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ROKU, INC.: INITIAL PUBLIC OFFERING



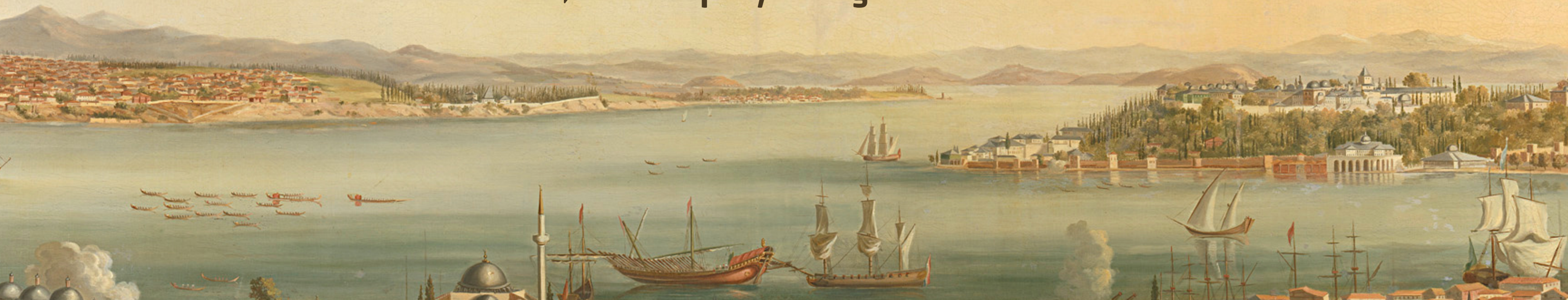
Introduction

Roku, Inc. which is a streaming business venture undertaking company came to the stock markets through offering, an Initial Public Offering (IPO). Thus, the case is mainly dedicated to the strategic and financial issues that Roku encountered on its way to become an IPO company. IPO was very significant to establish Roku in a highly competitive market, the most important aspect on its platform to improve and increase its market share.



IPO Process Overview

A company called Roku was established together with its main idea in 2002, Roku became a brand familiar to every household due to its offer of affordable streaming players which gives the consumer a number of streaming services. Thus, as competition in the market of streaming increased, Roku decided to go public in hopes of gaining capital for expansion. Its IPO in September 2017 was to provide \$219 million and with that, the company was given a \$1.3 billion.



Key Challenges

Roku core business strategy that revolved around the sale of streaming players and advertisement-generated revenues were pressured by market leaders such as Amazon, Google and Apple. Further, it intensified platform revenues direction where Roku increasingly depended on a sizeable advertising revenue instead of platforms sales.





Conclusion

The Roku's IPO was another important event marking the company's history because it provided the enterprise with an opportunity to obtain additional funds to expand in a rapidly growing market. These are the key factors that must be assessed in order to critically analyze the future success of this company within a constantly changing market while examining the entire process of the IPO.

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