

Pre IPO

Post IPO

1-2 years

6-12 months

2-6 months

0-2 months

Life as a listed company

Strategy

Planning and preparation

Execution

Completion

Ongoing

Review of business plan, financing and growth prospects



Deal structure & valuation

Appoint advisers



Key management

Tax and legal structuring

Financial information and track record requirements

Assess corporate governance compliance, board composition and committees

Employee & management compensation & incentive plans



Communications strategy

Marketing



Active IPO execution and prospectus drafting

Kick off meeting

Continuing obligations



News flow

IPO

Exit strategy

Identify roadmap to IPO

Define and develop the strategy and equity story



Early look marketing

Refine business plan, strategy and equity story

Review of systems and control environment



Due diligence

Preparation of analyst presentation and roadshow presentation



Pricing and allocation



Transparency and corporate governance

Investor relations



Share price



Project management, business as usual