

Preparing you for  
capital market success

Irish  Stock Exchange

# IPO Programme

In association with



ACG

## **Listing your company on the stock exchange delivers:**

- Access to capital for growth and expansion
- A liquid market for your shares
- An independent value on the company's business
- Capital to fund acquisitions
- Enhanced company profile and status with all stakeholders
- Increased employee performance and motivation through incentivised share schemes

# **€23.5bn**

funds raised by companies  
on the ISE from 2004 - 2013

# WHY DO THE IPO PROGRAMME?

Growing your business will **create greater opportunities** and **new markets** for your company.

This IPO Programme is designed to **support** and **encourage** ambitious companies to come to market in an organised, planned and coherent way, accompanied by targeted and appropriate advice and training.

# OVERVIEW



## Objectives

At the ISE, we want to help strengthen the entrepreneurial spirit in Ireland's business community.

The IPO Programme will prepare you and your team for 'public' company discipline and the required 'public' corporate governance. Alternative strategic financing options will also be examined.



## Expert Training

This IPO Programme is delivered by a combination of corporate advisory and investor practitioners from home and abroad; ISE senior executives; leading public company executives; and academics from DCU Business School. The Programme will be underpinned with executive business coaching from Accelerating Company Growth, (a specialist leadership company) and networking opportunities.



## Outcomes

At the end of this Programme your team will:

- Understand capital markets and all available funding options
- Understand the IPO process and the role of each relevant party involved
- Be ready to develop a defined equity story to communicate to your investors
- Appreciate the continuing obligations of a public company
- Have a network of investors, advisors, entrepreneurs and business coaches



## Schedule

The Programme will encompass 3 phases over a 15-18 month period.

- Launch at the ISE on Thursday 15 January 2015 at 8am
- Applications submitted to ISE by Friday 30 January 2015
- Selection process complete and successful candidates announced 25 February 2015
- Divided into three distinct phases, commencing March 2015 to June 2016
- Executive business coaches will work with you individually and key networking opportunities will be an intrinsic part of each phase of the Programme

# WHO CAN TAKE PART?



## Your company can take part in the Programme if it:

- has a proven track record and operates in a high growth sector with potential to accelerate growth



## and if you:

- want to understand and prepare for large scale funding options
- want to network with other ambitious companies that are growing and innovating
- want to build a network of top advisors, investors, entrepreneurs and academics who have experience in accelerating the growth of large scale companies
- have good prospects for future international growth and realistic plans to achieve it, and
- have a strong, ambitious and committed management team.



## Your company is eligible if:

- it is revenue generating, at least €5 million heading to €10 million;
- it can demonstrate a track record of growth and future potential; and
- it can commit the senior team (Chair/CEO/CFO or other agreed senior executive/s) for a minimum of 18 months.



## You can apply by:

- Completing an application form available from Orla O’Gorman, Head of Irish Market, [orla.ogorman@ise.ie](mailto:orla.ogorman@ise.ie), +353 1 6175130 . All completed forms should be returned to Orla by 30 January 2015 who will also be happy to address any queries you may have.



## You are accepted if:

- The selection committee comprising of representatives from the ISE, Enterprise Ireland, Invest Northern Ireland, DCU and ACG approves your application.



## Your fee is:

- €19,000 euro for two agreed senior executives from each company. The fee covers all training, coaching and networking.



# THREE PROGRAMME PHASES

PHASE 1 | PHASE 2 | PHASE 3

# PHASE 1

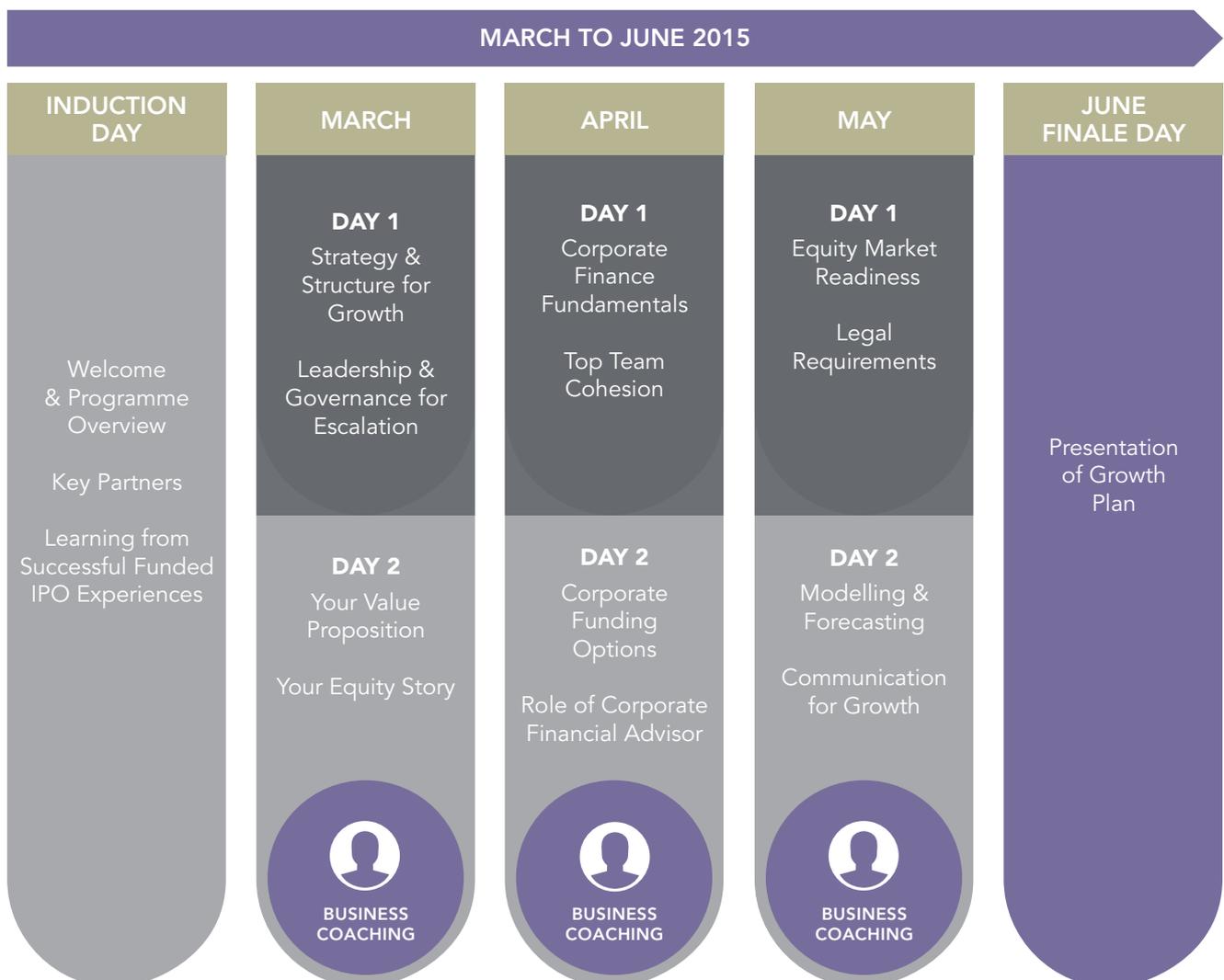
## UNDERSTANDING | DEVELOPING | PREPARING

Phase 1 will focus on building your core knowledge and skills to:

- Understand capital markets and the fund raising process
- Develop your business strategy and growth plan
- Prepare your company to be IPO ready

You should complete Phase 1 with a robust business plan which identifies growth opportunities and the financing required to deliver it.

Phase 1 will run over four months with an induction day in March 2015. It will be delivered in three sets of two-day modules (by DCU Business School, ISE, advisors and industry experts). Phase 1 will be underpinned with executive business coaching and networking opportunities.



# PHASE 2

## IDENTIFYING | STRENGTHENING | COMMUNICATING

Phase 2 will focus on refining your business plan to:

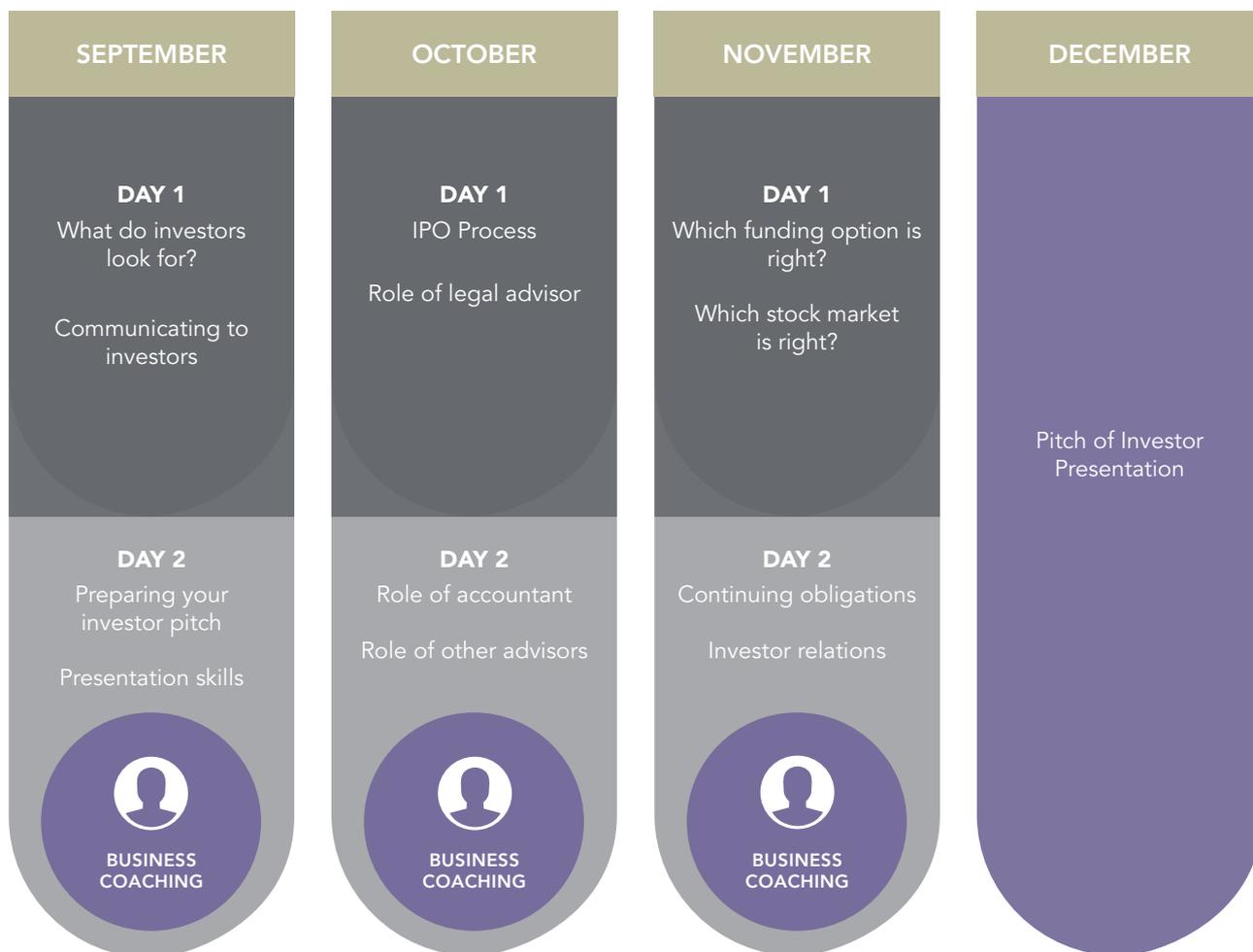


- Identify strategic financing options most suited to you
- Strengthen your equity story and prepare for investor presentations
- Develop communication skills for presenting to investors

You should complete Phase 2 with an investor presentation which includes your equity story and the financing required.

Phase 2 will run over four months. It will be delivered in three sets of two-day modules (by ISE, advisors, industry experts and representatives from listed companies). Phase 2 will be underpinned with executive business coaching and networking opportunities.

SEPTEMBER TO DECEMBER 2015



## PHASE 3

# NETWORKING | NETWORKING | NETWORKING

Phase 3 will concentrate on delivery of your investor presentation which will enable you to:



- Pitch your equity story to potential investors
- Network with the investor community that most matches your profile
- Access domestic and international capital market networks

Phase 3 will run over a six month period from January to June 2016. This phase will be tailored to each participant and will give you the opportunities to meet with relevant investor networks, strengthen your proposition and refine your communication skills.



# THE PROGRAMME PARTNERS



## THE IRISH STOCK EXCHANGE (ISE)

...is a global financial services business. Its markets allow companies to raise capital and trade services in a wide range of securities. As an independent exchange, the ISE can focus on delivering an international gateway to investment for Irish companies and a European gateway to global issuers.

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



## ENTERPRISE IRELAND

...works in partnership with Irish enterprises to help them start, grow, innovate and win export sales. As a government agency, we are responsible to support and encourage economic growth, regional development and create jobs.

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



## INVEST NORTHERN IRELAND

...a regional business development agency, supporting growth of the local economy, by helping new and existing businesses to compete internationally and by attracting new investment to Northern Ireland.

[www.investni.com](http://www.investni.com)



## DUBLIN CITY UNIVERSITY BUSINESS SCHOOL (DCU)

...constantly develops new and innovative business education programmes, targeted at providing participants with relevant leadership and management skills. Our Business School has an international reputation for outstanding business education, rooted in our core principles of relevance and excellence.

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



## ACCELERATING COMPANY GROWTH (ACG)

...targets company leaders with the will to influence and change company performance to deliver high success. Our team's direct experience of corporate start up and development allows us to understand the challenges first-hand. We provide practical advice (mentoring), skills development (training) and personal development (executive coaching) to strengthen your business leadership.

[www.acceleratingcompanygrowth.com](http://www.acceleratingcompanygrowth.com)

## ECONOMIC IMPACT AND CONTRIBUTION IN IRELAND IRISH OPERATIONS OF ISE LISTED COMPANIES

		DIRECT	ECONOMY WIDE
		€m	€m
	Output/Sales Revenues from Irish Operations	€12.1bn	€24.0bn
	Irish Employment Incomes Supported	€2.5bn	€4.2bn
	Irish Non-Labour Business Expenditure	€7.3bn	€15.0bn
	GVA/GDP Contribution	€5.3bn	€9.5bn
	Irish Employment Supported – Full Time Equivalents (FTEs)	49,148	97,435

Source: Estimated impact based on Indecon analysis of 2012 figures. Figures exclude Tesco and Diageo.

## GLOBAL FOOTPRINT OF ISE LISTED COMPANIES



## **Contact Information**

### **Questions about the IPO Programme**

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