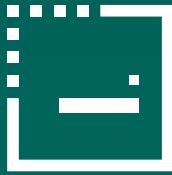


IPOready



# EURONEXT'S PRE-IPO PROGRAMME 2023

IRELAND



In partnership with



# PREPARING COMPANIES TO ACCESS STRATEGIC FINANCE

IPOready is run by Euronext Dublin to give companies a comprehensive understanding of how to raise strategic finance, the different options available and the best mix for the growth of your business.

Financing is the fuel for scaling your business, and achieving the right finance strategy for your business is critical to enabling expansion and growth. IPOready is designed to give you the skills and knowledge to do this. It will help you understand the demands of different investor types (private equity, VC and public market) and support you in preparing your business.



**Jim Joyce,**  
CEO  
HealthBeacon  
**Listed on**  
Euronext  
**Growth Dublin in**  
December 2021

IPOready was a pivotal programme of thought-provoking events. We had a chance to interact with an impressive class of entrepreneurs, financing and public market experts. The impressive Euronext team collated these experts into a community that clearly want Irish companies to succeed. It is a "must attend" for any fast-growing company. It goes well beyond IPO preparation, bringing us unique insights into building a high-impact, long-term-focused, and profitable company in Ireland.



# HOW WILL THE PROGRAMME BENEFIT ME?



understand **capital markets, strategic financing options** and which options are most suitable for your business



get your business **investment-ready** and understand the fundraising process



perfect your **investment pitch**

## IS MY BUSINESS ELIGIBLE TO PARTICIPATE?

Yes, if your business:

- has the ambition to scale significantly
- can demonstrate a track record of growth and potential to accelerate revenues
- can commit two senior executives (typically CEO, CFO, founder) for the duration of the 6-month programme



build a **network** of investors, advisors and entrepreneurs



# PROGRAMME OVERVIEW

IPOready is delivered by Euronext Dublin in partnership with Enterprise Ireland and the Ireland Strategic Investment Fund (ISIF).

IPOready uniquely provides participating companies with a practical toolkit for raising strategic finance incorporating:



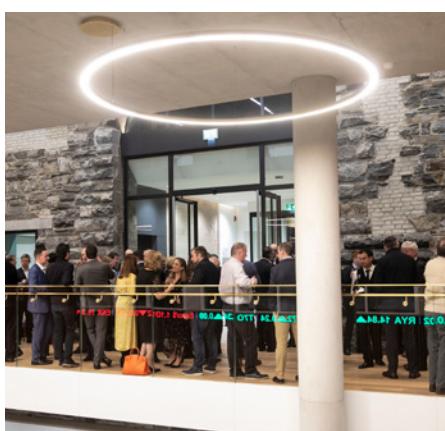
**expert training**  
from professionals  
and entrepreneurs



**networking  
opportunities**



**access** to domestic and  
international investors



IPOready is delivered through a combination of seminars, one-to-one mentoring, European campuses and pitch days. The content is provided by entrepreneurs, business leaders and committed partners from the financial industry: investment bankers, brokers, investors, auditors, lawyers, financial communication and investor relations experts.

## SEMINARS

Interactive Dublin-based seminars are delivered by a combination of advisors and leading Irish corporates, investors and entrepreneurs.

## ONE-TO-ONE MENTORING

Each participant company is allocated a mentor with extensive fundraising experience. You will have three one-to-one mentoring sessions to guide you through the programme and support you in developing your equity pitch and financing strategy.

## EUROPEAN CAMPUSES

Twice a year in January and June, campuses are organised with prestigious European business schools to facilitate networking between partners and participants on all Euronext pre-IPO programmes. These campuses include plenary keynotes, group workshops and insights from entrepreneurs.

## PITCH DAYS

Participants will pitch their investment story to a panel of investors and gain insights in how to refine it.

Euronext will also organise a number of investor one-to-one meetings on the second pitch day.

## APPLICATION AND SELECTION OF CANDIDATES

JULY TO  
OCTOBER  
2022

## EUROPEAN CAMPUS #1 ROTTERDAM

JANUARY  
2023

## SEMINARS HOSTED BY EURONEXT DUBLIN

FEBRUARY TO  
MAY 2023

## PITCH DAYS

APRIL  
& JUNE  
2023

## EUROPEAN CAMPUS #2 LISBON

JUNE  
2023

## TESTIMONIALS FROM PREVIOUS PARTICIPANTS



**Sharon Cunningham,**  
CEO  
Shorla  
Oncology

*The opportunity to work closely with an experienced mentor to perfect our corporate presentation and pitch to investors was timely and very useful. We obtained invaluable advice in terms of preparing our finance function and systems ahead of a transaction and built a strong network of like-minded business leaders and expert advisors.*



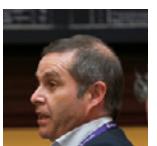
**Brody Sweeney,**  
CEO  
Camile Thai

*We really enjoyed taking part in the course. The opportunity to mingle with peers in ambitious companies like ours, but in different industries, understand the IPO process and finetune an investor deck so that we are investor-ready has been a great help to us in getting Camile prepared for the next stage of growth. The Euronext team were very committed, and energised us with the possibilities that going public could bring.*



**Frank Madden,**  
CEO  
Crest Solutions

*Participating in IPOready gave us the opportunity to think about our company, why we exist and why we can be more relevant in the future. The course and the experience gave us a chance to play in the big leagues and create a valuable network. It has increased our ambition and ability to scale our business. It was the most worthwhile thing I did in years.*



**Peter Cosgrove,**  
CEO  
ATA Group

*The networking and peer-to-peer learning on IPOready was invaluable. I really enjoyed watching ATA and our peers refine our strategy throughout the programme which was evident during the pitch sessions. I also gained great insights through engaging with presenters on the programme who openly shared their experiences in scaling their companies and the sources of funding they used along the way.*

## INTERVIEW WITH A PAST PARTICIPANT...



**Nicola Mitchell,**  
CEO of Life Scientific and winner of EY Entrepreneur of the Year, 2020

### **What was the biggest thing the programme delivered on for you?**

Very simply, I want to give a BIG thank you to Euronext's IPOready programme for turning on a light switch in each and every one of the participating companies, by demystifying the listing process. Whether or not each participant IPOs, all of us can see further now! Thanks to IPOready we are more ready than ever to stand up and be counted on the world stage. We are ready for scrutiny, to be measured against the highest of standards and against the best companies, i.e. those performing to the highest account and renowned for operating in the best interests of all stakeholders.

### **Did the course confirm your thoughts about potentially listing?**

For us at Life Scientific, it's not a choice, we must IPO. It is THE ultimate destination:

- 1) for anyone wanting to build a world-class company,
  - 2) to be recognised throughout the world for leading in your field,
  - 3) to have that third-party verification by world-class investors and research analysts
  - 4) it demands the highest levels of professionalism, which attracts the best partners, people and projects to a company.
- Listing is only the start but it sets you up for success.



## What would a listing deliver to Life Scientific?

A listing gives a company a framework on which to anchor a vision that is bigger than any one individual or shareholder. It means everyone can be an owner. The vision is shared, the values are shared, the objectives are shared, the strategy is shared and best-in-class wins the prize.

Listing is a gateway to an elite club and a chance to be part of an upper echelon of best-in-class companies on a global stage.



## Is there any part of the process that you aren't looking forward to?

The company will be put through the rigours and due-diligenced to the nth degree, but ultimately you will be a better business for it. The fastest way to grow and thrive is by doing the right thing by all stakeholders, so having the extra governance in place that a listing demands is a necessary evil. Everyone in the business will be held to account, so I am prepared to be uncomfortable!

### Any final thoughts?

It's no longer true to say indigenous Irish companies are short on ambition; indeed I believe the dream is now even bigger. The world is ready and waiting for entrepreneurs to grasp the opportunity and scale responsibly. Thank you Euronext for elevating us and broadening our collective horizons.



## ABOUT LIFE SCIENTIFIC

Life Scientific is an Irish company specialising in premium generic agrochemical products. The company has a unique R&D capability in generic development and registration and operates in a \$72bn global market, competing directly with Syngenta, Bayer and BASF. The company has an established base in Ireland, the UK, France, Germany, Spain and Eastern Europe. Life Scientific has expanded its revenue eightfold in the past eight years and has significant plans for the future.



# PREPARING FOR STRATEGIC FINANCE

Module 1 focuses on some of the different growth strategies adopted by European companies to scale. Founders of listed companies share their funding experiences and how an IPO enabled their development.

Module 2 will focus on helping you evaluate the different strategic finance options available and which is most suitable to your company. It also covers the M&A process, which can be a key enabler of strategic growth.

Module 3 will focus on getting your company investment-ready, encompassing key topics such as your business plan, strategy, leadership, governance and your investment pitch.



## INDUCTION AND PITCH

Dublin  
19 January (half day)

- Programme overview
- Meet the mentors
- Pitch your company

# SECURING STRATEGIC FINANCE

Modules 4 and 5 will focus on the fundraising process, financial ecosystem, investor landscape and valuation of your company.

The programme will include two pitch days, of which one will be to an investor panel, and the other to a sellside research panel and a number of buyside investors, including the Ireland Strategic Investment Fund.



## PITCH DAYS

Dublin  
20 April & 29 June

- Each company pitches their equity story to a panel of investors
- 1-1 investor pitches

<b>MODULE 1</b> GROWTH STRATEGY  Rotterdam 26/27 January  <ul style="list-style-type: none"> <li>■ Entrepreneurial mindset</li> <li>■ Scaling</li> <li>■ IPO - a strategic option</li> <li>■ Company identity and culture</li> </ul>	<b>MODULE 2</b> STRATEGIC FINANCE OPTIONS  Dublin 23/24 (half day) February  <ul style="list-style-type: none"> <li>■ Founder financing and scaling stories</li> <li>■ Strategic finance options</li> <li>■ Investor perspectives</li> <li>■ Growth through M&amp;A</li> </ul>	<b>MODULE 3</b> INVESTMENT-READY  Dublin 23 March  <ul style="list-style-type: none"> <li>■ Getting your business IPO-ready</li> <li>■ Structuring equity plans</li> <li>■ Governance</li> <li>■ Investment pitch</li> </ul>	<b>MODULE 4</b> IPO PROCESS  Dublin 25/26 (half day) May  <ul style="list-style-type: none"> <li>■ IPO process</li> <li>■ IPO offer / marketing</li> <li>■ Financial PR</li> <li>■ Valuation and investor landscape</li> </ul>	<b>MODULE 5</b> LISTING & POST LISTING  Lisbon 22/23 June  <ul style="list-style-type: none"> <li>■ ESG</li> <li>■ IPO roadshow</li> <li>■ European financial ecosystem</li> <li>■ Life as a listed company</li> </ul>
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# ACADEMIC CAMPUSES TOP-TIER BUSINESS SCHOOLS

Together with top-tier business schools, Euronext organises two campus sessions to bring together participants from all of our pre-IPO programmes, IPOready and TechShare.

Two representatives from each IPOready participant company will be invited to join the campus sessions with international companies and experts. The campuses are organised with leading European business schools to encourage discussions with entrepreneurs and interactions through breakout sessions and plenary keynotes.



## PLENARY KEYNOTES

## PANEL DISCUSSIONS

## GROUP WORKSHOPS



The European campus sessions are a networking enabler, connecting entrepreneurs from 9 European countries with each other and with capital markets advisors



# PROGRAMME PARTNERS

## Enterprise Ireland

Enterprise Ireland works in partnership with Irish enterprises to help them start, grow, innovate and win export sales in global markets.

As a government organisation, it is responsible for the development and growth of Irish enterprises in world markets. In this way, it supports sustainable economic growth, regional development and secure employment.

[enterprise-ireland.com](http://enterprise-ireland.com)



### Leo Clancy

CEO Enterprise Ireland

*Scaling Irish companies globally is an increasingly important economic objective for Ireland. Understanding how to finance ambitious growth is a key success factor. IPOready provides companies with skills and knowledge for the journey.*



## Ireland Strategic Investment Fund (ISIF)

ISIF is a sovereign development fund with a unique mandate, which is to invest on a commercial basis in a manner designed to support economic activity and employment in Ireland. The Fund's investment strategy, guided by the objectives of Project Ireland 2040, is to target its future investments in five sectors or priority themes of key importance to the Irish economy. The Fund differs from other sources of capital with a long investment time horizon, enabling the Fund to act as a patient source of capital.

[isif.ie](http://isif.ie)

### Nick Ashmore

CEO of ISIF

*As a long-term commercial investor focused on supporting Irish indigenous businesses to scale, ISIF is delighted to continue its support of the IPOready programme. We believe it provides excellent advice and truly prepares companies seeking funding to scale, thereby enabling them to compete on a global stage.*

# EURONEXT: A PAN-EUROPEAN- STOCK EXCHANGE

Euronext is the leading pan-European market infrastructure, operating regulated and MTF exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal, with more than 1,900 companies listed on our markets.

With an SME franchise of more than 1,500 issuers, Euronext is also the largest listing venue for Tech SMEs in Europe with +700 Tech issuers.

Euronext Growth is Euronext's SME Growth market, which facilitates a lighter regime and access to capital markets for fast-growing SMEs. Euronext Dublin works with advocacy groups such as Scale Ireland to support the next generation of scaling enterprises and works with the most ambitious companies at Enterprise Ireland, ISIF and Endeavor on achieving their growth ambitions.

Euronext offers a diverse and international investor base, connecting our issuers to more than 6,000 institutional investors.

# 1,900+

## LISTED COMPANIES



# EURONEXT: A VIBRANT FRANCHISE OF LISTED SME AND TECH COMPANIES

With +300 new Tech listings since 2017, Euronext is the most dynamic market in Europe for Tech companies.



**84**

Software

**+700** LISTED  
TECH  
COMPANIES



**155**

Healthtech



**158**

Cleantech



**28**

Fintech



**84**

Digital Services



**57**

Media & Entertainment



**84**

Software



**33** Electronics &  
Semiconductors



**72**

Hardware & Robotics



**43**

Telecommunications



**44**

Technology Advisory



**24**

E-commerce & Marketplace

A wide community of SMEs and family businesses

**1,500+** #1

companies with a market cap <€1bn listing venue for SMEs in Continental Europe

**€78Bn** **€45M**

raised by SMEs through equity since 2017 raised on average by SMEs at IPO since 2017

**600+** **€1.1Tn**

family businesses aggregated market capitalisation for the Tech sector

## WHERE CAN I LEARN MORE?

■ ■ ■ □



VISIT OUR  
WEBSITE WHERE  
YOU CAN **WATCH**  
**OUR VIDEOS AND**  
**COMPLETE YOUR**  
**APPLICATION**  
**ONLINE**

## HOW DO I APPLY?

ONLINE APPLICATIONS OPEN UNTIL  
**4 November 2022**



**Richard  
Kennedy,**  
CEO  
Devenish  
Nutrition

*It was time incredibly well spent. You get to meet businesses outside your sector, you make new friends. It was incredibly impactful and practical in that it gives you a physicality to how you look to raise funds and you then have the opportunity to discuss the options and follow through.*

*For us it was brilliant at the time and it continues to have an impact on our business.*



**Barry Napier,**  
CEO  
Cubic Telecom

*For Taoglas, the IPOready programme was an instrumental success and has really helped us shape our future growth options. We gained an in-depth understanding of the financing options available to Irish companies to help them scale. Most importantly, what the programme delivered is the belief that Irish companies can scale with the correct strategic options while always maintaining control, rather than exiting to that strategic buyer too early.*

### What is the fee?

The IPOready fee is €12,500\* for two agreed senior executives from each company. The fee covers all training, mentoring and course material and is payable on acceptance of a place on the programme.

### What is the selection process?

All applications are assessed by a panel composed of representatives from Euronext Dublin, Enterprise Ireland and ISIF.



**Patrick  
Mc Hale,**  
CFO  
Taoglas

*IPOready was a fantastic journey for both our CFO, David, and me. We collaborated with the best scaling companies in Ireland and were introduced to some of the international capital markets ecosystem. The mentors and speakers were excellent, which led to great open conversations with some great insights and guidance. Overall it was an extremely worthwhile programme that I would encourage other scaling Irish companies to explore.*

## CONTACT US



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#### Euronext: a Pan-European Stock Exchange

Euronext is the leading pan-European market infrastructure, connecting local economies to global capital markets, to accelerate innovation and sustainable growth. It operates regulated exchanges in Belgium, France, Ireland, Italy, the Netherlands, Norway and Portugal. With 1,949 issuers and €5.9 trillion in market capitalisation as of end June 2022, it has an unmatched blue chip franchise and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets, one of Europe's leading electronic fixed income trading markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, FX, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. In addition to its main regulated market, it also operates a number of junior markets, simplifying access to listing for SMEs. Euronext provides custody and settlement services through central securities depositories in Denmark, Italy, Norway and Portugal.

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