

SME IPO READINESS COHORT

*Personalised Mentoring & Hand-Holding
to Make You SME IPO Ready*



Make Your IPO Dream Come True



SME IPO Readiness Cohort

Your Gateway to Interest-Free Capital for Growth

**Transform Your SME with Our Comprehensive
SME IPO Readiness Cohort**

This Program is For You if You Are:

- ✓ Running a profitable business?
- ✓ Think your brand is ready to go BIG?
- ✓ Committed to unleashing your true potential?

SME IPO is the Right Way!

Let's make it happen!

Do you think IPOs Are Only for Giants? Think Again! The SME IPO is your game-changer!

Forget the myth that IPOs are reserved for mega-corporations. With an SME IPO, even small businesses can tap into massive capital and unlock exponential growth. Why wait to dream big when you can raise BIG?

Let's get your business IPO-ready!

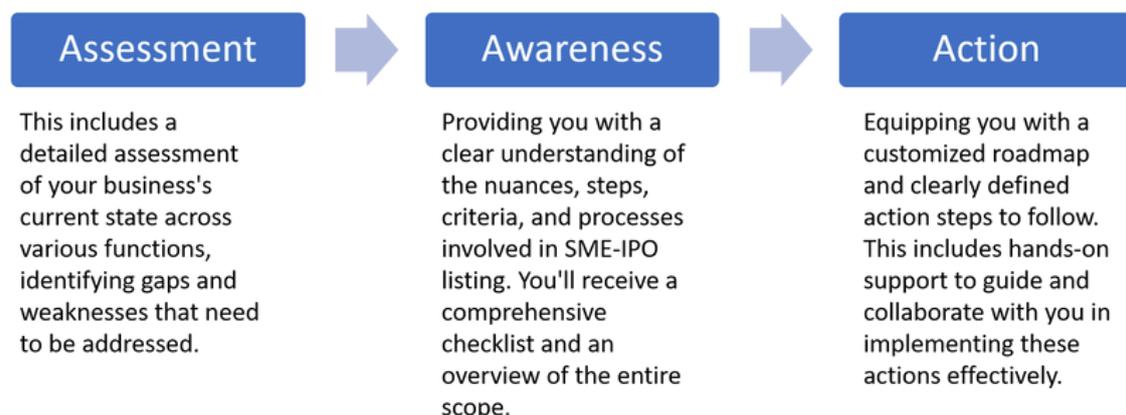
Why Join SME IPO Readiness Cohort?

Most SMEs struggle to navigate the complexity of an IPO. Our program provides:

- ✓ Expert Guidance: Learn from seasoned professionals in the SME IPO space.
- ✓ Customized Roadmap: Tailored strategies to ensure your business is IPO-ready.
- ✓ Banker & Investor Connect: Access a network of SME IPO investors.
- ✓ Comprehensive Support: We cover you, from regulatory compliance to marketing your IPO.

How It Works

The "SME-IPO Readiness Cohort" Program is designed to achieve the following objectives:



Cohort Deliverables

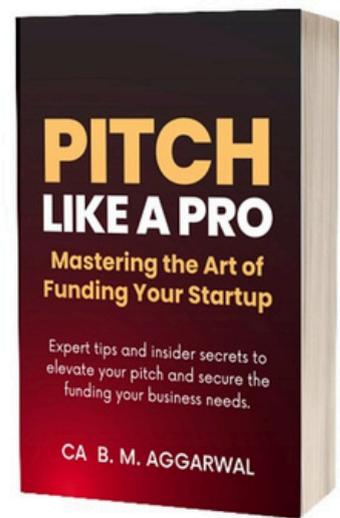
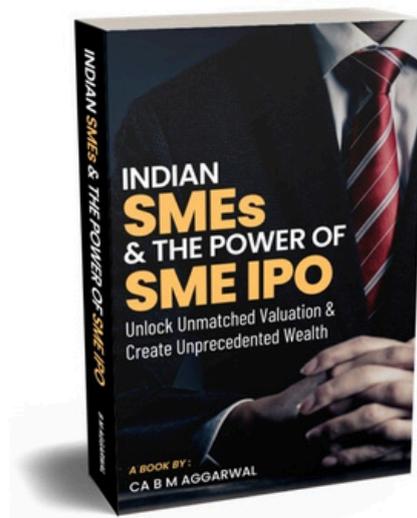
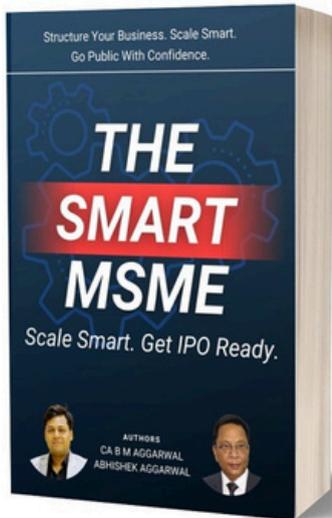
Close Group Workshops

#	TOPIC	CONTENT
1	Welcome Session	Overview of the program & Setting Expectations
2	Entity Conversion	Conversion of the entity and documentation
3	Funding Ecosystem	Debt Funds, Equity Funds, SME IPO Funds, Return on Capital
4	Investor Expectations	Why SME IPO and not Venture Capital. Expectations from the business, Expectations from the promoters
5	Offer Document (DRHP)	Contents of DRHP, Importance of the document, documents checklist
6	Capital Market Basics	The ecosystem stakeholders, SEBI, NSE, BSE, stock brokers, market makers, RTA, Merchant Bankers, Retail Investors, HNI Institutional Investors, and their roles
7	Company Structuring	Ideal ownership structure, Restructuring Balance sheet, Appropriate entity structure, Management team structure of listed company
8	Projections & Forecasting	Financial projections, Business Targets, Forecasting, Valuations and It's implication
9	Business Structuring	Investor friendly business model, Growth strategies, Investor Pitch Deck, and Investment Story.
10	Organization Structuring	Traits of Founder/CEO of a Listed Company, Personal branding, Thought Leadership and It's Impact
11	Corporate Governance	Various measures of Corporate Governance
12	Life After SME IPO	The basic Compliances After the IPO

Bonuses, Tools & Templates Value ₹49000

- IPO Readiness Scorecard
- Vision Alignment Sheet
- Business Entity Conversion Checklist
- Capital Comparison Calculator
- Founder IPO Mindset Matrix
- DRHP Skeleton Template
- Document Collection Checklist
- Capital Market Flowchart
- IPO Timeline Tracker
- Shareholding Restructure Planner
- Financial Forecasting Template
- Valuation Input Sheet
- Pitch Deck Template
- Investment Story Builder
- Public Company Leadership Checklist
- Governance Readiness Grid
- Post-IPO Compliance Calendar
- Investor Relations Planner
- Free Copy of 'The Smart MSME' Book
- Free Copy of "Pitch Like a Pro" Book
- Free Copy of "Indian SMEs & The Power of SME IPOs" Book
- Monthly Business Scaling & Structuring Masterclasses

Bonuses



SME IPO Readiness Cohort – 4 Step Process



10+ Live / recorded Workshops with top Investors, Bankers and SME Leaders on every aspect of SME-IPO that you need to know about.

Series of 1-on-1 discussions with our mentors & investors to build a strong pitch story, formulate right IPO strategy and curated roadmap with milestones.

Creating Pitch Decks, Projections, Business Plan followed by onboarding of Merchant Banker and drafting & submission of DRHP

Series of Investor Pitches followed by Marketing & PR activities. IPO preparation and launching the IPO with a bang!



SME IPOs

Rise & Rise of SME IPOs

- In 2023, 175 SMEs were Listed raising Rs. 4,967 cr. Average 27/28 crore
- In 2024 243 SME IPOs Raised Rs. 9,192 cr. Average 39/40 crore
- SME IPO Platform is getting matured. Despite all challenges like regulatory changes which are getting more and more stringent.

Key Features of The Cohort

With a proven track record of training thousands of individuals on the SME-IPO process, the “SME-IPO Readiness Cohort” Program is our bold initiative to take this support to the next level. Tailored for high-potential companies, the program offers the following features:



12-15 Months of
Close Hand Holding



10+ Live/Recorded
Workshops



Multiple 1:1 Sessions
with Experts



Customized
Roadmap of IPO
Journey



Identifying and
onboarding of
Merchant Banker



SME IPO Investors
Connect and
Investment Support





Let's work together on
your
SME IPO DREAM

**REGISTER
NOW!**



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