

A bokeh background of colorful lights in shades of blue, green, yellow, and red, creating a festive and dynamic atmosphere. The lights are out of focus, appearing as soft, glowing circles and streaks.

Preparing for your **IPO / RTO**

Going public takes extraordinary diligence and is an all-hands-on-deck exercise. Here's our official IPO / RTO checklist to help guide you along the way.



6-9 Months

Before Going Public

The Fundamentals

- Determine why you are going public and if you are ready to spend the time and money
- Interview advisors:
 - > Investment dealer / investment bank
 - > Securities law firm
 - > Auditor
 - > IR & PR professionals
 - > Transfer Agent
- Decide what mechanism of going public is best suited for your company:
 - > IPO
 - > Special Purpose Acquisition Company (SPAC)
 - > Direct Listing (DPO)
- Pick what exchange you will be listed on
- Strategize how you will build your investor base
- Develop a corporate strategy that incorporates ESG
- Select a board that is diverse, has technical expertise and adequate experience in the field
- Identify your working capital



Investor Relations & Public Relations

- Establish your brand identity and how you would like to be positioned in the media
- Build an IR website and social media presence:
 - > Write your board and executive management bios and collect professional head shot photos
 - > Develop your investor deck Is your investor deck ready (your fundraising deck will be different from your public deck)
 - > Create an IR fact sheet that highlights track record
 - > Activate your social media sites / channels set up and active
 - > Develop a consistent and innovative social media strategy
 - > Implement a company-wide social media policy
- Brainstorm which analysts you plan on targeting (although you may not gain analyst coverage immediately, building a relationship with analysts is critical since analysts speak with investors all day long, and we want them to know your company exists)
- Develop an IR and PR calendar to ensure your team is aware of your increased public disclosure responsibility:
 - > Build templates and standard processes for press releases, e-blasts and other communications including key messages and a boilerplate company description
 - > Implement a CRM system to track connections, which is updated regularly
 - > Create an investor relations email address with adequate resources to respond to inquiries in an appropriate amount of time
- Work with your media relations team to develop a media strategy that includes targeting list, media monitoring strategy and branding exercise
- Begin peer and competitor analyses
- Book meetings with prospective investors

3 Months

To IPO

- Fine-tune your IR website
- Activate your team of advisors to support your success as a public company: investor relations, public relations, market maker, corporate secretary



45 Days

To IPO

- Develop a digital IR strategy
- Draft your “launch” press release
- Establish process for press release dissemination (all the necessary approval steps including IIROC)
- Sign agreement with a newswire for your news release dissemination
- Develop your IR and PR calendar and news flow schedule
- Ensure all infrastructure is in place: investor relations email and phone number, social media channels, CRM, media monitoring, news
- Plan your “market open / close” ceremony with the exchange
- Host disclosure session with your Board and Management Team
- Load all pre-IPO / RTO investors into your database to ensure they receive your news once you go public
- Review with legal counsel all regulatory documents / filing requirements
- Ensure you have all appropriate governance policies in place



IPO Listing

Week Of

- Set up your TMX Linx Profile (for TSXV / TSX issuers)
- Issue your launch press release
- Turn on your IR website and post your investor deck (public company version) on your website
- Set up Google Analytics and sign-up functionality
- Make sure your IR email and phone number are activated
- Implement your PR strategy that includes securing an “exclusive” with a journalist and/or pitching to various outlets
- Reach out to analysts to tell your story
Post on social media
Host opening ceremony / closing ceremony with the exchange

Ongoing



- Issue news releases
- Investor targeting and outreach
- Manage capital raising and financing
- Respond / handle in a timely manner to investor inquiries and requests
- Execute on public relations strategy – podcasts, publications to be featured in, etc.
- Maintain IR calendar for attending conferences, events, disclosure events
- Host investor day, investor meetings, non-deal roadshows and analyst days
- Build an analyst following and maintain relationships with covering analysts
- Maintain ongoing regulatory and disclosure matters
- Keep investor and fact sheet deck current
- Maintain an active and engaged social media presence
- Maintain TMX Linx Profile (for TSXV / TSX issuers)
- Host AGM (preparation of all materials and coordinate your annual mailing)
- Monitor your shareholder-base (registered vs NOBO; institutional vs retail)
- Host earnings calls and produce quarterly and annual reports

Other Helpful Resources



[Pitch Book - IPO Process Explained](#)

[Tipalti - IPO Readiness Checklist](#)

[PWC - Roadmap for an IPO: A Guide to Going Public](#)
[Corporate Finance Institute](#)