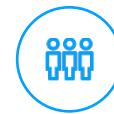




CARTA FUND ADMINISTRATION

How Sinai Ventures got a dozen more founder meetings each month

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Experienced fund accountants

Our team will partner with you to administer your back office and maintain your general ledger.



Real-time deal IRR

Don't wait for quarterly updates. Carta's fund dashboard has up-to-date metrics whenever you need them.



All in one place

Securely share information with your LPs and portfolio companies, in the same place you manage your fund.

CARTA FUND ADMINISTRATION

How Sinai Ventures got a dozen more founder meetings each month

Founded in 2016, Sinai Ventures is an emerging fund focused on building high touch relationships with founders. With just two partners and a small team, they've already invested in over 74 companies like Pinterest, Compass, and Front. They first found out about Carta when they accepted securities from an early portfolio company, then they invested, and now they're customers themselves—managing their fund and tracking investments on our platform.

PROBLEM

Managing their back office was taking time away from working with founders

Like the startups they invest in, Sinai does more with less. Their differentiator is the time and attention they spend with each portfolio company, so spending hours on back office tasks hurt their business.

Partner Eric Reiner notes, "The work our traditional accounting firm helped with took too long. Every minute spent on fund admin is a minute less we're working with our portfolio companies or meeting with new startups."

Unlike some established funds, they don't have a large marketing budget. To find new deals, they rely on founders to spread the word about their positive experience with Sinai.

SOLUTION

Because of Carta fund admin, Sinai has more meetings with founders

For Sinai Ventures, Carta removed the headaches of day-to-day fund management. "Carta takes care of fund admin, so it becomes a background task you hardly notice anymore," notes Eric, "everything has been fast and seamless. We spend almost no time on our back office anymore."



Founded in 2016



\$100M Under management



53 Investments to date



The time we used to spend on fund admin is now time we can spend with portfolio companies or meeting founders. Carta takes care of everything behind the scenes, with almost no input from us."



- ERIC REINER, Partner at Sinai Ventures