



## >>> An agent/sponsor (Member Firm)

Every company seeking a listing on TSX Venture must engage a member firm to act as underwriter and investment dealer and in certain cases, as sponsor. Your agent/sponsor will evaluate your company's suitability for going public from a broad perspective<sup>1</sup>. The firm you choose will take into account TSX Venture's guidelines regarding:

- Directors and management
- Integrity of financial information supplied by your company
- Suitability of your company's business for a public listing

Your agent/sponsor will also help you determine the best way to go public - whether it's through an IPO, the CPC program or an RTO.

There are more than 60 TSX Venture member firms across Canada, many with a particular focus and expertise in the venture capital marketplace.

*For a list of TSX Venture member firms, please refer to pages 32-35 or visit TSX Venture web site at [www.tsx.com](http://www.tsx.com)*

*For more information about sponsors, please refer to TSX Venture Policy 2.2 Sponsorship in the Corporate Finance manual.*

<sup>1</sup>There are certain specific situations where sponsorship is not required. Please contact a securities lawyer or a TSX Venture Corporate Finance Professional for further details.

### Questions to ask a prospective agent/sponsor

1. What is your experience with listing companies on TSX Venture? Have you assisted companies with initial public offerings (IPOs), the Capital Pool Company (CPC) program and reverse takeovers (RTOs)?
2. What is the profile of your typical deal? What sector? What Investment stage and size of deal?
3. What is your firm's sector expertise?
4. Do you typically support second and third round financings? Please give examples.
5. What is the sponsor's role in the listing process versus TSX Venture's role?
6. Is your firm currently working on other new listings?
7. Who from your firm will represent my company, and what will their role be? What are their credentials?
8. Who will be assigned as research analyst to report on my company?
9. How do you deal with conflicts of interest?
10. How receptive is the market currently to this type and size of deal?

11. How should my company's IPO/CPC be positioned in order to appeal to a broader base of investors? How will your firm market my stock?
12. What is a realistic timeline for the listing process and how does it differ for IPOs, CPCs and RTOs?
13. How much will going public cost?
14. How much of the IPO money is my company expected to source?
15. How much of my senior management's time and resources will be required to go public?
16. How will your firm value my company?
17. After the launch of the IPO, when will you initiate stock coverage?
18. How in-depth will the report be and at what intervals will it be updated?
19. Please provide references from three other similar deals, and your client list.



## >>> Securities lawyer

Securities lawyers work with your external auditors to ensure that the listing documents are accurate and meet all regulatory requirements. Choose law firms with extensive experience transforming private businesses of a comparable size, stage of development and industry into public companies.

### **Questions to ask a prospective securities lawyer**

1. Do you have experience bringing a company public on TSX Venture?
2. How much experience have you had in public offerings?
3. What has your past experience been with IPOs, CPCs or RTOs?
4. Are you up to date on TSX Venture's policies and procedures?
5. Are you up to date on the securities commissions' requirements?
6. Are you familiar with this industry and our company?
7. Do you have other commitments that would limit the time and resources you can devote to our listing?
8. Who at your firm will work on our company's listing?
9. What are their credentials?
10. What are your rates?
11. Please provide references from three other similar deals, and your client list.

## > > > External auditor

External auditors perform various essential tasks during the listing process, including expressing an opinion on how well your listing documents reflect your company's financial position. Choose an auditing firm that has helped companies similar to yours go public.

### **Questions to ask a prospective external auditor**

1. Do you have experience bringing a company public on TSX Venture?
2. Is your firm authorized by the CA, CGA or CMA Institute or Association to perform audits of public companies in this province?
3. What has your past experience been with IPOs, CPCs or RTOs?
4. Are you up to date on TSX Venture's policies and procedures?
5. Are you up to date on the securities commissions' requirements?
6. Do you foresee any financial statement issues related to our company going public?
7. Who at your firm will work on our company's listing?
8. What are their credentials?
9. What are your rates?
10. Please provide references from three other similar deals, and your client list.



## > > > Investor relations (IR) professional

An investor relations firm, employee or contractor carries out communications activities that are designed to increase public awareness of your company. Specific responsibilities include keeping shareholders informed of the company's business activities, producing the company's annual report and arranging the annual general meeting.

### **Questions to ask a prospective investor relations professional**

1. How familiar are you with TSX Venture's filing requirements  
and the securities commissions' rules and regulations?
2. Have you done investor relations work for junior public companies?
3. Do you have a history of disciplinary matters, such as settlement agreements  
and disciplinary actions, with any regulatory body?
4. How many years of experience do you have in IR?  
How many years of experience do you have in this industry?
5. Are you a member of the Canadian Investor Relations Institute?
6. What specific services would you provide?
7. How would you generate awareness of my company?
8. What are your quality leads for potential investors in my company?
9. How much will IR services cost our company?
10. Are you willing to provide a copy of your Personal Information Form (PIF)  
not only to TSX Venture but also to my company?
11. Please provide references from three other similar deals, and your client list.