

Create an asset

An asset or a portfolio company is the entity in which you make an investment. It is quick and simple to add a new asset:

1. Select the '+ Asset' icon on the bottom-right of the portfolio summary.

The screenshot shows a dashboard with filters for 'Show' (All), 'Date' (9/6/2021), 'Format' (M), and 'Fund' (All USD funds). It features five teal summary cards: INVESTMENTS (20), INVESTED (54.97M), VALUE (280.69M), MULTIPLE (5.11x), and IRR (59.18%). Below is a table with columns: Investment Name, Investment Date, Years Held, Current Cost, Current Value, Total Cost, Total Value, Multiple, and IRR. The table lists 'Airpure' and 'DroneTech'. A '+ Asset' button is visible in the bottom right corner of the table area.

Investment Name	Investment Date	Years Held	Current Cost	Current Value	Total Cost	Total Value	Multiple	IRR
Portfolio								
Airpure	01 Apr '16	5.44	3.06M	5.00M	6.56M	16.75M	2.55x	32.03%
DroneTech	01 May '18	3.35	2.35M	4.22M	2.35M	4.22M	1.8x	32.03%

2. Enter the asset name and select the fund through which you'll make the investment. Hit Next.

The form titled 'Let's add a new asset' contains two input fields. The first is labeled 'You're investing in' and contains the text 'Hooli'. The second is labeled 'You're investing through' and is a dropdown menu currently showing 'Emerging Global Fund'. A 'Next' button is located at the bottom of the form.

3. Fill-in the key details - currency, sector and country.

Hit Save.

The form titled 'We would love to know more about Hooli' has three input fields. The first is 'Currency' with a dropdown menu showing 'United States Dollar'. The second is 'Sector' with a dropdown menu showing 'SaaS'. The third is 'Country' with a dropdown menu showing 'Singapore'. There is a 'View larger map' button and a map of Southeast Asia. At the bottom are 'Back' and 'Save' buttons.

4. Congrats! Your asset is now created.

You can now record more details about your latest portfolio company.

Hooli
We're more than the chat, mail, search and phone that's crowned Hooli as the most respected brand in the world. We're bigger than our unrivaled.

Company Details

FY End 12/31/2020	Country Singapore
Sector Internet	Currency United States Dollar

Investment Details [Manage Funds](#)

Emerging Tech Fund

Acquisition Date 4/1/2017	Exit Date 6/30/2020
FD Stake (%) 12.00	Fund Commitment 3,500,000

SOCIAL MEDIA

Twitter
twitter.com/hooli

PEOPLE

CEO
Gavin Belson

LOCATION

View larger map
Singapore
Map data ©2021 Google Terms of Use
Country

5. Hit Save when you're done.

Now that you've created an asset, let's [collect some metrics](#) about it.

Update Asset Details

That's easy! Just select the details tab on the left panel.

Collect Metrics

- [Create a request](#)
- [Schedule a request](#)
- [Request a submission](#)
- [Submit metrics online](#)
- [Approve a submission](#)