

SERVICES FOR REGTECH & COMPLIANCE TECH

For RegTech & *compliance tech*

Your product is strong. Winning and keeping regulated buyers is a different game, one played against sceptical MLROs and compliance teams who do not take cold calls. We help you get in front of those buyers, sell into their scrutiny, and prove your product does what it claims, with someone who has sat in the buyer's seat at Stripe, Adyen, Meta and OKX.

01 · GET MEETINGS

For a small number of vendors at a time.

Warm access to compliance buyers

Compliance buyers do not take cold calls; they take introductions. Before you hire an SDR to chase MLROs, consider a practitioner whose network is the buying committee: senior decision-makers across compliance, risk and operations who already know my name. I open doors personally, qualify honestly, and hand your team warm conversations to close. Taken on selectively and capped, so every introduction keeps its value.

How it works

- ✓ Qualified, attributed introductions
- ✓ Outreach in my own name and voice, never automation
- ✓ Curated target-account intelligence
- ✓ Co-authored content to a senior compliance network

02 · WIN THE DEAL

Where most vendors start with us.

Go-to-market advisory

Practitioner-led GTM for selling to compliance and legal buyers, from someone who has been that buyer. We sharpen how you position to MLRO and CCO decision-makers, arm your sales team with collateral that survives compliance scrutiny, and get you through the procurement and security reviews that stall so many RegTech deals.

Typically includes

- ✓ Positioning for MLRO & CCO buyers
- ✓ Sales enablement & collateral
- ✓ RFP / RFI & security-review support
- ✓ Market-entry & partner strategy

Fixed-scope ways to start

A defined deliverable at a fixed price. No day-rate meter, no open-ended engagement.

Sales enablement review

£850 fixed

A buyer's-seat teardown of your pitch deck, demo narrative and objection handling: what an MLRO actually hears, where your compliance claims overreach, and which proof points are missing. Written findings within a week.

Market readiness assessment

£2,950 fixed

Entering a new market or segment: the regulatory landscape and licensing perimeter, a competitive scan, your ideal customer profile and the entry barriers that matter, delivered as an executive briefing in about two weeks.

Go-to-market plan

£3,950 fixed

Deliberately tight and strategy-only: ICP, positioning and messaging, channel strategy with the rationale, and a 90-day action list your own team executes. The research-heavy extras become follow-on work only if you want them.

03 · PROVE THE PRODUCT

Built on the buyer's perspective

The services that make your product credible, provable and hard to say no to.

Product review & compliance validation

An expert teardown of your product the way a real compliance function evaluates it: does it actually meet regulatory expectations, close the risks it claims to, and fit how an MLRO works? You get a clear gap analysis, credibility-risk flags, and prioritised input into your roadmap.

Vendor benchmarking & positioning

Know exactly how you stack up against the alternatives in a buyer's eyes. Drawing on running real vendor selections and RFPs, we benchmark your capability against competitors, sharpen your differentiators, and tell you which gaps genuinely lose deals versus which are noise.

Detection & model efficacy validation

Independent validation of your detection logic, rules, models and risk scoring against real typologies and FATF expectations. We pressure-test coverage, false-positive rates and tuning, so you can stand behind your efficacy claims when a buyer's team, or their regulator, asks how you know they hold.

04 · STAY AHEAD

The Regulatory *Radar*

A monthly, practitioner-curated briefing for your sector: the regulatory changes, enforcement actions and consultations that matter to your buyers, each answering the question the platforms never do: so what for your roadmap and your sales narrative. Includes a monthly call to put it to work. The Travel Rule, MiCA, FCA and MAS expectations, sanctions and reporting obligations, watched so you sell ahead of the curve, not behind it.

£500 / month

billed annually

Practitioner *design partner*

Some vendors want an ongoing senior voice in the room: a named financial crime practitioner to sanity-check the roadmap, join key buyer conversations, and lend genuine credibility to your product and content. Available as an advisory retainer or a design-partner relationship. A retainer is also what guarantees the warm-access work above, rather than it being subject to capacity.

THE PRACTITIONER BEHIND IT

Phillip Ly, *Founder*

Financial-crime compliance leader with 15+ years on both sides of the table: in-house compliance leadership at OKX (interim Global Head of Compliance Operations, 300+ staff across 6 countries), Adyen (Head of CDD & KYC, APAC), Stripe and Meta (Libra/Novi), and independent AML framework reviews as a KPMG Director for firms pursuing payments licences. I have run vendor selections and RFPs from the buyer's chair, sat opposite regulators, and evaluated compliance technology the way your prospects do. ACAMS-certified; ICA Postgraduate Diploma in AML.

Ready to talk? phil@northstaradvisorygroup.co.uk · www.northstaradvisorygroup.co.uk