

CASE STUDY:

How SciFi VC uses Affinity

For small, agile investment teams like SciFi VC - formerly the investment arm of HVF - formal CRM tools can be difficult to find. Some are too cumbersome. Others are rigid and inflexible. Yet others are unnecessarily expensive. As such, SciFi chose for some time not to use a CRM.

Enter Affinity. Designed to be automatic, versatile, and individually tailored to its users' specifications, Affinity and SciFi were a perfect match.

"I look at Affinity at least once a day," says Alex Hartz, Associate at SciFi. "I examine which deals are active, what research should I be doing, whether I should be scheduling a phone call, etc. It ensures that nothing falls through the cracks."

SciFi now counts on Affinity to handle nearly all of its workflow management. That entails monitoring new deals, tracking and servicing portfolio investments, file storage, and effectively communicating with entrepreneurs.

"Some firms never tell companies that they're going to pass," says Hartz, "but we've always decided to tell folks when we're going to pass, as a courtesy. At the end of the day, the most important part of our brand is being honest with entrepreneurs."

That level of honesty, attention to detail, and diligence adds layers of complexity to SciFi's operation. Such complexity can contribute to lapses in execution that every company endures, but nevertheless tries to limit.

"Everything gets handled promptly, always, thanks to Affinity," says Hartz. "We aren't forgetting things. We're more punctual with our replies. And it's largely because we have Affinity reminding us of what to do."

Affinity empowers companies like SciFi to reap the benefits of a more versatile CRM, seamlessly integrating with their workflows without ever acting as an obstacle.