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# **OTC Bulletin Board - Stay Public and Profitable - OTCBB**

IPOs and Taking Your Company Public: Why Do Public Companies Fail? There are a few things that one needs to consider when strategizing to take a business public on a major exchange: corporate structure, the speed and efficiency at which the IPO is facilitated, the market creation post public with corporate publicity strategies and investor relations, relationships to secure ongoing financing and finally strategic growth through acquisition.

The corporate structure is the foundation to the company which includes a strong 'C' level leadership boasting a pedigree of steeped experience and professional track record.

The board of directors must be seasoned and solid composed of industry specialists in the finance, advisory, legal and distribution sectors of the industry and finally the corporations strategic alliances must be in place and strong to pad the business model and help the company grow.

The speed at which the company achieves a trading symbol is important not only to the company but the seed capital investors who want a rapid turnaround on their investment. The audit, SEC filing, 15c11 and FINRA approval need to be orchestrated by experts to complete this task in a timely manner or this process can crush your company as opposed to enhancing it.

Now that you have your trading symbol you need to create the market. Don't count on your market maker or broker dealer to do this as they are simply a vessel to complete trades and vouch for your company on the securities level. You need powerful investor relations (IR) and corporate publicity. You should also consider publicity strategies for your 'C' level executives to brand them as industry experts to add legitimacy and strength to your presence and market position.

Don't forget PIPES and other post public securities monetization solutions. These companies can offer a lifeline if you're company is seeking expansion or acquisition capital. Make sure you get references! The last thing you want is a PIPE firm that gives you a 60% LTV (or less) against your stock and then crucifies your company by dumping the stock, ouch!

If your company is in the correct phase of evolution, growing and ready for that next level, think: OTCBB. It's fast and relatively affordable and if you're corporate strategies are in place you could rake in some serious capital fast for your corporate expansion.

Looking to [Grow Your Company?](#), find out how to [Structure Your Company and Grow Fast With an IPO](#)

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