



C2C BUSINESS STRATEGIES LLC

Financial Research & Publications Group

Unlocking Public Markets: Form-10

The Smart Path to Going Public for Small Businesses

*Why the Form-10 Process is the Overlooked Strategy for Growth-Minded
Entrepreneurs*

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Unlocking Public Markets: The Smart Path to Going Public for Small Businesses

Why the Form-10 Process Is the Overlooked Strategy for Growth-Minded Entrepreneurs

Introduction

In a world dominated by venture hype and unicorn illusions, the small-cap market remains largely misunderstood. But here's the truth: you don't need to be Silicon Valley royalty to tap into public capital. The Form-10 process offers a disciplined, affordable, and strategic path to becoming a public company—without the toxic debt, shady shell games, or soul-crushing dilution that plague reverse mergers. This guide is for founders, CFOs, and strategic advisors who want to do it right. Not fast. Not flashy. But right.

Reverse Mergers: The Mirage That Devours Dreams

Let's get this out of the way: reverse mergers are expensive, fraught with liability, and engineered for failure. They're usually peddled by promoters promising instant capital—but delivering only dilution, debt, and disappointment. These financial landmines often lead to delisting or worse—death spirals where insiders profit while founders are left with dust.

The Form-10 Advantage

The Form-10 process is a clean slate. It allows private companies to register securities with the SEC without immediate trading. After 60 days, you're effectively public—but without the noise and hype. That means institutional capital can flow in. Regulation D 506(c) rounds can be raised strategically. And you control the story.

More importantly, Form-10 creates two product lines:

- **The Business:** Your core service or product offering.
- **The Security:** Your tradable equity, which needs its own infrastructure and story.

Most founders forget the second. And that's where value dies.

Engineering the Public Company

Going public isn't just a filing. It's an engineering project. It requires:

- Solid business fundamentals (cash flow, governance, compliance)
- A viable growth plan with a clearly articulated "Gateway to Growth"
- An investor-ready team and support network

Public companies that fail to perform do so not because of the market—but because of poor preparation.

Due Diligence or Die Trying

Here's a checklist every founder should memorize:

1. Do you have excessive authorized shares?
2. Is there unexplained dilution?
3. Are your filings current and accurate?
4. Do insiders have toxic preferred shares?
5. Have you taken convertible debt with discount terms?
6. Are you engaging in hype-driven IR campaigns?
7. Has your management team turned over recently?
8. Are financials weak despite stock volume?
9. Is your revenue shrinking?
10. Are there unresolved legal issues?

One "yes" to any of these is a RED FLAG. Clean it up before you think about Form-10.

Capital Strategy: Equity is the Engine

While many founders fear equity as expensive, for a public company, equity is the fuel. It's repeatable, expandable, and aligned with long-term value. Form-10 companies should build capital in stages:

- Founders/Friends Round
- Reg D 506(c) Offering
- Institutional PIPE post Form-10
- S-1 Liquidity Event for major exchange listing (when appropriate)

Done right, this creates a reliable roadmap to sustainable growth.

Regulatory Momentum: Why Now?

Thanks to the JOBS Act, it's never been easier to build public companies from the ground up. General solicitation is legal. SOX and Dodd-Frank burdens are lighter for "emerging growth" companies. Investor interest is shifting toward microcaps with strong narratives and sound structure. Timing matters. Momentum matters more.

The Process Blueprint

From kickoff to effectiveness, here's how a well-structured Form-10 journey unfolds:

Day 1–7:

- Engage advisors
- Budget established
- Board structure begins

Day 15–45:

- Audit begins
- Reg D strategy prepped

Day 30–60:

- Business plan finalized
- Investors approached

Day 45–75:

- Form-10 drafted & filed

Day 105–135:

- Form-10 effective
- Institutional capital lands

Beyond:

- Optional S-1 Registration
- OTCQB or NASDAQ uplisting

This isn't theoretical. It's how we do it at C2C.

Is Your Company Ready?

You need more than ambition. You need:

- A management team ready to lead
- A business model with scale potential
- Transparency, audit readiness, and legal hygiene

And above all? You need a reason to go public that isn't just "we need money." You need vision. Execution. And discipline.

Conclusion: A Smarter Way to Build Public Companies

Most companies fail to go public because they chase shortcuts. But those who prepare, plan, and execute with precision can unlock the power of public capital while retaining control, building trust, and delivering returns. The Form-10 path isn't for everyone—but for the right companies, it's the bridge between private grit and public glory.

This white paper reflects the views and methods of R. Y. Salisbury, Managing Member of C2C Private Investment Company, LLC, based on over three decades of experience in public capital strategy and micro-cap transformation.

Introduction to the Publisher

C2C Business Strategies Financial Publishing & Research Group:

C2C Business Strategies actively monitors hundreds of lower middle market companies. This includes privately held companies and publicly traded companies across NYSE, NASDAQ, and OTC Markets. Through periodic Strategic Financial & Operational Analysis Reports, we highlight emerging opportunities—while also identifying material risks that could impact performance, valuation, or investor confidence. These insights help stakeholders better understand both the upside potential and the structural vulnerabilities of public micro- and small-cap enterprises.

We specialize in comprehensive financial reports for public and private lower middle market companies, providing detailed, customized financial analysis and reporting for businesses typically generating between \$5 million and \$50 million in annual revenue. These companies occupy a unique space: larger than small businesses, yet not quite large corporations. They often face distinct financial challenges and opportunities. For public companies in this segment, financial reporting must meet strict regulatory standards, ensuring transparency and accuracy for stakeholders and regulators. Private companies, while not subject to the same public scrutiny, still require robust financial reports to inform management decisions, attract investors, and support growth strategies. By focusing on the lower middle market, our expertise ensures that both public and private companies receive the high-quality, actionable financial insights needed to drive performance, maintain compliance, and achieve their strategic goals.

C2C Business Strategies is the dedicated management company that oversees the assets, operations, and portfolio investments for [C2C Private Investment Company](#), and also provides essential services to support the success of C2C, its portfolio, and select partners.

[C2C Private Investment Company](#) strategically utilizes the private-to-public process as a core component of its business methodology and investment strategies. This maximizes arbitrage value between private and publicly traded companies, de-risks transactions, enhances overall value, and ultimately drives multiple exits with significant upside.