

7 Steps to **IPO Success**

Acumatica's modern ERP promotes IPO success by:

- Streamlining IPO preparation
- Optimizing business processes across a global enterprise
- Delivering real-time and historical financial reporting on demand
- Scaling to support new divisions, product lines, and unlimited users

SUCCESSFUL IPOs

Create a wealth of financial opportunities that empower companies to:

- · Grow their base
- Expand into new markets
- Acquire companies

SUB-STANDARD IPOs

- Threaten long-term success Weaken company branding
- Waste millions
- **COUNT THE COSTS**

GET BUY-IN

HIRE THE

IMPLEMENT FUTURE-

TECHNOLOGY

PROOF

ATTRACT **INVESTORS**

TRANSITION OPERATIONS

RIGHT PEOPLE

RESEARCH



"We intend to become a leader and an international company. Now we are more efficient in our processes, our revenue streams and outcomes. It was hard to have that granularity

-RACHID OUADDOUR

FINANCE MANAGER TRAVELDOO TECHNOLOGIES (AN EXPEDIA INC. COMPANY) **EXPE (NASDAQ)**

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IPO Path and Phases



RESEARCH DIGITALIZATION **OPPORTUNITIES AND IPO & PUBLIC COMPANY** REQUIREMENTS

ESTIMATE THE COSTS

- · Business transformation costs
- IPO preparation expenses and launch costs \$1M+
- · Costs of operating as a public company

SEEK IPO EXPERTISE

- Regulatory specialistsSell-Side analysts Executives Finance
- Legal counsel Tax Advisors
- Market Analysts
 Investor Relations

(7) GET BUY-IN STAKEHOLDERS



UPGRADE IT · Add or enhance ERP

- · Centralized database
- Real-time reporting · Connected enterprise



REVAMP OPERATIONS

- Integrate workflows
- · Build financial transparency · Generate robust financial reports



EXPAND SKILL SETS



2 PHASE



ACT LIKE A PUBLIC COMPANY

- Align finances, data retention, and reporting to GAAP, SEC, and SOX rules
- Test and validate GAAP, SEC, and
- SOX compliance
- Start preparing S-1 draft



SOLIDIFY PARTNERSHIPS

- Forge positive underwriter relationships
- Identify investment bank requirements · Foster thought leader and analyst support



ATTRACT INVESTORS

- Create value proposition
- Strengthen competitive edge Meet all revenue projections



PHASE



IPO LAUNCH DATE FILE IPO WITH SEC

- Deliver disclosures
- Report on activity

ENSURE COMPLIANCE Meet all SEC, SOX, state, federal.

- and bank financial reporting requirements

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- Generate auditable, historical, and
- real-time financial reports

PREPARE FOR LAUNCH

- · Confirm enterprise-readiness of people,
- processes, systems, and policies
- · Monitor market condition and shift as needed · Plan Road Show and launch materials



"Acumatica saved us time and money processing over 4,500 orders per day. Since it's Cloud-based,

- CHRIS NELSON (CPA), CFO, YOUNGEVITY YGYI (OTCMKTS)



The Cloud ERP

Acumatica Cloud ERP is a comprehensive business management solution that was born in the cloud and built for more connected, collaborative ways of working. Designed explicitly to enable small and mid-market companies to thrive in today's digital economy, Acumatica's flexible solution, customer-friendly business practices, and industry-specific functionality help growing businesses adapt to fast-moving markets and take control of their future.

For more information on Acumatica, visit www.acumatica.com or follow us on LinkedIn.