

GROWN-UPS

SCALE-UPS

START-UPS

FTI Consulting: Supporting

START-UPS Bringing the marketplace to you

From start-up, to scale-up, to grown-up
We understand you, and the environment you operate

- Helping you to bring to life your brand narrative and product messaging
- Working together to establish your product and what it stands for
- Mapping your digital stakeholders, from customers to media
- Launching your brand across the business, consumer, trade and broadcast channels

SCALE-UPS

Turning brand equity into real equity, by putting you on an investor's reading list

- Developing your Series A-B funding strategy
- Building out credible and impactful thought leadership and content for external use
- Introducing you to the right media, at the right time
- Ensuring you're ready for crisis
- Supporting your internal and employee communications through a time of rapid change
- Supporting market entry

GROWN-UPS Preparing for and sustaining life in the spotlight

- Finding the white space through impactful global campaign-led communications
- Profiling your senior team across key business and financial platforms
- Developing a watertight programme that best supports your financial moments, eg IPO or acquisition
- Building out your capital markets communications programme
- Supporting best-practice analyst and investor relations
- Ensuring preparedness and management of future issues and crises

Reputation in a digital age

We help ambitious entrepreneurs and businesses communicate effectively, engage the audiences that matter, and bring to life pioneering solutions

with all bases covered:

Launch and brand communications

- Simplifying technology
- Creating a call to action
- Communicating the problems you solve
- Product differentiation
- Founding team credentials

Capital market communications

- Supporting capital raising, ICO or IPO
- Best practice investor relations
- Investor targeting and shareholder engagement

Media and analyst relations

- Building your contacts across financial technology and vertical media
- Finding white space in a crowded sector
- Establishing third party support

Public affairs and regulatory

- Navigating regulation eg. MIFID II
- Economic analysis and political research on incoming legislation eg. GDPR
- Lobbying and direct advocacy

Regional experts across a global fintech network

From London to Singapore, New York to Sydney our global network of offices spans 26 countries, dedicated to corporate and financial communications, public affairs and employee and engagement.

Since 2006, we've built an established network of award-winning experts and campaigns, operating in both Financial Services and Technology, Media & Telecoms.

In our Strategic Communications practice alone, our presence includes:

- 100+** Financial Experts
- 50+** TMT Experts
- 6** In each of the 6 global fintech hubs

The company we keep

START-UPS

SCALE-UPS

GROWN-UPS

FINGOPAY

lendinvest

FINASTRA

CRE8TEK

bango

SimCorp

- Blockchain
- Payments
- Crowdfunding
- Consumer Finance
- Banking
- Fund & Asset Management
- Cyber Security

Where you'll find us:



Fingopay

Launch and brand communications

FINGOPAY

BBC News	
Sky News	
Daily Telegraph	
The Times	
Daily Mail	
Gizmodo	
Evening Standard	
Forbes	
Fox Business News	

We support companies like Hitachi-backed start-up Sthaler, to launch their pioneering product launches to business, trade and consumer media.

Fingopay is the first biometric payments product to use Finger Vein ID technology.

Since our appointment, Sthaler has been rolled out in hospitality and retail environments across the UK; supported by profiling in major global media outlets.

Syndicate Room

Supporting a fundraise

SYNDICATE ROOM

Wall Street Journal	
Financial Times	
Forbes	
Empire	
Business Insider	
The Spectator	
City AM	

Syndicate Room is the rapidly growing investment platform with over 100 high-growth businesses in its portfolio.

We were appointed to raise the profile of Syndicate Room amongst it's key audiences order to support the growth of the company, its launch of a public markets offering (a first-to-market for crowdfunding) and subsequent Series A fundraise via its own platform.

Commonwealth Bank

Unveiling partnerships and innovation labs

CommonwealthBank

The Banker		
Financial Times		
Finextra		
The Paypers		
ZDnet		
Computer Business Review		
CIO		

We helped the Commonwealth Bank of Australia (CBA) to announce its partnership with Barclays for Pingit – allowing customers to move money over 10,000 miles quickly, securely and seamlessly.

The announcement followed the unveiling of the CBA first Innovation Lab in Europe, and the third in its global network – highlighting its commitment and interest in the UK's fintech community.

Bloomberg

Bringing to market a new bond offer

Bloomberg

Institutional Investor	
Computerworld	
Global Trading	
The Asset	
South China Morning Post	
Enterprise Innovation	
Business Times	

We support Bloomberg, a global information and technology company, in building their corporate reputation and increasing awareness of their financial technology strengths with stakeholders across Asia.

FTI Consulting was appointed as the Asia regional communications advisor to Bloomberg in 2016. This role has seen FTI work closely with Bloomberg to communicate their global leadership in delivering business and financial information, news and insights to customers around the world through high technology.

Sage

Media and analyst relations

sage

Financial Times		
Daily Mail		
City AM		
Mashable		
Daily Telegraph		
The Scotsman		
The Irish Times		

We're proud to support one of the UK's largest technology companies through its corporate and financial communication functions.

In 2017, FTI was appointed as the global communications advisor to Sage. Our programme is multi layered, from thought leadership to M&A, helping position Sage where it should be, celebrating the best of British technology, bringing to life its many product innovations, and championing business builders around the world.

Finastra

Profile raising and corporate reputation

FINASTRA

Business Times	
SCMP	
FiNews.Asia	
Fintech Innovation	
DealStreetAsia	
The Asian Banker	
Fintechnews Singapore	

We support Finastra, the world's third largest FinTech, in regional profile raising and corporate reputation building in Asia Pacific.

In 2017 FTI Consulting was appointed as the Asia Pacific regional communications advisor to Finastra. We are working to build corporate reputation and position the newly formed Finastra as a partner for financial institutions looking to navigate the once-in-a-generation shift in Asian markets caused by regulation, digitalization and transformation in financial services.

Our expert insight

For our take on 2018

please visit:
www.fticonsulting.com

Doing Business
In Xi's New Era

Brexit Bowl: Views
From Brussels,
London, And Berlin

MIFID II: Practical
implications for
companies

Localisation to
fragment data
flows in Asia

Blockchain,
ICO & KYC

For more information
on our wider offering

please visit:
www.fticonsulting.com

Corporate Finance
& Restructuring

Economic
Consulting

Technology

Forensic &
Litigation

Interested in a coffee?

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