what actually moves them.

2. What are the primary use cases and customer success metrics for financial institutions?

Investor Engagement Analytics:
Financial institutions use Doorway to track how LPs, prospects, and clients interact with fund materials, investor updates, pitch decks, and due diligence packets. This helps teams understand which content drives attention, and which recipients are actively engaging vs. going cold.

Capital Formation & Fundraising Intelligence:
During a raise, Doorway helps capital formation teams prioritize outreach by identifying which investors are showing signals of intent—such as repeatedly revisiting a presentation or spending significant time on key performance pages.

Marketing Optimization:
Marketing teams use Doorway to test different messaging strategies (e.g., ESG themes, macro positioning, product focus) and analyze how different client segments respond. The platform identifies which narratives perform best across channels or investor types.

Relationship Prioritization & Retention:
By aggregating behavioral data across touchpoints, Doorway surfaces which relationships are trending upward or downward. IR and client services teams use these signals to proactively manage accounts—rather than waiting for silence or redemptions.

Compliance-Friendly Client Intelligence:
Because Doorway is document- and link-based, firms can gain behavioral insight without requiring clients to log into portals or adopt new platforms. All activity is tracked securely, with full audit logs to support compliance requirements.

Architecture & Infrastructure

3. Is Doorway a multi-tenant or single-tenant architecture?

   Doorway primarily operates as a multi-tenant platform. In keeping, data is logically isolated and encrypted to ensure security and confidentiality. This allows us to deliver centralized updates, standardized compliance controls, and consistent performance across clients while keeping documents and activity entirely segregated.

4. Where are your data centers located?

Our core database is stored with AWS in the EU and all subprocessors are based in the EU or US.

5. Which cloud provider(s) host Doorway services (if any)?

   Doorway is hosted on Amazon Web Services (AWS).

6. Does the platform support API integrations with third-party applications and internal systems?

   Yes, the platform supports API integrations with both third-party and internal systems. Doorway integrates with IAM (Identity and Access Management) and HRIS (Human Resources Information Systems) using the SCIM 2.0 protocol, which enables automated provisioning of employee data and role assignments directly into Doorway. This ensures seamless onboarding, offboarding, and permission management across directory services.

   Please see below for a list of our integrations:
   - Human Resources Information Systems (Workday)
   - Identity Access Management (Okta, Azure Entra ID)
   - Content Managers (Adobe DAM, Seismic, Box, Sharepoint, Diligent, & more)
   - CRMs (Salesforce, Hubspot, DealCloud, Affinity, Solitics, Backstop, & more)
   - AI Services (OpenAI)

Compliance & Regulatory

7. How does Doorway support GDPR, CCPA, and other relevant data privacy laws?

   Doorway maintains the highest standards in data privacy and security. We also pledge to have our practices continuously audited by an internationally respected 3rd party organization. As part of this continuous audit, we have achieved SOC 2 Type I certification via our audit partner, Ernst & Young (EY), and we are GDPR and CCPA compliant. Doorway is currently in the process of SOC 2 Type II certification.

   Doorway operates in a closed-loop framework for data sharing, ensuring a Zero Trust Assurance system for our clients. We never use public URLs to store or share your employee PII, guaranteeing that 3rd parties will never have access to your data. Doorway itself only collects employee PII, never sensitive data.

8. Are you compliant with SEC, FINRA, or other financial regulatory standards?

Doorway is a secure document-hosting and engagement analytics platform designed to support financial institutions in managing and sharing materials. While we are not directly subject to SEC or FINRA regulations, Doorway is built to operate within regulated environments. Responsibility for regulatory compliance—including adherence to SEC Rule 17a-4, FINRA Rule 2210, and other industry-specific mandates—remains with the institution using the platform.

Doorway provides features that can support compliance workflows, including:

- Encrypted storage and transfer of documents (AES-256 at rest, TLS 1.2+ in transit)
- Detailed audit logs of document views and user activity
- Role-based permissions and access controls
- Data hosting on AWS, with alignment to ISO 27001, SOC 2, and other industry standards via our cloud provider

We do not claim certification under SEC, FINRA, or similar financial regulatory frameworks ourselves, but our infrastructure and feature set are designed to support clients in meeting their own internal compliance requirements.

9. Does your platform offer audit trails for data access and user activity?

Yes, Doorway offers full audit trails for both data access and user activity. These audit trails include:

- **Document-level access logs**: Who viewed a document, when, how many times, and for how long.
- **Page-by-page engagement**: Which pages were viewed, re-viewed, or skipped, giving insight into actual user behavior.
- **Recipient identity tracking**: If shared via unique links or authenticated sessions, Doorway tracks specific user interactions per contact.
- **Administrative actions**: Internal user actions (e.g., uploads, permission changes, document removals) are also logged for accountability.
- **Exportable logs**: Activity data can be exported for compliance review, internal analysis, or CRM sync.

Doorway's audit capabilities are especially valuable for financial institutions needing traceability for investor communications, diligence distribution, or capital formation outreach.

Data Security & Privacy

10. Is Doorway ISO/IEC 27001, SOC 2, or PCI DSS certified?

Doorway maintains **SOC 2 Type II certification**, completed by Ernst & Young, which validates our controls around security, availability, confidentiality, and privacy—continuously audited over time. We currently **do not hold ISO 27001 or PCI DSS certifications**, but our SOC 2 foundation and AWS infrastructure provide robust alignment with these standards.

11. How is customer data encrypted at rest and in transit?

All data transferred between users, apps, and AWS is secured using **TLS 1.2 or higher**, consistent with AWS best practices for protecting data across external networks. Customer documents are encrypted using **AES-256**, leveraging AWS-managed encryption (S3, EBS, RDS) via AWS KMS. Backups utilize AWS Backup with vault-level AES-256 encryption.

12. Can we enforce data residency within specific regions?

Doorway supports **data residency options**, including EU-based hosting to comply with regulations like GDPR, enabling customers to keep data within jurisdictional boundaries.

13. Describe your access controls and role-based permissions framework.

We deploy a **zero-trust architecture** and **Closed-Loop** design philosophy that disallows public URLs, ensuring every request is authenticated. Access is governed by robust **role-based permissions**, and internal policies are audited in line with ISO 27001 Annex A principles on access control. SCIM 2.0 supports secure provisioning/de-provisioning with logging.

14. How are data loss prevention and backup handled?

Doorway utilizes **AWS Backup** to create regular, encrypted backups across services (S3, EBS, RDS). These are independently encrypted in vaults and managed via KMS keys. Backup retention and restore processes are governed by defined policies, ensuring rapid recovery and minimal downtime.

Incident Management

15. What is your protocol for notifying clients of data breaches or major incidents?

Doorway follows a documented Incident Response Policy aligned with SOC 2 standards. In the event of a data breach or security incident that affects client data, our protocol includes immediate internal escalation, containment, and forensic investigation. Once an incident is confirmed to have potential or actual impact on customer data or operations, we initiate client notification via designated account contacts or administrators. Notifications include a description of the issue, scope of impact, mitigation actions taken, and any recommended client-side actions.

16. How quickly are clients notified after an incident is discovered?

Clients are notified **within 72 hours** of confirmation of a notifiable security incident, in accordance with GDPR and industry best practices. If earlier preliminary findings suggest client data may be affected, Doorway may issue provisional alerts pending further investigation.

17. Do you conduct root cause analysis (RCA) and share reports with clients?

Yes. Doorway conducts a full root cause analysis (RCA) for all confirmed major incidents or outages. The RCA includes the origin of the issue, timeline of events, resolution steps taken, and measures implemented to prevent recurrence. This report is made available to all affected clients upon request or via account managers.

Integrations & Customization

18. How is metadata or schema managed during upgrades?

Doorway maintains strict version control for APIs and data schemas. Backward compatibility is preserved during all product upgrades, and metadata structures are updated in a non-disruptive manner. Clients are notified of schema changes in advance, with full changelogs provided. Critical upgrades are tested in a staging environment prior to deployment, minimizing disruption to integrations or analytics pipelines.

19. Is there support for sandbox and test environments?

Yes. Doorway offers dedicated sandbox environments for enterprise clients upon request. These environments mimic production functionality and data structures, allowing clients to safely test integrations, new documents, and permission configurations without impacting live data or analytics. Access controls and data isolation ensure that test environments remain secure and separate from production systems.

User Management & Training

20. What onboarding and ongoing training resources are available?

Doorway is designed for intuitive, self-service use, requiring minimal training for end users. Upon onboarding, clients receive access to a dedicated Customer Success Manager (CSM), quick-start documentation, and a structured implementation guide. For enterprise rollouts, Doorway offers live onboarding sessions, role-based training modules, and best-practice workshops tailored to specific teams. Ongoing support includes access to a knowledge base, how-to videos, and optional quarterly optimization reviews with a product specialist.

21. Do you support SSO (SAML/OAuth) and integration with enterprise identity providers?

Yes. Doorway supports Single Sign-On (SSO) via **SAML 2.0** and **OAuth 2.0**, allowing seamless integration with enterprise identity providers such as Okta, Azure AD, Google Workspace, and Workday. This ensures centralized identity management, MFA enforcement, and role-based access provisioning. Additionally, **SCIM 2.0** is supported for automated user lifecycle management, including provisioning, deactivation, and role assignment.

22. Are user permissions auditable and exportable?

Yes. Doorway provides full visibility into user permissions and role assignments through the admin dashboard. All permission changes—including document access, role updates, and administrative actions—are logged and timestamped. These logs are **auditable** for internal compliance review and can be **exported** in structured formats (e.g., CSV or JSON) for integration with governance, risk, and compliance (GRC) tools.

Pricing & Commercial Terms

23. Please provide a breakdown of the total cost of Doorway's product.

Doorway's total cost of ownership is structured to reflect actual usage and delivered value. Our pricing follows a transparent, usage-based model: clients are only charged when engagement analytics are generated. There are no fees for uploading or sharing documents. When a client tags a document for tracking, they can choose between two levels of analytics:

- **Asset-level analytics** (aggregated engagement data across all viewers), billed at **$1 per minute of end-user engagement**.
- **Contact-level analytics** (individualized engagement data tied to specific recipients), billed at **$5 per minute of end-user engagement**.

This structure gives clients full control over cost and insight depth, allowing teams to decide when and how to activate advanced analytics. We're happy to provide tailored pricing scenarios based on your workflows and expected usage upon request.

24. Are there hidden or variable costs (e.g., storage, API limits)?

No. Price is solely based on usage. There are no storage or API limits.

25. What is the typical contract length and renewal process?

Doorway does not operate on fixed-term contracts. Instead, clients purchase batches of engagement minutes, which can be used flexibly across documents and campaigns. This model offers full control over both spend and deployment, allowing teams to scale usage up or down as needed without long-term lock-ins.

Minutes never expire within an active account, and clients can top up at any time. For organizations with recurring or high-volume use cases, we offer volume-based discounts and optional enterprise service agreements.

Leadership

26. Who are the key members of Doorway's Leadership Team?

Please refer to the below key bios.

Chase Tecimer, *Co-Founder*

Chase Tecimer is the Co-Founder and Managing Partner of Doorway. Prior to starting Doorway in 2022, Tecimer was a Director at Overton Moore Properties. Previously, he worked in direct investments at Stanhope Capital, focusing on Real Estate and Private Equity. Tecimer graduated from George Washington University with a B.A. in International Economics.

Hugh Fraser, *Co-Founder*

Chase Tecimer is the Co-Founder and Managing Partner of Doorway. Fraser has co-founded two previous companies, RoundRobin and PhoneBox App. Fraser graduated from the University of Bristol with a B.A. in Sociology.

Grace Parkerson, *Head of GTM*

Grace Parkerson is the Head of GTM at Doorway. Prior to joining Doorway in 2025, Parkerson was a Product Management and Investor Relations Specialist at Ares Management. Parkerson graduated from Harvard College with an A.B. in History & Literature.

Ellie James, *Designer*

Ellie James is a Designer at Doorway. Prior to joining Doorway in 2025, James was a designer at Publicis Sapient. James graduated from University of the Arts London with a B.A. in Graphic Design.

Ruby Azzizinari, *Product Advisor*

Ruby Azzizinari is a Product Advisor at Doorway. Azzizinari is currently a Principal Product Manager at Republic. Previously, she was a software engineer at AllCode and a data engineer at Good Apple. Azzizinari graduated from George Washington University with a B.S. in Information Systems and Technology Management.

Competitive Landscape

27. Who are your main competitors, and what are your key advantages over them?

Doorway operates at the intersection of machine learning, institutional marketing, and client intelligence. While some may compare us to sales enablement platforms, virtual data rooms, or marketing analytics tools, our focus is fundamentally different: we're not just tracking clicks—we're building a learning system for understanding client behavior in financial markets.

Most platforms in this space offer surface-level engagement metrics—opens, clicks, or generic view times. Doorway goes deeper. Our machine learning models analyze how recipients interact with materials at a granular level: time spent per page, scroll depth, re-reads, search behavior, and engagement across multiple assets. Over time, the system learns which behaviors indicate intent, which formats drive interest, and which contacts are actually engaged—not just present.

Unlike generic sales tools or legacy data rooms, Doorway is purpose-built for financial institutions. Our workflows mirror the realities of capital raising, investor relations, and institutional marketing—where precision, compliance, and context matter. Permissions and access controls reflect the needs of deal teams, not mass marketing.

Where others rely on outdated portals or clunky UX, Doorway offers a frictionless experience. Clients can be up and running in minutes—no implementation team required. Upload documents, add your logo, and start generating insight. The interface is intuitive, mobile-optimized, and designed for how modern finance professionals actually work.

Most critically, Doorway gets smarter the more you use it. Every interaction helps refine what's working, which audiences are engaging, and how to tailor future outreach. It's not just analytics—it's compounding intelligence that turns static documents into active learning tools.

Client Base

28. Who are your existing clients?

Doorway serves leading asset managers, private equity firms, and real estate platforms across the US and UK, working with both emerging managers and established institutions.