

“RegTech Associates are engaged in our core industry and they know the right people and they’re good at bringing people together for a conversation.”

*John Byrne  
CEO, Corlytics*



#### About

Corlytics is the world leader in regulatory risk intelligence, delivering world class regulatory risk data and analytics to financial services firms worldwide. Corlytics provides relevant insight into the size, scope and root causes of regulatory risk, enabling the three lines of defence to better plan their compliance programs. Founded in 2014, Corlytics have raised over €14M to fuel its expansion.



#### The Problem

Corlytics had started to gain momentum in the global FS market, signing a number of Tier 1 sell side clients for their regulatory analytics products. They were seeking to demonstrate to investors increased revenue opportunities and growth in new markets.



#### The Solution

Corlytics retained RegTech Associates’ services for 12 months, to advise them on the best way to improve their messaging, approach the buy-side market and open up new client accounts.

RegTech Associates ran a discovery workshop to really get to know Corlytics and their product. To explore opportunities in the buy-side market, they organised a product validation workshop involving industry participants from Janus Henderson, Fidelity and other organisations, followed by 2 buy-side events in partnership with BNY Mellon. RegTech Associates created post event content that was used to create brand awareness in a new target market.



#### The Results

Corlytics were of the impression that Asset Managers really wanted a “Regulatory Solution in a box”, and received unexpectedly clear and concise feedback from the buy side participants on how they should describe their solution, the likely value and price. RegTech Associates created the environment and audience to get this feedback which really helped Corlytics to hone their go-to-market strategy before expanding into the market.