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Cold Email this article To* Please enter your email address* Subject* Comments* You don't have to be a genius to work out what's up with the rising share price of \$3.76 could not be further removed from the \$1.56 at which the band was trading in May 2001. Yet the band is more valuable today than it was six years ago. This is what happens when a company enters the public equity markets. It is not quite as straightforward as it sounds. On one hand, a change in share price does not necessarily signify the arrival of an inferior firm. Even at a small size, a private firm can be valued at a significant premium to a public firm. Private firms enjoy non-dilutive, private capital. They don't have to worry about the external costs of taking on debt or the harsh realities of a commercial downturn. Recommended Stories: Private firms can also price themselves at a discount to their market value. They can do this if they are in a strong financial position and trading at a valuation that undervalues their growth potential. But the price of a public firm is determined by the value of all the assets and liabilities it must take on to create its new shares. Public firms face an evergrowing range of costs, from the capital commitments and tax liabilities attached to their businesses. So when the band Coldplay emerged on the public equity market, it would have felt a pang of regret. "We didn't want to do it." admitted lead singer Chris Martin. "We were told not to do it. We were convinced we'd regret it." But there was a problem with the way public markets work. The band was only partly right. They had missed a trick. Think of a share as a sandwich. Its top layer is comprised of all the good things to happen to the share. For Coldplay, this second layer contains the capital commitments and risks associated with an IPO. The same share is 82157476af

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