Chroma.fund Documentation

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Contents

CHAPTER 1

Overview

Overview of Chroma.fund

Chroma.fund is a securities exchange for the private market economy. This is a user guide designed for Admins.

User Roles

- Admin: the admin posts a thesis for the fund and collects commitments from investors, then selects companies for the fund.
- Business: When selected by an Admin a Business can list their company details and communicate to Investors as well as send them money.
- Investors: Investors commit to a fund and then make direct investments into Businesses.

Editing User Roles

As the Admin you can change roles to allow users to administer a Business.

On the sidebar of the **admin** section select **users**.

User roles are highlighted in blue and can be toggled on and off.

Note: If you are running a demo instance of Chroma.fund you can always navigate to /admin/automation to run the scripts

CHAPTER 2

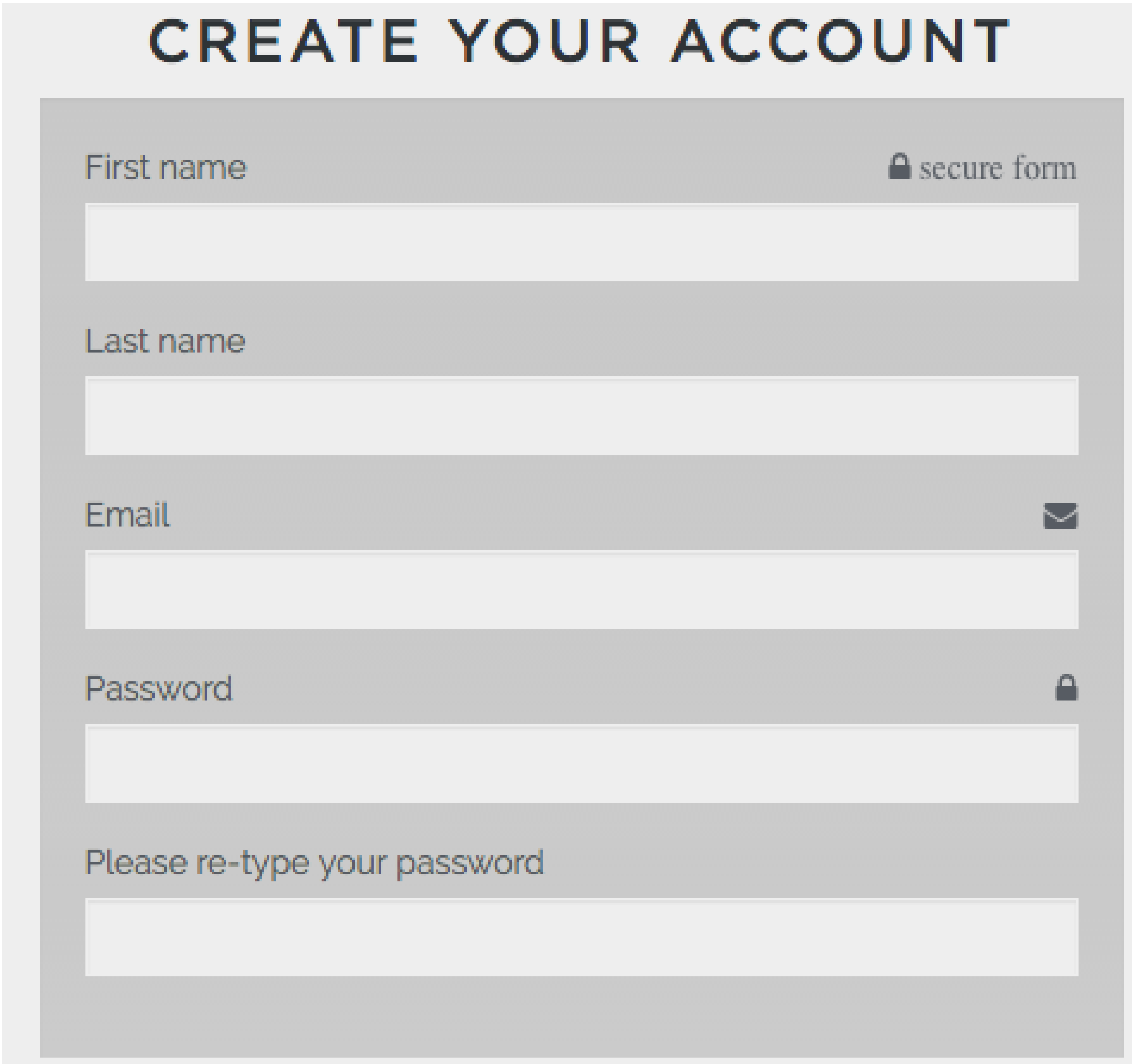
Getting Started

Creating an Account

To create an account select on JOIN in the top menubar.

Create Account

To create your account fill out the form with your name, email, and password.



and select SIGN UP.

Verify Email Address

Check your email and select "Complete Signup" to verify your email address.

You will be taken to your account page.

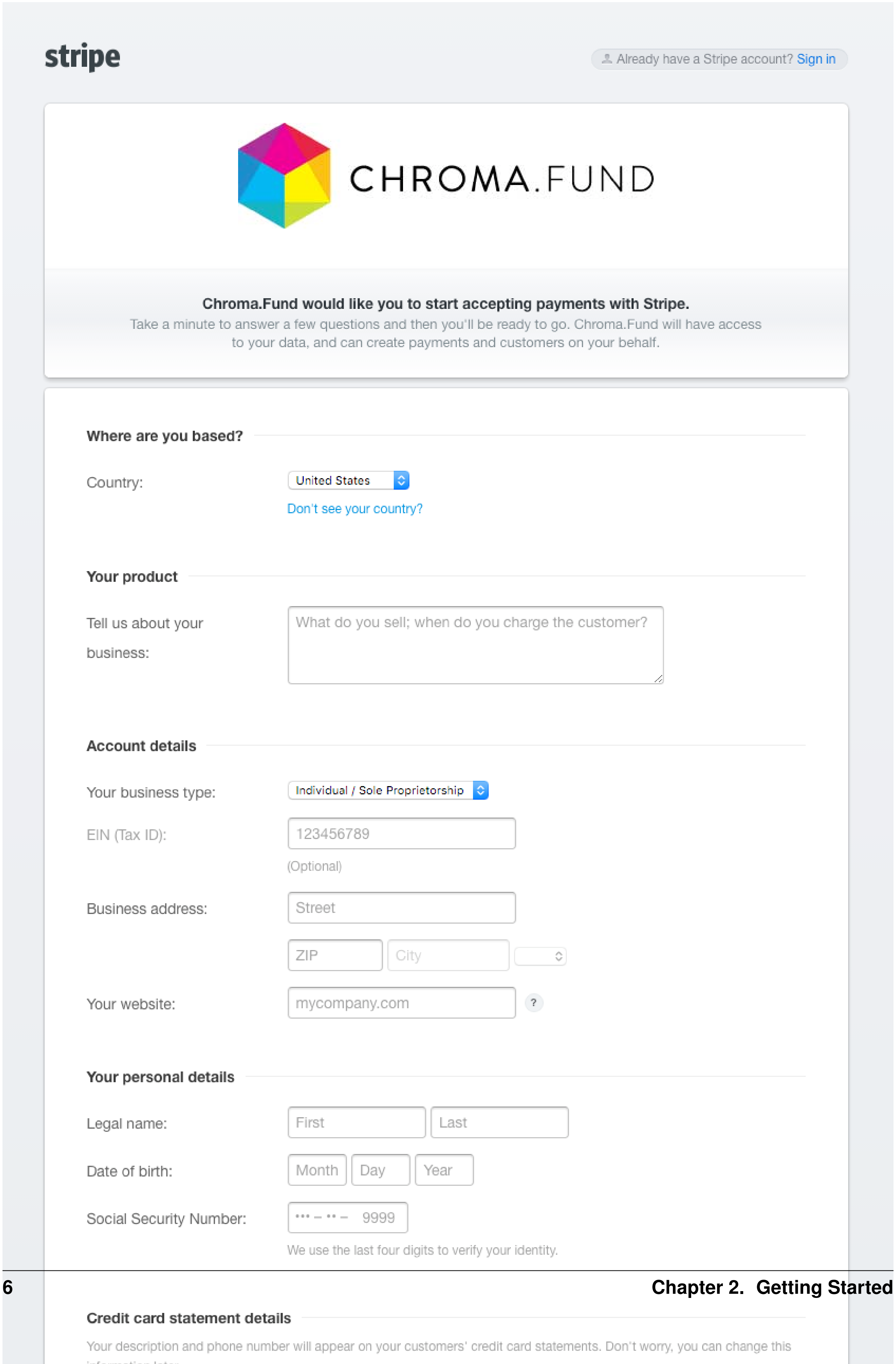
Note: You will see an alert that your email address is confirmed.

Add Banking Details

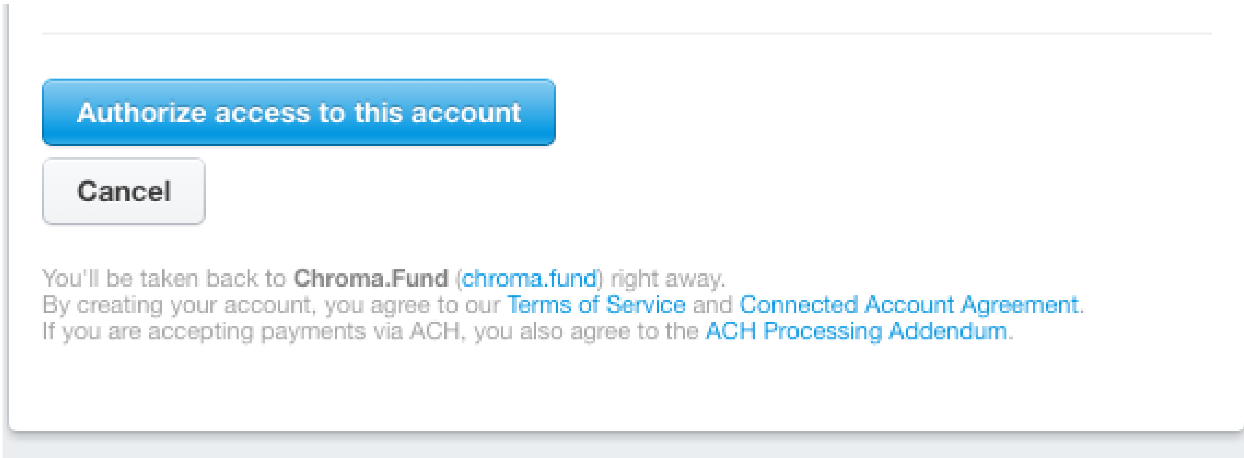
To receive payments you'll need to provide your banking information via Stripe.

Go to your account page and scroll down to "SIGN IN WITH STRIPE"

Enter your personal and bank details.


stripe
Already have a Stripe account? Sign in
CHROMA.FUND
Chroma.Fund would like you to start accepting payments with Stripe.
Take a minute to answer a few questions and then you'll be ready to go. Chroma.Fund will have access to your data, and can create payments and customers on your behalf.
Where are you based?
Country:
United States
Don't see your country?
Your product
Tell us about your business:
What do you sell; when do you charge the customer?
Account details
Your business type:
Individual / Sole Proprietorship
EIN (Tax ID):
123456789
(Optional)
Business address:
Street
ZIP
City
Your website:
mycompany.com
?
Your personal details
Legal name:
First
Last
Date of birth:
Month
Day
Year
Social Security Number:
9999
We use the last four digits to verify your identity.
Credit card statement details
Your description and phone number will appear on your customers' credit card statements. Don't worry, you can change this information later.

At the end of the form select "Authorize access to this account"



Note: Payments will only be made if more than $0.50 is due.

Edit Profile

Under EDIT PROFILE you can change your first and last name, upload a photo, and add a bio.

If you are an investor your name will only be displayed to those managing the offerings you invest in. If you are creating an offering your name and bio will be displayed publicly. All users will have their image be displayed publicly.

Logout

To log out scroll to the bottom of your account page and select "LOGOUT"

Creating An Offering

Note: The fund admin should create the Fund before onboarding Businesses to create Offerings.

Create New Offering

To create a new offering (or fund) select ADMIN in the menu bar.

In the ADMIN section select "Offerings" in the sidebar.

Note: Offerings is the default view when you click ADMIN in the menubar.

Select the **NEW OFFERING** or **NEW FUND** button.

Describe Offering

Note: Do not select "SUBMIT" until you are ready to publish your offering.

To create the offering or fund you'll fill out the "info" tab and the "contract" tab.

Info

On the info tab fill out the following:

- Title: The headline for the offering. Typically the name of the business.
- Summary: Limited to 144 characters, this is a one line explanation of the business.
- Offering image: An image that represents your offering/business. Aspect ratio is 1920x1080. File type must be .jpg.
- Youtube video id: If you're using (not required) a video just enter the video id from Youtube.

Note: If your Youtube URL is https://www.youtube.com/watch?v=SYhmK6qa-_g you would just enter SYhmK6qa-_g

- Prospectus: Upload a PDF of your materials. One document only.
- Description: An explantion of your offering.

When complete select SAVE.

Contract

- Corporate entity: The legally registered business name of the company
- How much money would you like to raise?: The total/highest amount you're looking to raise.

Note: You will not be permitted to raise more than the total amount entered.

- Contract Type: As a business you will select revenue or equity.

If Equity:

- Threshold: The minimum amount of your total raise you will accept.
- Percent of company you will be offering: Select a percentage from the drop down list.

Note: The percent of a company offered is a list of presets in order to ensure divisibility.

- Share price: The price you will sell 1 share for.

If Revenue sharing:

- Percent Shared: The percentage of _gross_ revenue shared with investors.
- Return Cap: The total return for the investor. 1 = Get their money back, 2 = double their money.
- Threshold: The minimum amount of your total raise you will accept.

- Share price: Not an equity share, but what is the lowest amount of investment allowed.
- Estimated monthly gross income: This is not shared with investors, but we use it to calculate when the investor will get paid back.

If fund:

- Share price: The lowest amount you are willing to take. Should be a multiple of the total amount being raised.

Posts

Updates will append to the bottom of the offering.

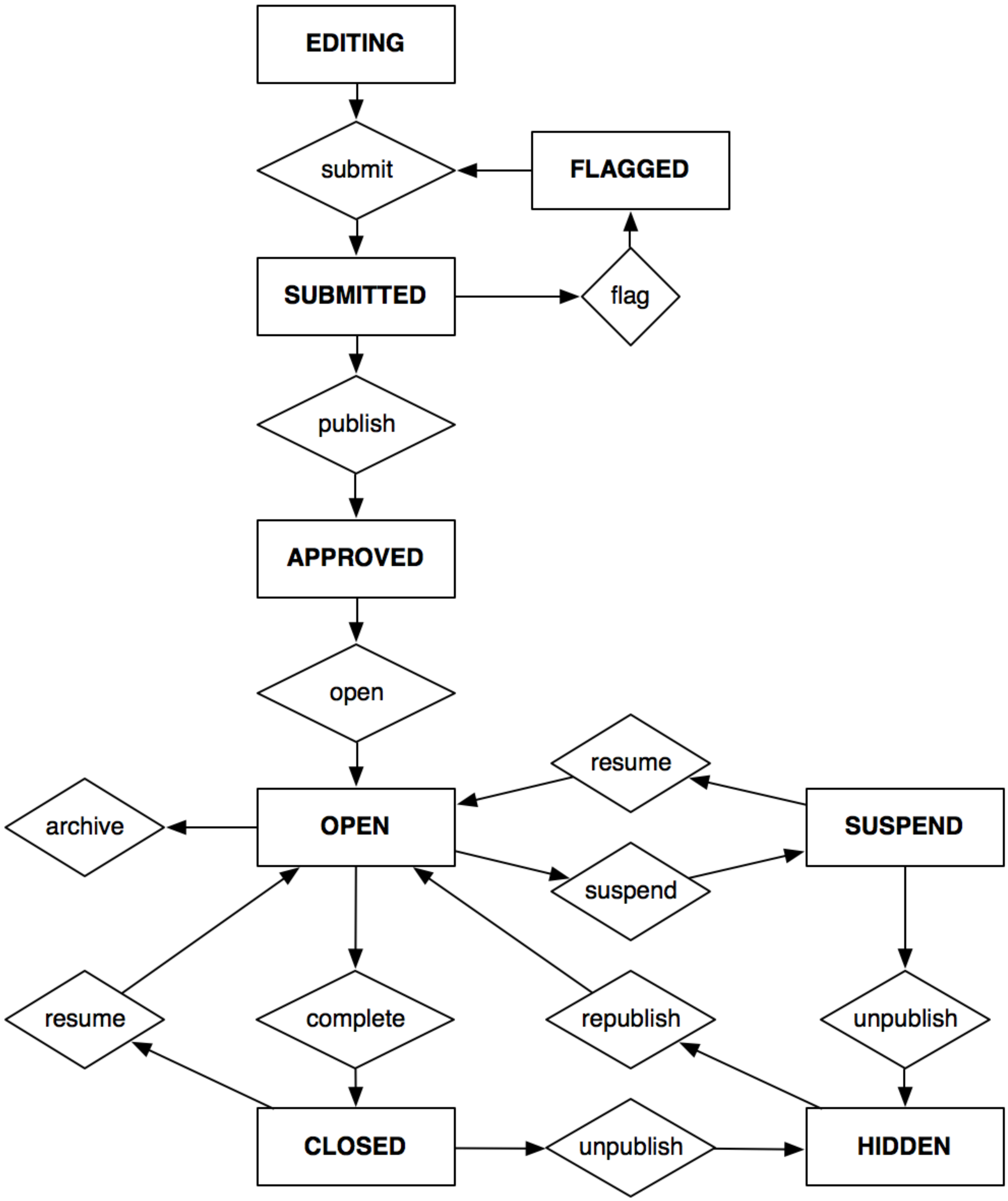
- Body: The message of the update.
- Publish Date: You can future-date the post so that it shows up at a certain time.
- Public: If ON anyone viewing the page will see the update. If OFF only investors will be able to view the update.

Preview

Provides a preview of the page as it will appear to the investor.

Publish Offering

From the Admin / Offerings view you can set the state of an offering.



States include:

- editing: Draft mode.
- submitted: The Business is finished creating the offering and waiting for an admin to publish. if the admin notes a problem they can mark the offering as flagged and the Business will see the message.
- flagged: The Business can make the changes and resubmit the offering

- approved: Once you mark an offering as approved it is unpublished but ready
- open: When ready to reveal to investors you mark the offering as open and can run the capital call
- closed: After completing the capital call you can mark an offering as closed. It will still be visible.
- suspend: To stop an offering or fund you can suspend it. committments and investments will not be possible
- hidden: To remove an offering or fund from the site you can mark it hidden

Add Offering to a Fund

Once an offering is complete you can add it to your fund.

Go to the **ADMIN** section under **Offerings**

In the list of offerings (both Funds and Companies) you'll see the business and the dropdown will be blank (marked with a dash).

Select the dropdown and choose the fund you wish you to include the company in.

CHAPTER 3

Investments and Payments

Making a Committment

Investors make a committment to a fund pledging an amount to be invested. The fund can then authorize the transfer of portions of the total committed amount from the Investor to the Business.

Reviewing Fund

The fund page gives the Investor an overview of your fund, the bio of the fund manager, and a link to download the prospectus detailing more information.

Committing To a Fund

An Investor commits to a fund by selecting **SETUP MY ACCOUNT** on the fund page.

The account setup includes any pre-qualifying requirements (income verification, etc) and attaching their bank account.

- ACH Authorization: Select their bank and enable ACH payments.

Making a Capital Call

Once you have onboarded a Business you can make a Capital Call.

As the Fund Admin, go to the Admin section in the menu bar.

In the Fund Commands select **Capital Calls**

You will see a list of previous capital calls and all the Businesses in the fund. Enter the amount of the capital call and select **Make a Call** on the appropriate Business.

In the list of capital calls select **show** under payouts to inspect the details of a previous capital call.

Sending Payment to Investors

Payments to investors are sent by the Businesses.

To send payment the Business will login and go to ADMIN.

On the Offerings page select DIVIDENDS for the appropriate company.

Sharing Revenue

The Business will attach their business bank account and enter the following:

- Gross income for the period
- start date of the period
- end date of the period

The business will select "Submit For Verification". The verification pop-up calculates the amount to be shared based on the total gross and amount sold. The Business will confirm by selecting "Submit Payment".

The payment will now show in the Dividend History.

CHAPTER 4

Indices and tables

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