

From Idea to IPO: How To Prepare Your Subscription Business For a Liquidity Event



Lydia Stone

Chief Accounting Officer
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From Idea to IPO

How To Prepare Your
Subscription Business

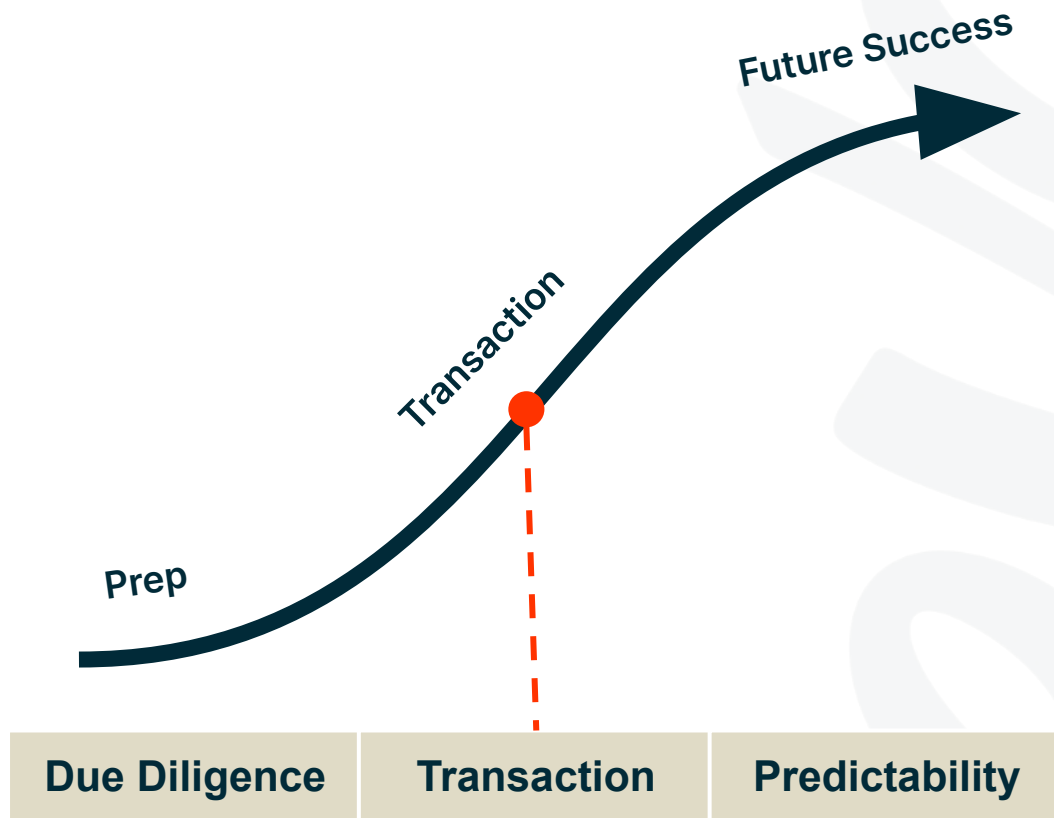


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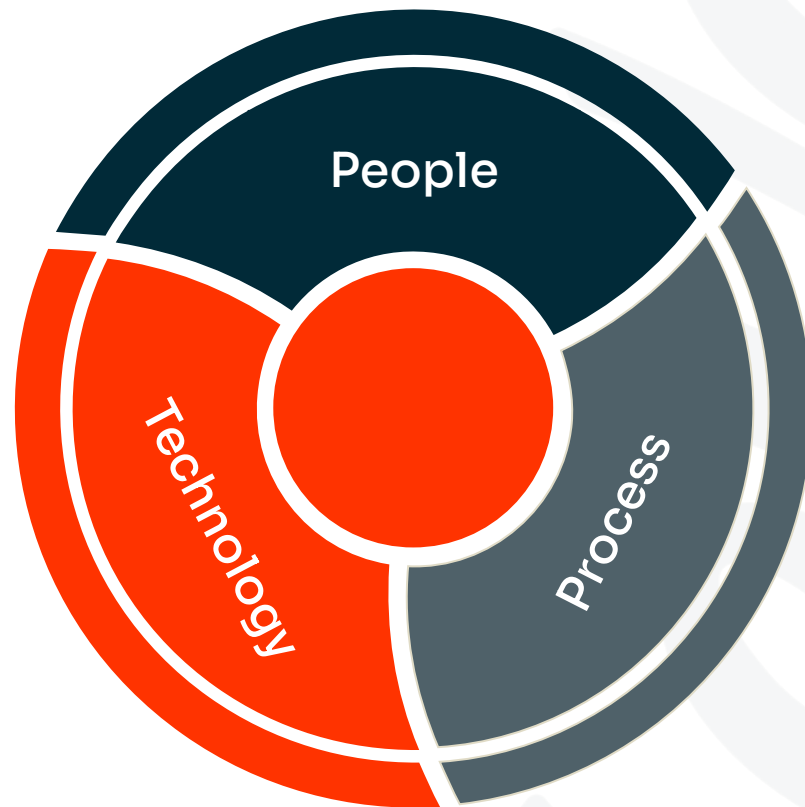
The IPO Journey

- Always be ready for diligence
- It is only the beginning
- Always aim for post transaction success



People, Process, Technology

- Invest in people
- Streamline processes
- Utilize technology



Start with People

- Build a robust Finance team
- Longer term vision
- Maturity of cross functional processes



Forward-looking people strategy



Invest in people



Look beyond Finance



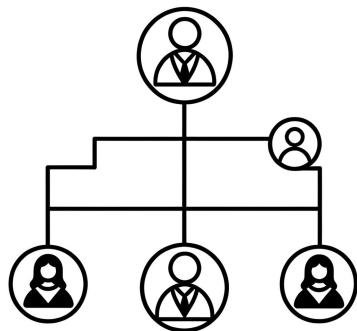
Deal with issues timely

Process

Build with the end in mind

Are you ready to report earnings in 45 days?

The right org



The right process



PRESS RELEASE
February 1, 2024

Apple reports first quarter results

Alphabet
Investor Relations

Live captioning is being provided for the convenience of our webcast viewers only. While we strive for real-time accuracy of the live captioning, that cannot be assured.

Alphabet
Q4 2023 Earnings Call
January 30, 2024
1:30 PM

Technology

Build deliberately



Start Early



Prioritize



Automation and Integrations