After the IPO

Implement Ongoing Compliance and Reporting

Eventus: After the IPO is closed, helps the Issuer efficiently handle all its SEC compliance and financial reporting, as well as continuing to help build out the firm's financial controls and other internal financial processes as the Issuer scales.

Auditor: Provides annual audit and quarterly reviews of financial statements to provide assurance on the accuracy of the financial statements of the Issuer.

Securities Counsel: Reviews annual and quarterly (or semi-annual as applicable) SEC filings for accurate disclosures and adherence to SEC standards, as well as providing legal support for the Issuer on all securities matters.

Underwriter: Manage future capital offerings and investors.

Investor Relations: Primary liaison to communicate Issuer's message to investment community.

Get in touch

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EVENTUS
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The Path to IPO

Assess Strengths of an Internal Finance Team — Call in Eventus Advisory Group, LLC

The Initial Public Offering (IPO)

The Initial Public Offering (IPO) is often considered the ultimate financial achievement in the capital markets. With an IPO comes prestige, access to capital, and greater liquidity for shareholders. However, an IPO also brings significant responsibility to a company's (Issuer's") management since the IPO process is complex and requires extensive support inside and outside the Issuer. While an IPO may be considered an ultimate achievement, it's also just the beginning of a new financial journey for an Issuer.

Eventus Advisory Group, LLC (Eventus) is an extension of the Issuer. We support the Issuer's financial team in all aspects of the finance, accounting, reporting, compliance, and strategic CFO advisory, pre-and post-IPO.

Follow the bwlog path of primary considerations an Issuer takes to complete an IPO, including the players typically involved and how Eventus can help the Issuer and its collaborating partners.

Call in Eventus Advisory Group, LLC

Eventus provides a gap analysis of the entire finance team and related functions to assess the effectiveness of financial operations, internal controls, audit readiness, and the resilience of the financial team for IPO readiness, as well as their preparedness for a post-IPO environment.

Build a Team and Create a Plan

Eventus: Advise the Issuer on building the external team of collaborating partners consisting of:

Initial Primary Partners: Securities Counsel, Underwriter, Auditor

Additional Partners: National Exchange, Investor Relations Firm, Transfer Agent, Financial Printer

Eventus/Underwriter/Securities Counsel: Determine target date(s) for IPO, identify limiting factors, build a timeline, delineate roles and responsibilities.

Implement Financial Controls and Get Audit Ready

Eventus: Guide the Issuer on building financial processes so that proper financial controls are in place and so that Issuer is prepared for an audit.

Eventus: Work with and/or supplement Issuer's financial team to implement accounting processes and timely monthly close, assess and implement internal controls/SOX compliance, prepare financial schedules/workpapers, provide technical analysis and support for material accounting issues.

Assess and Institute Corporate Governance and Required SEC Rulemaking Disclosures

Securities Counsel: Advise and design a corporate governance plan.

Securities Counsel: Provide guidance and create the processes for the Issuer to meet both the quantitative and qualitative requirements of the SEC and National Exchanges for all governing committees (i.e. audit, compensation, nominating/corporate governance), adoption of code of ethics/conduct, governance and insider trading policies, requisite shareholder approvals, officer certifications, etc.

Eventus: Provide guidance, assess timing and draft disclosure requirements for SEC rulemaking compliance, including Pay versus Performance, Compensation Clawback, Cybersecurity, ESG and Sustainability; support Securities Counsel corporate governance plan, including audit committee self-assessment and preparation.

Auditor: Review SEC rulemaking disclosures for accuracy and completeness.

Facilitate Discussions with a National Exchange

Underwriter: Select a National Exchange.

Underwriter/Securities Counsel: Initiate and lead discussions with most suitable National Exchange; complete, file and monitor application process; manage discussions and respond to comments from selected National Exchange toward final approval, pending IPO pricing.

Eventus: Support in the application and approval process for financial calculations and discussions, including where applicable, burn rate and dilution and capitalization analysis.

Manage the Audit Process

Eventus: Drive the audit process.

Eventus/Auditor: Support and/or lead the audit process by interfacing with the auditor and assisting the Issuer to provide audit request items, including financial schedules/workpapers, technical analysis of material accounting issues.

Prepare Financial Statements

Eventus: Financial statement preparation.

Eventus: Prepare and provide support for the Issuer's financial statements and footnotes for the requisite audit periods, as well as any interim financial statements that will be required during the course of the registration statement process.

Draft and File the Registration Statement

Securities Counsel: Drive the registration statement process with the Securities and Exchange Commission ("SEC").

Securities Counsel/Eventus/Underwriter/Auditor/Financial Printer: The Issuer's Securities Counsel leads in the drafting of the disclosures and content of the registration statement; Eventus supports the process with leading the financial sections, including the financial statements, MD&A and dilution and capitalization; the Underwriter guides Securities Counsel on the structure of the offering; the Financial Printer prepares the document for filing with the SEC.

Address and Clear SEC Comments

Securities Counsel: Manage the registration statement process with the SEC.

Securities Counsel: Maintain version control of the document; delegate SEC comment responses to appropriate parties, including legal comments, track responses, draft comment response letter, coordinate with Financial Printer toward timely filing of registration statement amendment.

Eventus: Support comment letter process by timely providing responses and disclosures to delegated financial comments.

Underwriter: Support comment letter process by timely providing responses and disclosures to delegated offering comments.

Financial Printer: Provide at-the-ready amendments and redlines of registration statement toward filing resubmission with the SEC.

Conduct IPO Roadshow and Build a Book

Underwriter: Manage the Issuer roadshow and communication with potential investors.

Underwriter: Conduct discussions with investors; Build a book by gauging appetite for structure of offering, tracking commitments, determining the final price for the IPO based on orders received and allocating shares to investors based on demand.

Securities Counsel: Monitor Issuer compliance through roadshow process.

Price and Close the Offering and Begin Trading

Underwriter: Lead final pricing and Timing of IPO.

Underwriter: Close the book; coordinate final question/comments from National Exchange for final book and approval of pricing and timing; confirm final pricing and timing of IPO/trading date; collect and escrow funds; Initiate sale of Issuer securities to public.

Securities Counsel: Prepare final prospectus and other required SEC filings.

Eventus: Support SEC Counsel with additional financial disclosures as part of final prospectus.

Financial Printer: Prepare final prospectus and SEC documents for filing with the SEC.