



# THE ZUCK

The day everyone has been waiting for is coming. Facebook's \$11.8 billion initial public offering will make Mark Zuckerberg, who is only 27 years old, one of the world's richest men, apart from one of the most influential. The social network he created when he was just 19 is today one of the most valuable companies in the US and the world.

The IPO will be the biggest of any Internet company ever since Google's in 2004, and could raise up to \$10 billion. The price per share will likely be somewhere around \$28-35 dollars. The final price will be set the night before the day it begins trading, probably May 18th. He has announced he plans to sell 30.2 million shares, which would net him around \$1 billion. He will be richer than Steve Ballmer, Microsoft's CEO, if the company prices at the top of its range.

In the end, Facebook will trade in the Nasdaq, which also lists companies like Apple and Google. Nasdaq and the New York Stock Exchange compete fiercely over listings. Although the NYSE continues to lead in the number and value of company debuts, this deal gives Nasdaq one of the most coveted deals ever and is an important win because it increases its reputation as being the exchange of choice for technology companies. It opened an office in Silicon Valley 20 years ago.

Today it is clear that Facebook is by far the world's most successful social network. Not only has it become popular for staying connected with friends and family, it has also given all of us a voice to express ourselves and has taught us that we are all brands. It has transformed the way we socialize and the way we receive information.

Revolutions taking place today -from the Arab Spring to the Occupy Wall Street movement- owe a great deal to Facebook, which has enabled people to communicate with each other, even when official and mass media were censoring the events and the news.

Mark Zuckerberg -The Zuck- has resisted taking his company public for years, obsessed with building something authentic, which would be both very personal and also appealing for millions of people everywhere -more than 900 million today- across all cultures. He has also aggressively innovated, being famous for introducing new products quickly. In doing so he has become a visionary, without even setting out to become one.

Zuckerberg will still retain about 57 percent of the voting power after the offering, making sure that Facebook will remain as much his as ours when it goes public.

Sources:  
[bloomberg.com](http://bloomberg.com)  
[money.cnn.com](http://money.cnn.com)  
[elpais.com](http://elpais.com)  
[wsj.com](http://wsj.com)

