Public Offering (Capability)

1. Role Definition

A public offering involves the specification and packaging of corporate equity or bonds in the public markets to raise capital. This can be the initial public offering (IPO) when a private company is first taken public, and secondary/follow-on offerings to raise further capital. IPO's involve a broad range of financial analysis, auditing and regulatory approval actions. A lead bank and several underwriting banks may coordinate to underwrite the initiative. Secondary offerings can be dilutive (create additional shares) or non-dilutive (redistribute existing shares).

2. Example of Use

An investment bank assembles a consortia of banks as lead bank to orchestrate an IPO for a rapidly growing private company that wishes to raise significant capital to expand its operations

3. Executive Summary

This Service Domain supports a broad range of complex financial, accounting and regulatory actions involved in providing advice and practical support to companies going public and/or raising additional capital through the

issuance of publicly traded securities

4. Key Features ⌃

Determine and specify the optimum financing mechanism (debt or equity)

Coordinate with regulators for the approval and registration of the instrument

Develop comprehensive financial and managerial assessments to support the pricing of the instrument

Package the debt/equity security for public investors and undertake road-shows as necessary

Coordinate as lead or secondary underwriting bank for the IPO

Support the traded equity/debt instrument maintenance and fulfillment actions if necessary

Documentation ⌃

Properties ⌃

Property	Value
Service Domain	
API BIAN Portal	Public Offering API (https://app.swaggerhub.com/apis/BIAN-3/PublicOffering/12.0.0)
Individual Analytics	publicOfferingFulfillmentArrangementAccumulators publicOfferingFulfillmentArrangementActivityAnalysis publicOfferingFulfillmentArrangementPerformanceAnalysis publicOfferingFulfillmentArrangementTrends&Events
Portfolio Analytics	publicOfferingFulfillmentArrangementPortfolioActivityAnalysis publicOfferingFulfillmentArrangementPortfolioMake-UpAnalysis publicOfferingFulfillmentArrangementPortfolioPerformanceAnalysis
Scenarios	
Service Role	Project coordination and execution/ placement of a public offering of corporate equity or debt
BIAN Life Cycle	
Registration Status	Registered
Stereotypes	

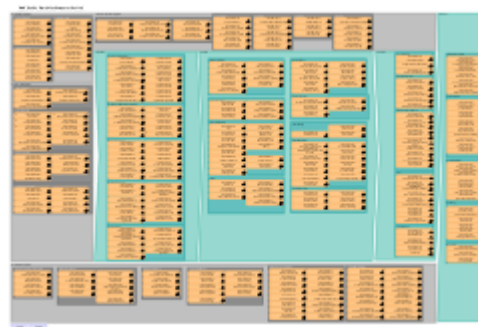| stereotype	
	ServiceDomain

Appears on ⌃

(views/view_51708.html)

Public Offering SD Overview

(views/view_51705.html)

BIAN Service Landscape V12.0 Value Ch…

(views/view_51891.html)

BIAN Service Landscape V12.0 Matrix Vi…

Relations ⌃

aggregated by	▤ Wave 6 (object_25.html?object=153745)
	⬚ Corporate Finance (object_25.html?object=172002)
is equal to	▤ Public Offering (object_37.html?object=44553)
is part of	▦ Corporate Financing and Advisory Services (object_25.html?object=129964)

realized by

- Public Offering Facility_ Analytics Object (object_25.html?object=111187)
- Public Offering (object_24.html?object=133256)
- Public Offering Facility_Invocation (object_18.html?object=200304)
- Public Offering_SD_Operations (object_18.html?object=200318)
- Public Offering Facility_Instantiation (object_18.html?object=200325)
- Public Offering Facility_Reporting (object_18.html?object=200327)
- Public Offering Facility_Reporting (object_17.html?object=237982)
- notify Public Offering Facility (object_17.html?object=237983)
- Public Offering_SD_Service Group (object_18.html?object=238289)
- Public Offering Facility_Instantiation (object_18.html?object=238290)
- Public Offering Facility_Invocation (object_19.html?object=239477)
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- retrieve Public Offering Facility (object_19.html?object=240894)
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- initiate Public Offering Facility (object_19.html?object=241824)
- record Public Offering Facility (object_20.html?object=246030)
- terminate Public Offering Facility (object_20.html?object=248554)
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- Update Public Placement Instrument Registration Fulfillment (object_12.html?object=28945)
- Update Public Placement Financial Assessment and Audit Fulfillment (object_12.html?object=29034)
- Update Public Placement IPO and Underwriting Fulfillment (object_12.html?object=29143)
- Exchange Public Placement Instrument Registration Fulfillment (object_12.html?object=29584)
- Execute Public Placement Roadshow and Marketing Fulfillment (object_12.html?object=30058)
- Notify Public Placement IPO and Underwriting Fulfillment (object_13.html?object=30402)
- Execute Public Placement Financial Assessment and Audit Fulfillment (object_13.html?object=30552)
- Retrieve Public Placement Prospectus Fulfillment (object_13.html?object=30739)
- Notify Public Placement Roadshow and Marketing Fulfillment (object_13.html?object=31104)
- Exchange Public Placement Instrument Specification Fulfillment (object_13.html?object=31413)
- Notify Public Placement Instrument Specification Fulfillment (object_13.html?object=31439)
- Exchange Public Placement Financial Assessment and Audit Fulfillment (object_13.html?object=31733)
- Request Public Offering Facility (object_13.html?object=32144)
- Request Public Placement Prospectus Fulfillment (object_13.html?object=32539)
- Initiate Public Offering Facility (object_13.html?object=32568)

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- Initiate Public Placement Prospectus Fulfillment (object_13.html?object=33824)
- Public Offering Facility (object_24.html?object=34714)
- Request Public Placement IPO and Underwriting Fulfillment (object_14.html?object=35012)
- Retrieve Public Placement Financial Assessment and Audit Fulfillment (object_14.html?object=35270)
- Exchange Public Placement Prospectus Fulfillment (object_14.html?object=36256)
- Retrieve Public Offering Facility (object_14.html?object=36331)
- Request Public Placement Instrument Registration Fulfillment (object_14.html?object=36424)
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- Retrieve Public Placement IPO and Underwriting Fulfillment (object_15.html?object=41093)
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- Update Public Placement Prospectus Fulfillment (object_15.html?object=41509)
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Notify Public Offering Facility (object_16.html?object=44314)

Execute Public Offering Facility (object_16.html?object=44774)

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Notify Public Placement Instrument Registration Fulfillment (object_17.html?object=48393)

Fulfill (object_28.html?object=58132)

serves	Financial Instrument Management (object_6.html?object=95279)