

## For Privately Held Companies Considering An IPO

Are you the leader of a privately held company that is considering an IPO as a strategic option?



If you are thinking about going public, an independent team of experienced experts such as Kei Advisors LLC can help you to evaluate and implement the opportunity most effectively.

We bring you over fifty years of combined experience in the capital markets and the world of corporate finance, including extensive work with IPOs. This depth enables us to provide independent guidance and advice that is practical and results-oriented.

### How To Begin The IPO Process

In the best of all worlds, you should begin your planning process up to two years in advance of your first public offering. Even before you select your IPO team, which will include your investment banker, accountant, attorney and printer, we can help you determine the cost of going public...not just the capital cost, but also the human resources that will be required to maximize the enterprise value for you and your stakeholders.

### Questions To Consider

At a minimum you should be able to answer the following questions:

- Which investment banking firm should we select? Should it be a national or regional firm?
- How can we comply with the Sarbanes-Oxley Act, and the new exchange regulations with minimum cost and effort?
- Which exchange should we list on, and what are the comparative benefits?
- How many and what types of people will we need to hire to complete the extra work necessary to be a publicly traded company?
- What if the window of opportunity has closed after we have committed to going public? What other attractive alternatives might be available to our company?
- When can we provide media interviews?
- How should we instruct our employees on what they can and cannot do after we go public?
- What plans do we need to have in place to communicate with shareholders and prospective investors once we are public?
- Do we need outside assistance for positioning our company and developing the message as a publicly traded company?
- Who should own our stock and why?
- How do we make sure that “nothing slips through the cracks”?

**HOW WE DO WHAT WE DO:  
THE PINNACLE  
VALUE PROCESS<sup>SM</sup>**

Kei Advisors LLC provides senior level executives of public and pre-IPO companies with a unique and sophisticated methodology, the Pinnacle Value (PV) Process<sup>SM</sup>, to help them create optimum shareholder value. We accomplish this by closing the information value gap that often exists between the market's perception of a company's value and the company's strategic competence and operational effectiveness. Kei cultivates management's and directors' credibility and relations with investors and analysts while developing for its clients value-enhancing strategies for addressing capital needs.

Our process, which is customized to our client's needs, effectively allocates resources to achieve recognition by the capital markets of the intrinsic value inherent in the organization. In addition, our unique process provides the metrics for evaluating progress and achievement.

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**Kei Advisors: Your Complete IPO Resource**

Kei Advisors LLC can help you with a comprehensive range of resources to make your IPO proceed smoothly and successfully. We offer our expertise to you and your company to provide the following values:

- Interview and selection of investment bankers
- Liaison with investment bankers, attorneys and accountants
- Development of a quality "road show" presentation and approach (Note: special one-on-one executive training is available through a strategic partner exclusive to Kei Advisors LLC)
- Coordination of the road show with the investment banker(s) to maximize management's time
- Development of analyst and media lists
- Arrangement of invitations to conferences for presentation opportunities
- Analysis and selection of the best marketplace
- Infrastructure needs analysis and solutions (i.e., do you need to hire an Investor Relations Officer or an outside agency?)
- Development of quarterly and annual reporting processes
- Creation of corporate governance best practices
- Access to venture capital
- Identification and execution of optimum ownership strategies
- Creation of a scalable investor relations program through the Kei Pinnacle Value Process<sup>SM</sup>
- Provision of post-IPO investor relations services
- Guidance for specialist and market maker selection
- Arranging for Cusip number(s), stock certificates, a transfer agent, stock symbol reservation
- Serving as advisors and a sounding board as management makes its fiduciary decisions
- Maximizing "listing day visibility" and exchange services

**Conclusion:**

You may still be weighing the cost and benefits of going public. Or you may have begun the IPO process only to learn how challenging it is to continue to grow the company and at the same time make certain this capital-raising process is being executed in the most effective manner. Regardless of where you are in the IPO process, Kei Advisors LLC would like to offer a free consultation to give you the confidence that you are doing all the right things. Please contact S. Brian Wilson, President of Kei Advisors LLC at 917.696.5405 or by email at bwilson@keiadvisors.com