

Lawyers Weekly MASTERCLASS SERIES

Running capital raises and IPOs

Masterclass 1: How to run a pre-IPO capital raise

Tuesday, 9 February 2021

Presenters:

Antony Rumboll, Partner, Baker McKenzie

Peter Debney, Senior Associate, Baker McKenzie

Moderator

Jerome Doraisamy, Deputy Editor, Lawyers Weekly

WORKBOOK

Contents

1. CASE STUDY - Zenith Pty Ltd	3
2. Legal framework for a pre-IPO capital raising	4
2.1 What is pre-IPO	5
2.2 Regulatory Framework	6
2.3 Raising capital at different stages of the life cycle of a company	7
2.4 Structure and implementation of a pre-IPO capital raise	8
3. Considerations of the best form of capital (equity v debt)	9
3.1 Equity Capital v Debt Capital	10
3.2 Typical investment structure	11
3.3 Equity investment	12
3.4 Convertible Loan Note	13
3.5 Key considerations for the form of capital	14
4. Documentation	15
4.1 Typical documentation for investment structures	16
5. Key Equity Terms	17
5.1 Participation Rights	18
5.2 Board Representation	19
5.3 Reserved Matters	20
5.4 Liquidation preference	21
5.5 Conversion into ordinary shares	22
5.6 Anti-dilution mechanism	23
5.7 Right of first refusal	24
5.8 Drag-along and tag-along rights	25
5.9 Warranties	26
5.10 What should be the focus of each party?	27
6. Key Convertible Note Terms	28
6.1 Interest Rate	29
6.2 Conversion Events	30
6.3 Conversion Price	34
7. Due diligence	37
7.1 Corporate structure	38
7.2 Intellectual property	39
7.3 Employees	40
8. Exits	41
8.1 Different paths to exit	42
Additional notes	43
Presenter profiles	44

1. CASE STUDY - Zenith Pty Ltd

Ex-investment banker, Chris Morrison, established Zenith Pty Ltd in 2017 in order to develop software to assist with remote customer experiences. Chris identified a need to provide a seamless solution in the financial services market to remotely take customers through the lifecycle of financial products, from initial advice, product disclosure, application process, execution and restructuring.

Chris recruited several developers to develop and upgrade Zenith's main software. The more senior of these developers were offered equity in the company, subject to a vesting schedule (which has been satisfied).

Chris has used his experience and contacts within the financial services industry to build up a customer base of over 30 major customers in more than 10 jurisdictions, including major retail banks who use the software to assist with personal and home loan applications.

As a result of Zenith's impressive growth, the company has won numerous awards and has received several government grants for early-stage fintech companies.

Zenith has previously undertaken several rounds of fundraising, including Seed rounds and Series A and B rounds in 2019 and 2020 which were backed by the corporate VC arm of a major retail bank (which is a key customer), an early-stage VC firm and a sovereign investment fund.

Zenith currently has 150,000 shares on issue and has a 10% employee equity pool. The latest valuation of the company was \$50 million.

Zenith's software is primarily developed in-house by its employees, however it has in the past engaged with contractors and third party developers to develop certain functionality. Given the nature of the business of Zenith's key customers, privacy and cyber security is a paramount concern to the company. Whilst it doesn't store any of its customers' data itself, Chris is well aware of how damaging a cyber breach would be to the company and its reputation in the market. Zenith, whilst based in Australia, has customers which are based in jurisdictions with more rigorous privacy laws than Australia.

Whilst Zenith has been revenue positive for several years, it is still loss-making. Zenith's cash burn rate is also very high, mainly due to high labour and R&D costs. Chris draws a salary of approximately \$300,000 per annum, and there are two other management shareholders with salaries above \$200,000 per year.

Given the high cash burn, Zenith is starting to run out of "runway", and so is looking to raise \$10 million of further capital which will allow the company to operate for a further 24 months at a loss-making position (in advance of Chris' plan to IPO the company in late 2021). Two of Zenith's retail banking customers have indicated that they would be prepared to invest in the company via their corporate VC arms.

Chris has also recently received a tax assessment following the sell-down of performance shares which he received when he was working as an investment banker, and is looking to sell some of his shares in Zenith to free up some cash to pay his tax bill.

Chris has spoken to all of the major and minor shareholders in the Company who have all indicated that they wish to participate in the further fundraising round (and are also prepared to acquire Chris' shares that he wishes to sell-down).

Given your firm acted for Zenith on the Series A and B rounds, Chris asks you to assist with running Zenith's Series C / pre-IPO capital raise.

2. Legal framework for a pre-IPO capital raising

Recap of relevant case study facts:

- Zenith is a private company.
- Zenith has approximately 15 shareholders, of which 4 are large shareholders (including the founder).
- IPO planned for late 2021.



3. Considerations of the best form of capital (equity v debt)

Recap of relevant case study facts:

- Zenith has undertaken previous Series A and B rounds in 2019 and 2020 backed by a major retail bank, an early-stage VC firm and a sovereign investment fund.
- Zenith also has a number of small shareholders who participated in Seed rounds.
- Zenith has positive revenue, but is loss making.
- Zenith's cash burn rate is high.
- Two of Zenith's retail banking customers indicate that they would like to invest in the company.
- All of Zenith's existing shareholders also wish to participate in the next fundraising.
- Chris plans to IPO Zenith in late 2021.



3.2 Typical investment structure

Typical investment structure



Equity Investment

- Investor injects capital directly into company in exchange for shares
- Usually fully paid
- Shares typically have certain preferred rights
 - dividend
 - liquidation



Convertible Loan Note

- Investor extends convertible loan to company
- Loan can be converted into equity upon occurrence of certain events (e.g. closing of another round of equity financing or IPO)

Notes:

4. Documentation

Recap of relevant case study facts:

- Zenith has undertaken previous Series A and B rounds in 2019 and 2020 backed by a major retail bank, an early-stage VC firm and a sovereign investment fund.
- Zenith also has a number of small shareholders who participated in Seed rounds.
- Chris wishes to sell-down a portion of his investment as part of the fundraising round.



5. Key Equity Terms

Recap of relevant case study facts:

- Zenith has undertaken previous Series A and B rounds in 2019 and 2020 backed by a major retail bank, an early-stage VC firm and a sovereign investment fund.
- Zenith also has a number of small shareholders who participated in Seed rounds.
- Zenith has positive revenue, but is loss making.
- Latest valuation was \$50 million.
- Two of Zenith's retail banking customers indicate that they would like to invest in the company.
- All of Zenith's existing shareholders also wish to participate in the next fundraising.
- Chris wishes to sell-down a portion of his investment as part of the fundraising round.
- Chris plans to IPO Zenith in late 2021.



6. Key Convertible Note Terms

Recap of relevant case study facts:

- Zenith has undertaken previous Series A and B rounds in 2019 and 2020 backed by a major retail bank, an early-stage VC firm and a sovereign investment fund.
- Zenith also has a number of small shareholders who participated in Seed rounds.
- Zenith has positive revenue, but is loss making.
- Latest valuation was \$50 million.
- Two of Zenith's retail banking customers indicate that they would like to invest in the company.
- All of Zenith's existing shareholders also wish to participate in the next fundraising.
- Chris wishes to sell-down a portion of his investment as part of the fundraising round.
- Chris plans to IPO Zenith in late 2021.



7. Due diligence

Recap of relevant case study facts:

- Zenith has approximately 15 shareholders, of which 4 are large shareholders (including the founder).
- Zenith has 150,000 ordinary shares on issue.
- All of Zenith's existing shareholders also wish to participate in the next fundraising.
- Chris wishes to sell-down a portion of his investment as part of the fundraising round.
- Zenith has a 10% employee equity pool.
- Develops software to assist with remote customer experiences.
- Has >30 major clients in >10 countries, including major retail banks that use the software to assist with loan applications.
- Software is developed by a mix of employees, contractors and third party developers.
- Given the nature of the business and its customers, privacy and cyber security is paramount to Zenith.
- Zenith receives various government grants for early-stage tech companies.
- Zenith's cash burn rate is high, mainly due to high labour costs and R&D.



8. Exits

Recap of relevant case study facts:

- All of Zenith's existing shareholders also wish to participate in the next fundraising.
- Chris wishes to sell-down a portion of his investment as part of the fundraising round.
- Chris plans to IPO Zenith in late 2021.



Presenter profiles



Antony Rumboll

Partner / National
Head of ECM

+61 2 8922 5102
+61 423 844 100
antony.rumboll
@bakermckenzi.com

Antony is the head of the Australian Equity Capital Markets team and advises on equity capital markets and public M&A transactions.

Antony has a distinguished 19 year legal career in both private practice and as an in-house lawyer. Antony was, for 10 years until late 2017, a senior member of the in-house legal function at UBS where he advised on transactional matters across the full breadth of its market leading Australasian investment banking business. Antony is able to draw on this significant experience to provide a unique insight to clients across a wide range of corporate finance transactions and other matters.

Antony was a finalist in the Lawyers Weekly Partner of the Year Award for 2020 for Capital Markets

Antony's practice focuses on the full spectrum of capital markets transactions, for both issuers and underwriters, as well as public M&A transactions. He also provides general corporate, fundraising, securities and mergers & acquisitions advice, across various sectors. Antony also has broad experience on financial services regulatory matters affecting investment banks and other financial institutions.

Earlier in his career, he practiced as an intellectual property lawyer and has a professional qualification in intellectual property law and practice. Antony has a degree in Genetics from Cambridge University.



Peter Debney

Senior Associate

+61 2 8922 5158
+61 4 6694 3280
peter.debney
@bakermckenzi.com

Peter is a Senior Associate in the Australian Capital Markets team.

Peter is a corporate / M&A lawyer with more than 10 years' experience specialising in public and private mergers and acquisitions, securities and equity capital markets transactions and corporate restructures.

Peter has extensive international experience gained in the Sydney and London offices of Baker McKenzie and the Sydney office of a top-tier Australian firm.

Peter also has genuine early-stage company experience having advised on numerous fundraisings / investments and exits in Australia and also whilst working with a highly-regarded specialist tech / media / IP law firm in London.

Peter has degrees in law and commerce, and is a graduate member of the Australian Institute of Company Directors.

LawyersWeekly

Lawyers Weekly is the authoritative source of independent news, analysis and opinion about the business of law in Australia. Published daily, and reaching over 130,000 lawyers, www.lawyersweekly.com.au is the essential resource for news, business and market developments for legal businesses and practitioners — both corporate and in-house. In addition to its digital platform and awards, including the 30 Under 30, the Australian Law Awards and the Women in Law Awards, the quarterly Lawyers Weekly print magazine brings the best of in-depth reporting and feature writing to leaders in the profession. Lawyers Weekly not only takes pride in its news-breaking reporting, but also in its active role in shaping and progressing the way legal business is conducted in Australia.