

The IPO Readiness Lab - Getting you to the finish line

- Have you considered where to list and what would be the optimal strategy for your organization?
- Is your corporate governance structure in compliance with the requirements for a public company?
- Do you have adequate reporting systems, processes and internal controls infrastructure in place to manage increased reporting requirements under tight time pressures?
- Are optimal tax structures and policies in place?
- Are your financial statements and underlying supporting data in order?
- Do you know what information is required for the IPO prospectus and how it will be gathered?
- Are accounting, tax, treasury and internal control departments adequately staffed and trained?
- Do you have an investor relations team and is there a communications strategy?
- Have you thought about the story you want to share in order to raise interest and your company's profile?
- Do you have established professional relationships with legal counsel, external auditors and other advisors to build your IPO advisory support team?

Although the work associated with going public can seem arduous, the payoff justifies the effort by vastly enhancing your company's IPO success. Contact us to learn how the one-day IPO Readiness Lab will help your company prepare for going public.

How Deloitte can help you prepare for an IPO undertaking

In addition to an IPO Readiness Lab, Deloitte can perform an IPO readiness assessment which identifies key information requirements and potential areas for improvement, such as:

- The quality of financial reporting, with a focus on converting to accounting policies that will need to be adopted upon going public
- The ability to gather the information required for the prospectus
- The state of internal controls over financial reporting and identifying enhancements in the control environment including CEO/CFO Certification
- Corporate governance structure and reviewing processes for sound governance and risk management
- Review of tax structuring and ongoing tax compliance
- Review of the finance function and optimizing future state performance
- Identification of resources required for a smooth transition, including building a strong investor relations team
- Experienced project management support

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The journey to an IPO

A road map to becoming
a public company

There are four distinct phases in planning and executing the IPO process and operating as a public company:



IPO Readiness Lab

The critical difference between success and failure in an initial public offering (IPO) depends on the preparedness of the issuer. The Deloitte IPO Readiness Lab helps companies prepare for going public by engaging participants in the development of clear organizational goals. By prioritizing activities, organizations are better prepared to meet their IPO timeline and operate as public companies.

1. Assess



Pre-IPO considerations

Assess the organization's readiness to undertake an IPO. Identify and fill any gaps in the organization

- Understand business value drivers and the corporate environment
- Develop goals for the organization and a business strategy
- Consider where to list the IPO
- Review the quality of financial reporting
- Assess the corporate governance model
- Consider tax implications and other legal and regulatory matters
- Evaluate resource capabilities and plan for the future state
- Engage in initial discussions with external advisors

2. Plan



Preparing for the IPO

Create a detailed plan and timetable to track the status of the IPO process

- Develop detailed IPO timetable with key milestones
- Set up a project management office to ensure goals are met
- Create communications strategy and form investor relations group
- Share the corporate story and vision to potential investors
- Outline roles and responsibilities
- Formalize corporate governance structure and Board of Directors
- Consider interdependencies between various work streams
- Perform internal controls assessment

3. Execute



The IPO "event"

Prepare and file for the IPO

- Draft key components of the prospectus and ensure financial reporting requirements are met
- Pre-clear accounting and/or reporting issues with regulators
- Prepare information for due diligence exercise
- Respond to regulatory comments
- Update the design of governance structure requirements, documents and processes
- Ensure controls are in place for CEO/CFO certification
- Finalize tax structuring

4. Sustain



Life after the IPO

Develop a plan for ongoing financial reporting commitments as a public company

- Post-mortem on IPO process
- Evaluate status of internal controls gaps and their associated mitigation plans
- Create ongoing external reporting calendar with key timelines
- Consider ongoing training and development needs
- Optimize the finance function
- Monitor effectiveness of the board/management governance structure and benchmark against peer organizations