

A silhouette of a rock climber is shown in the center of the image, climbing a dark, craggy rock face. The climber is positioned against a bright, cloudy sky. In the background, a rugged mountain range with patches of snow is visible. The overall scene conveys a sense of challenge and achievement.

QUINLAN
& ASSOCIATES

ADVISORY SERVICES

Startups & SMEs

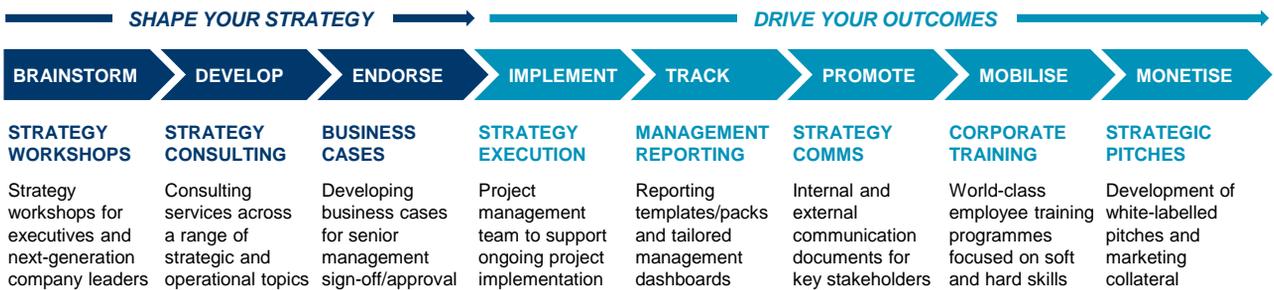
ABOUT US
END-TO-END STRATEGY

Quinlan & Associates is a globally-recognised name in the financial services strategy consulting industry.

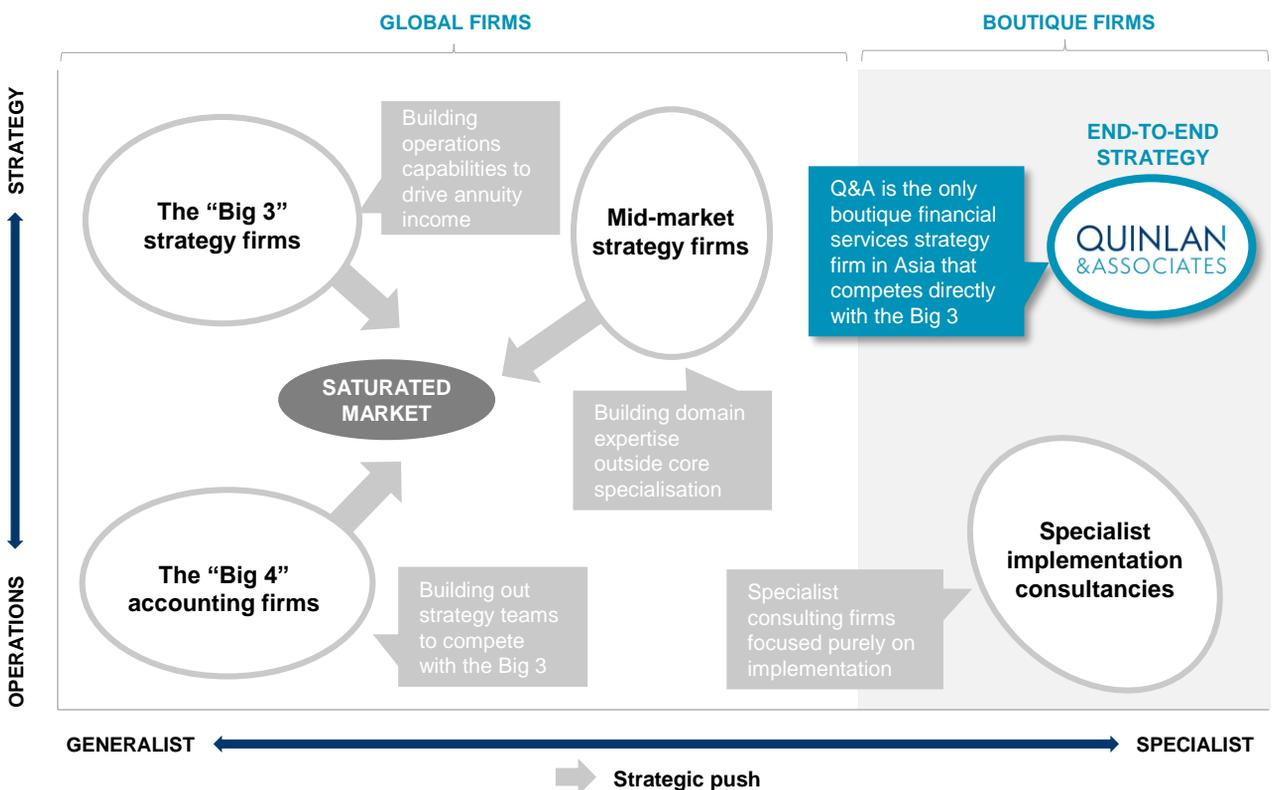
However, unlike other pure-play strategy firms, we believe even the best corporate strategies and advice only have value if they can actually be implemented.

We offer end-to-end strategic advisory services to address our clients' biggest strategic and operational challenges; from brainstorming the overall direction of their company to monetising a specific tactical plan.

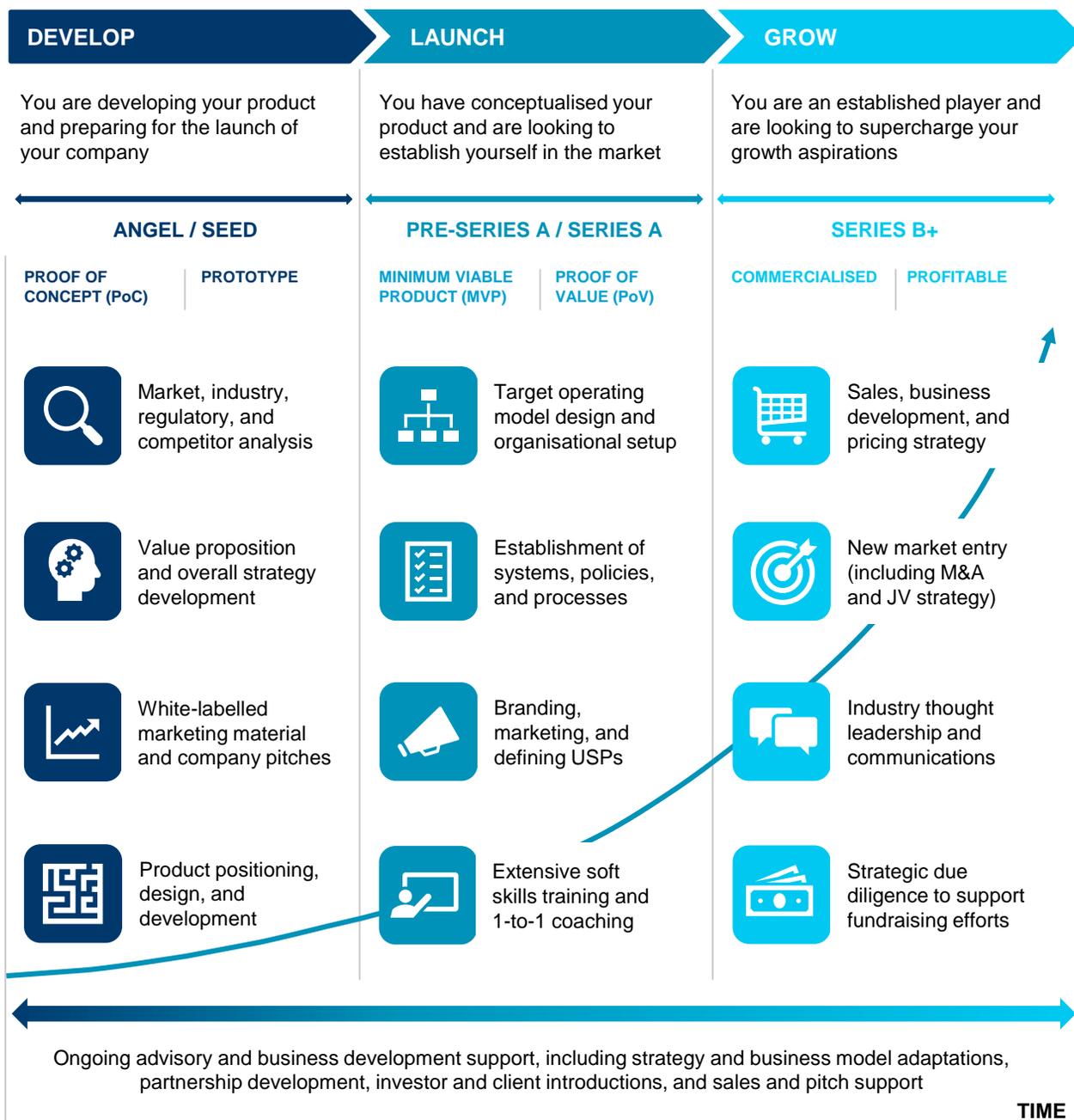
It is our mission to not only help our clients shape their strategies, but also drive their outcomes.



OUR POSITIONING
CONSULTING LANDSCAPE



HOW CAN WE HELP? STARTUP & SME SERVICES



Develop a robust strategy to address a well-defined opportunity or problem in your target industry

Establish an effective operating model, internal processes, and brand proposition to go to market

Accelerate revenue growth, drive customer penetration, secure funding, and improve your visibility in the industry

We have tailored our end-to-end advisory services into a unique proposition that supports startup and SME clients to achieve their growth ambitions

OUR PROJECTS
SELECT EXAMPLES

1	2	3	4	5
				
RESEARCH	MARKETING	STRATEGY	OPERATIONS	FUNDRAISING
<p>We conducted detailed industry and market research on relevant FinTech sectors, producing research papers that drove media coverage and client visibility</p>	<p>We created sales and marketing pitch decks (including defining and articulating the company strategy, vision, and USPs) to enhance engagement with target customers</p>	<p>We developed the strategy and value proposition of FinTech firms looking to scale, including their revenue model, client targeting efforts, and pricing strategy</p>	<p>We drafted operational policies and internal procedures (e.g. codes of conduct, internal operating guidelines) to improve compliance and organisational controls</p>	<p>We developed white-labelled, end-to-end strategy and investment proposals to help support capital raising activities, from seed stage through to series B funding rounds</p>

OUR COVERAGE
SELECT INDUSTRIES

				
Financial Services	Education & Training	Information Technology	Consumer Goods	Sharing Economy
+				
				
FinTech Services	Healthcare & Wellbeing	Media & Entertainment	Food & Beverage	Sports & Fitness
 CORE SPECIALISATION	 DIRECT EXPERIENCE			

RELEVANT EXPERIENCE
SELECT CLIENTS & TESTIMONIALS

USD 240m

MONEY RAISED BY OUR STARTUP & SME CLIENTS



"Q&A developed a tailor-made, powerful strategic solution that we rolled out globally to better engage our key stakeholders. They are far from a traditional consultancy; they truly deliver strategy with a difference."

– Joanne Hon, Head of Asia Pacific (Dealogic)

"Q&A are diligent with strong attention to detail while remaining agile and nimble in their engagement. They created a top-tier quality product which continues to be referenced internally and externally over a year later."

– Nick Armstrong, CEO (identitii)

"Q&A's high quality work helped us define and articulate our business model and vision, a vital step in "crossing the chasm" and gaining traction with our target clients."

– Jon Foster, Co-Founder (Smartkarma)

"The work done by Q&A was excellent and the board is implementing many of their recommendations. The team is insightful and forward-thinking."

– Musheer Ahmed, GM (FinTech Association of HK)

COMPANY PROFILE
MEDIA & INSIGHTS

250+

UNIQUE CITATIONS

10,000+

UNIQUE DOWNLOADS



Bloomberg ...access on terminals via {NH QNA}

We are one of the most widely cited financial services consulting firms in the world in leading media outlets

We are widely recognised as a global thought leader within the financial services industry

ABOUT US

Quinlan & Associates is a leading independent strategy consulting firm specialising in the financial services industry.

We are the first firm to offer end-to-end strategy consulting services. From strategy formulation to execution, to ongoing reporting, communications, and employee training, we translate cutting-edge advice into commercially executable solutions.

With our team of top-tier financial services and strategy consulting professionals and our global network of alliance partners, we give you the most up-to-date industry insights from around the world, putting you an essential step ahead of your competitors.

Quinlan & Associates. Strategy with a Difference.