

# IPOready

## EURONEXT DUBLIN'S STRATEGIC FINANCING PROGRAMME

2019-2020



in partnership with



Gníomhaireacht Bainistíochta an Chisteáin N  
National Treasury Management Agency

Ciste Inbheistíochta Stratéise d'Éirinn  
Ireland Strategic Investment Fund

## PREPARING COMPANIES TO ACCESS STRATEGIC FINANCE

**IPOready** was launched by Euronext Dublin in 2015 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; 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 help you to prepare your business to deliver to those expectations.



**Padraic Clarke**  
CFO - Atlantic Therapeutics



*I would recommend the IPOready programme to any growing Irish company looking to access significant finance as a critical **strategic enabler of their growth.** Even if an IPO is not the ultimate source of that finance, the learnings that I took away from the programme are relevant to any fundraising situation, and were of **benefit to Atlantic Therapeutics in our recent equity fundraising.** IPOready has provided us a **fantastic opportunity to meet other companies** in a similar position and to learn from their experiences as well as providing **contacts with potential advisors and investors** for the future."*

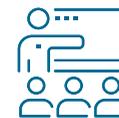
## HOW WILL THE PROGRAMME BENEFIT ME?



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



get your business **investment ready** and understand the fund raising process



perfect your **investment pitch**



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



## IS MY BUSINESS ELIGIBLE TO PARTICIPATE?

### Yes if your business:

- Is revenue generating (>€5m)
- 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 programme

## PROGRAMME OVERVIEW

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

IPOready is unique in providing participating companies with:



**expert training** and insights from over 100 top professionals



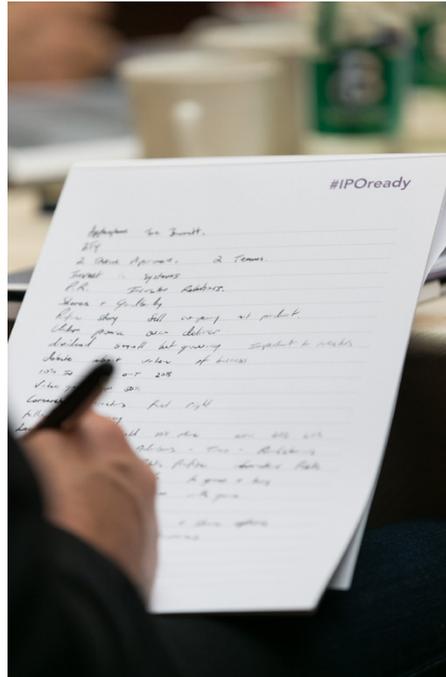
networking **opportunities**



**access** to over 25 domestic and international investor organisations



**one-to-one** mentoring



From September 2019 to June 2020, the participants will take part in seminars, pitch days and one-to-one coaching.

### SEMINARS

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

### PITCH DAYS

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

### ONE-TO-ONE COACHING

Each participant company is allocated a mentor with extensive fund raising experience to guide them through the programme and support them in developing their equity pitch.

### MEETING WITH ISIF

ISIF is committed to supporting the scaling of Irish enterprises and the development of a strong IPO pipeline. Participant companies will have one-to-one contact with ISIF during the programme. In addition, ISIF will consider investing in participant companies who subsequently progress to undertake an Initial Public Offering (IPO).

## APPLICATION AND SELECTION OF CANDIDATES

APRIL 2019  
TO JUNE 2019

## PHASE 1 PREPARING FOR STRATEGIC FINANCE

SEPTEMBER 2019  
DECEMBER 2019

## PHASE 2 SECURING STRATEGIC FINANCE

JANUARY 2020  
APRIL 2020

## PHASE 3 INTERNATIONAL FINANCE

MAY 2020

## TESTIMONIALS FROM PREVIOUS PARTICIPANTS



**David Walsh,**  
CEO - Netwatch Systems

“ IPOready was **instrumental** to Netwatch in our fund raising efforts. It gave us a **deep insight into the funding ecosystem** and fund raising process. The modules focusing on pitching to investors helped us to craft an investor pitch with the correct **value proposition** for our strategic partners. I would **recommend** IPOready to every company looking to raise strategic finance.”



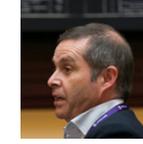
**Mark Lynch,**  
Director - O'Reilly Concrete

“ I think IPOready is a **valuable programme for every scaling family company** looking to gain insights into financing options, investor expectations and corporate governance. **I couldn't recommend it highly enough** - it more than exceeded our expectations.”



**Laurence Flavin,**  
CFO - Finance Ireland

“ We were delighted to be part of the IPOready programme. It was a **natural step in the progression of a high growth business** like Finance Ireland, as Ireland's largest non-bank lender. The programme put us in a positive environment with companies of a similar DNA and gave us **access to the expertise and resources** needed in considering the suitability of an IPO for our business in the future. We would **strongly recommend** the programme to other companies with a track record and growth ambitions.”



**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.”



**Patrick Mc Hale,**  
CFO - Taoglas

“ 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.”



**Justin Keatinge,**  
Co-founder - Version 1

“ The IPOready programme is a **brilliant support and networking opportunity** for companies interested in scaling their business. Over the course of the programme I have gained **knowledge** on raising capital, investor relations and business management not only from leading experts but also from my fellow participants on the IPOready experience.”



## PHASE 1 PREPARING FOR STRATEGIC FINANCE

Phase 1 will focus on getting your company investment ready, encompassing key topics such as your business plan, strategy, leadership, governance, financial model and valuation.

It will also include a module on acquisitions, the rationale and the process which can be a key part of strategic growth. This phase will conclude with a pitch to an investor panel who will give you insights for refining your investment pitch.

Induction - Thursday, 5 September 2019

### MODULE 1 Strategy, leadership & governance

08-09 October 2019

#### Day 1

Strategy and structure for growth  
Leadership and culture

DINNER WITH KEYNOTE SPEAKER

#### Day 2

Driving governance and board performance  
Developing your equity pitch

### MODULE 2 Investment ready financial modelling & valuation

12-13 November 2019

#### Day 1

Getting your company investment ready

DINNER WITH KEYNOTE SPEAKER

#### Day 2

Building your financial model  
Valuing your company

### PITCH DAY Presenting to investors

28 November 2019

Pitching your equity story to an investor panel



## PHASE 2 SECURING STRATEGIC FINANCE

Phase 2 will focus on evaluating the different strategic options available and identifying the one most suitable to your company.

It will also outline the fund raising process and managing investor relations.

This phase will also conclude with a pitch to an investor panel who will give you insights for refining your investment pitch.

### MODULE 3 Understanding sources of finance & investors

28-29 January 2020

#### Day 1

Strategic finance options  
Assessing funding options

DINNER WITH KEYNOTE SPEAKER

#### Day 2

Understanding public equity markets and investor relations  
Legal aspects of financing

### MODULE 4 Fund raising process and M&A

10-11 March 2020

#### Day 1

Fund raising process  
IPO process

DINNER WITH KEYNOTE SPEAKER

#### Day 2

Scaling through acquisitions  
Using finance as a strategic enabler

### PITCH DAY Presenting to investors

23 April 2020

Pitching your equity story to investor panel

## PHASE 3 INTERNATIONAL FINANCE

May 2020

2 Days

Meeting with international advisors, investors and entrepreneurs  
Pitching your equity story to an international investor panel





For the first time, IPOready participants specialised in the Tech sector will have the opportunity to join Euronext's TechShare programme. Created in 2015 TechShare is the only pan-European programme dedicated to Tech businesses, with a first-rate and well-regarded educational approach on the IPO process and its challenges. TechShare focuses on companies from Belgium, France, Germany, Italy, The Netherlands, Portugal, Spain and Switzerland.

Designed to lay the groundwork for potential initial public offerings within a two-to three-year period, TechShare has already tangible results, with four initial public offerings completed by companies that have participated in the programme: Osmozis (February 2017), Balyo (June 2017), Theranexus (October 2017) and Oxatis (April 2018).

IPOready participants in the Tech sector will be invited to participate in the two campus seminars 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.



FALL  
CAMPUS  
SEMINAR

SEPTEMBER 2019

SPRING  
CAMPUS  
SEMINAR

MARCH 2020

135 participating companies  
2018 - 2019 cohort

## PROGRAMME PARTNERS

### Enterprise Ireland - helping Irish companies achieve global success

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, they are responsible for the development and growth of Irish enterprises in world markets. In this way, we support sustainable economic growth, regional development and secure employment.

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



**Julie Sinnamon,**  
CEO - Enterprise Ireland

“ We are proud to support this programme which equips companies looking to achieve scale with the skills to access strategic finance or go public. It is encouraging to see the companies which graduated from IPOready 2018 already achieving growth on a global level and expanding their workforce.”

### 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 revised investment strategy, following a 2018 review of the ISIF mandate, is guided by the objectives of Project Ireland 2040, to target its future investments in five sectors or priority themes of key importance to the Irish economy: Regional development – Housing – Indigenous businesses – Climate change – Brexit. 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.

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



**Fergal McAleavey,**  
Senior Investment Director - ISIF

“ ISIF is delighted to continue its support of the IPOready programme, as we believe it provides excellent advice and truly prepares companies seeking funding to scale, thereby enabling them to compete on a global stage. A core pillar of the ISIF investment strategy is to support the scaling of 100 indigenous business by providing investment capital, where we plan to invest €1bn over 5 years.”

## EURONEXT: A PAN-EUROPEAN STOCK EXCHANGE

Euronext is the leading pan-European stock exchange in the Eurozone with nearly 1,300 listed issuers worth €3.5 trillion in market capitalisation. Euronext operates regulated markets in Amsterdam, Brussels, Dublin, Lisbon and Paris. With a wide SME franchise of more than 950 issuers, the Group has also an unmatched blue-chip franchise that has 300 large listed companies, and the largest listing venue for Tech SMEs in Europe with 423 Tech issuers.

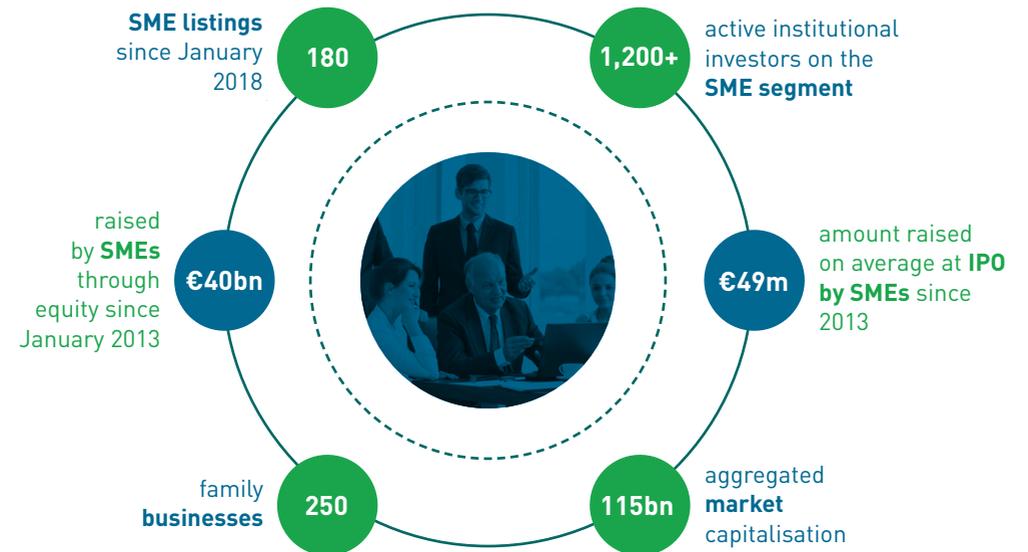
Euronext offers the most diverse and international investor base, having more than 5000 active institutional investors on its markets, of which one half is from the US.

In order to support entrepreneurs throughout their journey on capital markets, Euronext has deployed TechShare and FamilyShare pre-IPO programmes, as well as various investor access, equity research and corporate services.



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

A wide community of SMEs and family businesses



A vibrant franchise of Tech companies



\*over the past 3 years  
All data as of end of March 2019

## WHERE CAN I LEARN MORE ABOUT THE PROGRAMME?

### Attend one of our launch events



Register your interest to attend one of our launch events at [ipoready@euronext.com](mailto:ipoready@euronext.com):

**DUBLIN** Thursday 9 May  
8am - No 6 Kildare Street

**GALWAY** Tuesday 14 May  
8am - G Hotel

**CORK** Wednesday 15 May  
8am - The River Lee Hotel



## Contact us



### Euronext

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Niall Jones  
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### Enterprise Ireland

Mariam Dadabhay  
Client Development Programme Manager  
[mariam.dadabhay@enterprise-ireland.com](mailto:mariam.dadabhay@enterprise-ireland.com)

or your development advisor

## Visit our website



[www.euronext.com/IPOready](http://www.euronext.com/IPOready)



## HOW DO I APPLY?

### Applications now open

Application form available on [www.euronext.com/IPOready](http://www.euronext.com/IPOready)

Complete and send to  
Orla O'Gorman  
[oogorman@euronext.com](mailto:oogorman@euronext.com)

Niall Jones  
[njones@euronext.com](mailto:njones@euronext.com)

**by Friday 14 June 2019**

### What is the fee?

IPOready is €17,500 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.



**Frank Madden**  
CEO Crest Solutions

### What is the selection process?

The selection committee is comprised of representatives from Euronext Dublin, Enterprise Ireland, and ISIF.



*Participating on 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."*

**LAUNCH  
EVENTS**

**APPLICATION  
DEADLINE**

**PLACES  
OFFERED**

**IPOready  
COMMENCES**

9, 14, 15 MAY

14 JUNE

5 JULY

5 SEPTEMBER

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Euronext, is the leading pan-European exchange in the Eurozone, covering Belgium, France, Ireland, The Netherlands, Portugal and the UK. With 1,300 listed issuers worth €3.5 trillion in market capitalisation as of end February 2019, Euronext is an unmatched blue chip franchise that has 25 issuers in the Morningstar® Eurozone 50 IndexSM and a strong diverse domestic and international client base. Euronext operates regulated and transparent equity and derivatives markets and is the largest centre for debt and funds listings in the world. Its total product offering includes Equities, 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, Euronext also operates Euronext GrowthTM and Euronext AccessTM, simplifying access to listing for SMEs. The Irish Stock Exchange plc, trading as Euronext Dublin, is regulated by the Central Bank of Ireland.

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