CASE STUDY

How Gloo Streamlined Its IPO Journey With DFIN's ActiveDisclosure

CORPORATE SNAPSHOT

Gloo is a technology platform that helps faith-based and mission-driven organizations connect and engage their communities through AI-powered tools.

450,000+
churches, nonprofits and faith based organizations in the ecosystem

150,000+
people connected to local churches

35,000+
churches and congregations in Gloo's AI & the Church platform

CHALLENGE

Derisking a complex disclosure process

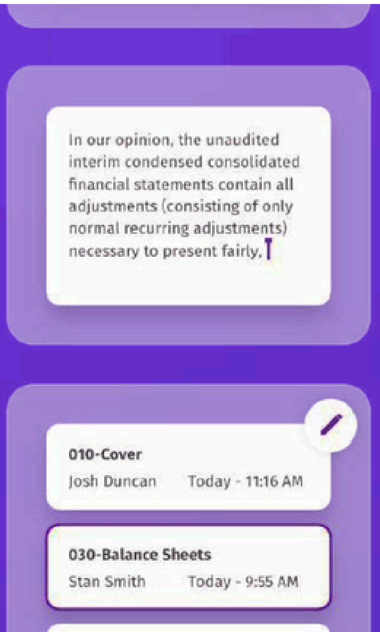
In preparation for its IPO, Gloo evaluated its document management approach to implement a more scalable disclosure process. With dozens of stakeholders involved, maintaining version control, enabling live collaboration, and reducing disclosure risk became critical requirements for success.

SOLUTION

A purpose-built IPO platform paired with expert support

To support its transition to the public markets, Gloo adopted DFIN ActiveDisclosure to manage S-1 drafting and review in a single secure environment. The platform enabled real-time collaboration with advisors like Wilson Sonsini while eliminating version control risks from Word and Excel based workflows.

Gloo streamlined review cycles and strengthened control over disclosure quality by relying on DFIN's service team to handle time consuming tasks like formatting, layout, and filing. Built in linking capabilities reduced manual updates and ensured consistent data from the S-1 forward. This simplified the transition into post IPO reporting with continued support from DFIN's service team.



LIVE COLLABORATION IN A SINGLE SECURE ENVIRONMENT

Enabled the full IPO team to work in the same document with real-time visibility.

GREATER CONTROL WITH FASTER EXECUTION

Maintained ownership of disclosures while accelerating reviews and filings.

LOWER DISCLOSURE RISK ACROSS THE IPO PROCESS

Reduced version issues and rework as more stakeholders contributed.

EXPERT SUPPORT BUILT INTO THE IPO WORKFLOW

On-demand guidance, proactive quality checks, and filing coordination reduced execution risk at key IPO milestones.

"The fact that we could just get everyone in there, constantly working on the live version, not worried about version control was phenomenal.

It not only de-risks the process, it completely eliminates version control issues, it supports collaboration so robustly that it's just a seamless exercise."

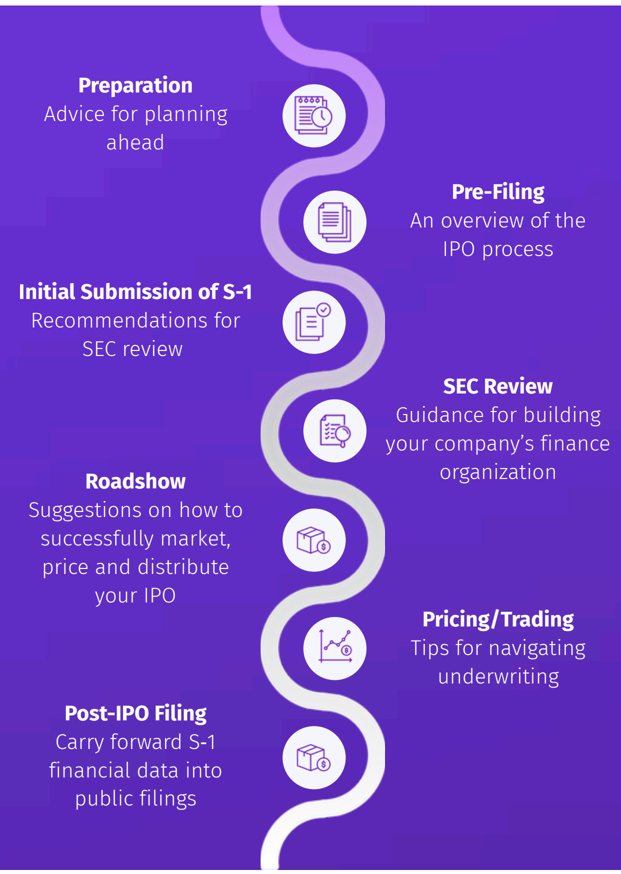
"I don't know if 24 hours even passed before the DFIN service team responded...Anything that they did was also responded to with annotated screenshots of what they did and how they did it."

-**DAVE HALLETT,** Director of Technical Accounting and Financial Reporting

One platform from IPO to public company reporting

ActiveDisclosure extends beyond the IPO. The same platform and service model carried forward into ongoing public company reporting, eliminating the need to rebuild workflows or adopt new tools after going public.

- Gloo adopted ActiveDisclosure during pre-IPO preparation to create a more controlled reporting environment.
- Use began with legal and Wilson Sonsini drafting the S-1, creating a live workspace that reduced version control issues.
- As the IPO advanced, use expanded across finance, legal, and other advisors, giving the broader team a single source of truth for drafting and review.
- As Gloo prepared to operate as a public company, ActiveDisclosure supported reporting beyond the S-1, including 10-Qs, 8-Ks, earnings-related materials, and future proxy work.



Learn More About DFIN's Unique Approach to IPOs

Get in Touch

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