

A CASE STUDY

Summary



Customer: UpWest

UpWest is venture firm that funds Israeli companies and founders, latest fund raised was \$70M.

Products Used

Investor Portal: Streamline your LP management and communication through the Flow platform.

Primary Pain Point

Document management and investor communications.

Customer Overview

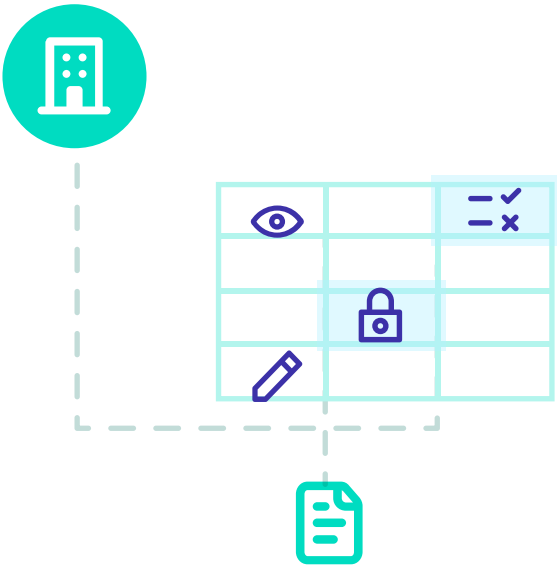
Palo Alto-based UpWest was founded in 2012 to invest and grow companies with Israeli founding teams who, as founding partner Gil Ben-Artzy puts it, *"didn't have anyone on this side of the ocean"*. For innovative Israeli companies lacking deep ties to Silicon Valley, **UpWest** has spent the past ten years becoming their American touchpoint. The firm's first **\$2 million** pilot fund raised from their own, and friends and family, capital laid the foundations for three successive funds, including their most recent \$70M fund. Over the past ten years, UpWest has made more than 90 investments, including Sentinel One, the biggest cybersecurity IPO in NASDAQ history. Today, the firm holds the largest portfolio of Israeli founded companies in the United States.

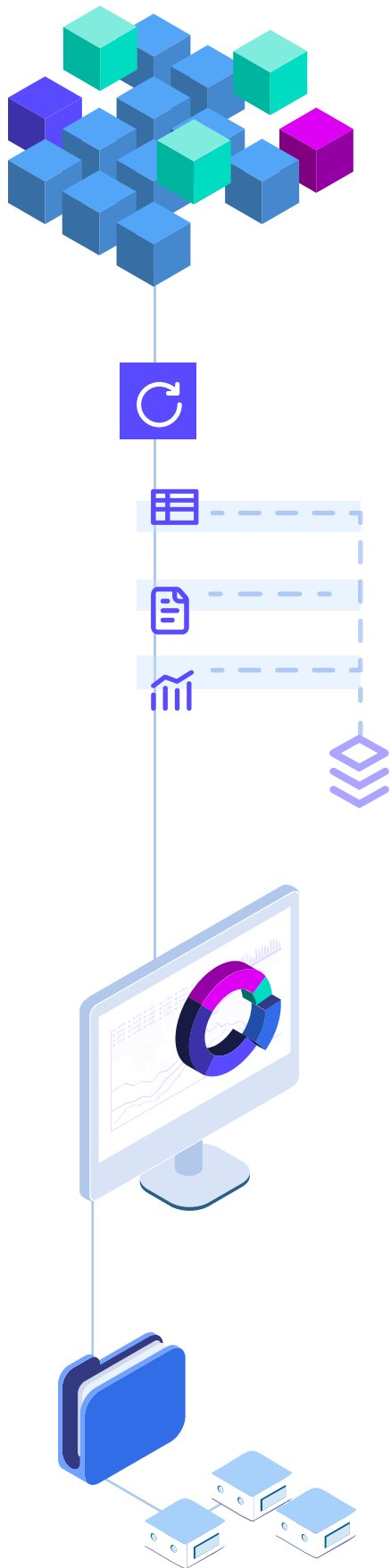
"Flow helps us deliver a world-class LP experience, every time."

upwest

The Problem

As UpWest's subscriber base grew to encompass more than **200 LPs**, the conventional venture capital workflow — a bricolage of email and Excel — became untenable for the funds' admins, who became inundated with requests for documents. K1s, account statements and quarterly reports. The rest of the paperwork that comprise the bricks and mortar of the LP-firm relationship became buried in the haystacks of subscribers' inboxes, prompting requests to UpWest's admins for the same document multiple times. If an LP's administration changed hands, the new team (understandably) found it easier to ask the GP for the relevant documents than to sift through email archives.





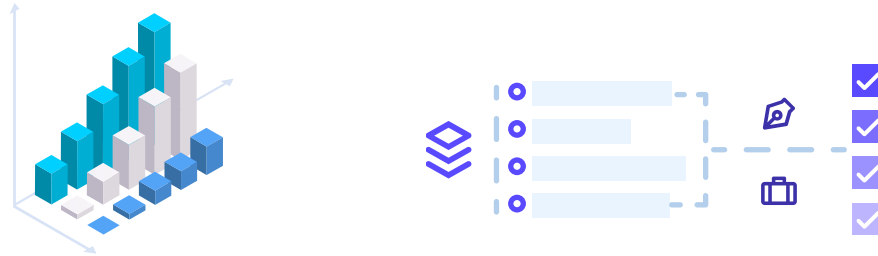
The Problem

Handling this stream of requests wasn't just an inconvenience — it was a major cost. "All this, 'Where is my X, where is this report, where's that' — I don't want anyone in my team dealing with that because it distracts from what they should be doing," says Ben-Artzy. The more responses UpWest's team had to handle, the less time they could spend on executing their actual jobs: investing, helping founders, and building the UpWest platform. This challenge extended to all of UpWest's partners' efforts to feng-shui their own inboxes. "I'm copied on all these emails, of course," he says.

Moving to Flow

Once UpWest raised its fourth fund, it decided to abandon the old approach and shift to manage its investors using Flow. The Upwest team sent Flow a spreadsheet with all of its subscribers' information, and Flow's team created investment profiles pages in UpWest's portal for each investor, backfilling UpWest's prior data for investors and facilitating the ability for Upwest's team to load all the subscription and tax-related documents that LPs kept requesting over email.

A CASE STUDY



Using Flow's Solution

For LPs, there was no longer any ambiguity over where a given document was located — it was on Flow, and suddenly, it was easier for them not to email. "The number of emails I received asking where X is went down to practically zero," says Ben-Artzy.

Upwest's team now have freer hands; Ben-Artzy estimates Flow has saved them dozens of hours per quarter to focus on working with founders and building UpWest. And because of the ease of both sharing and accessing information, Upwest's fund administration team is confident using Flow for all document distribution, so that not a single stray bit of paperwork is unaccounted for or locked in emails, providing investors with crystal clear transparency to the documents they have and don't have.

For UpWest, this not only makes investors' lives easier, but also provides integrity to its relationships. "We're a small fund. We don't have 30 people working in our back office," says Ben-Artzy. "Flow helps us deliver a world-class LP experience, every time."



Ready to work with Flow?

Contact our Sales team at:

✉ sales@flowinc.com