

The key to a successful IPO

Four simple steps to maximise the prospects of a successful IPO



Be prepared

An IPO is a highly intensive process for a CEO and CFO. The more that can be done upfront, the easier the process will be.

Preparation of a three year integrated business plan and model, adopting 'PLC' standard financial procedures and making any required additions to the second tier management and finance team will all help to ensure the process proceeds as smoothly as possible.



Early and regular engagement with investors...

A 'fan base' of investors needs to be curated via the process of Test Marketing and subsequent interaction.

This helps to ensure the equity story is properly understood, any areas of concern are addressed, and provides increased deal certainty for issuers.

A fan base will help to create competitive tension amongst institutions to maximise value and to pick up momentum investors.



Telling the story right

Time needs to be spent with your adviser so that the equity story can be carefully constructed in order to maximise the impact with investors.

This includes both the presentation content, but also, just as importantly, how management present it.

We spend a significant amount of time with management teams preparing the story and rehearsing the presentation until it becomes second nature.



Getting a strong board assembled early

Good corporate governance is becoming increasingly important for investors, and key to this is an experienced and balanced Board.

A strong Board also acts as a good source of stewardship for management teams who are new to public company life.

Boards cannot be parachuted in at the last minute and it can take time to assemble the right people. We always advise that this is a work stream that is kicked off on 'Day 1'.