

MacDougall is a strategic communications agency for clients dedicated to delivering new innovations that improve human health.

S-1 Form Writing

Why It Matters

After a turbulent time for biotech IPOs, we are starting to see indicators that companies will once again take advantage of public markets. The S-1 is one of the most critical externally facing documents that a company will produce during their run-up to IPO. Given the lengthy process required to bring a company public, it's critical to dedicate proper time and resources to the preparation of this highly impactful document. The S-1 is the official unveiling of your business model and future growth plans to the public and working with the right partners to tell your story is crucial to the overall success of your IPO.



Our Approach

MacDougall takes a strategic and comprehensive view of your run-up to IPO. We will work with all key stakeholders to identify and hone the right messages and weave them throughout the MD&A section of the S-1. We will collaborate with your leadership team and key partners to ensure they are aligned and prepared to communicate the desired narrative to core audiences. MacDougall will also help develop surround sound support with a comprehensive communications plan in the months leading up to filing that may include op-eds, speaking engagements and thought leadership.

Supporting Tactics

- Key message development
- First draft of S-1 MD&A form
- Media training for key executives
- Peer benchmarking
- Primary management of market research
- Fact verification and attribution
- Project management and facilitation

Get in Touch

[Contact our team today](#) to see how we can help.