



What to Do After You File Your S-1

After spending the last year or more building relationships with the Street, creating your investor deck, and drafting your S-1, it has finally happened: The S-1 you confidentially filed has flipped public.

However, the U.S. Securities and Exchange (SEC) requires you to wait 15 days to begin your road show – so what do you do in the meantime? [Start here:](#)



1. Build out the investor relations section of your website.

You should prepare an IR-focused section of your website that will go live on the day your shares start trading. It should include corporate governance documents, press releases, key data, and a way to sign up to receive future filings and notifications.



2. Make final adjustments to your corporate deck.

Based on your test-the-waters meetings and investor feedback, you may want to make a few tweaks to your slides if any part of your story was confusing or a stumbling block for investors.



3. Update your Q&A document.

Make sure the questions you received most often during your test-the-waters meetings are reflected in your Q&A document, so your road show team can accurately address investor questions.



4. Designate spokespeople for the company.

During your quiet period, be careful that only authorized company spokespeople respond to press and investor inquiries, and that they conform to the SEC's communication restrictions.



5. Start anticipating the share allocation process.

Once you begin your road show, institutional investors will begin to build your order book with requests for shares. You can have input into this process, so think back to the meetings you had and remember which investors were full engaged, understood your story, and represent the type of fund that you would like to have as a shareholder.



6. Prepare to transition to life as a public company.

Start the planning process for what your IR program will look like in the coming 12 months. Include items like a timeline with a rough idea of the investor conferences that you plan to attend, the flow of future news releases that will be issued, and the initiation and reporting of data for key clinical trials.

The time period after you file your S-1 is critical to positioning your company for success. ICR can help guide you through this exciting time. To learn more, please [get in touch](#).

