

ELEVATEX · GROWTH PARTNERS

FOR UK FINTECH FOUNDERS

The Fintech Go-To-Market Playbook

Positioning, compliant acquisition and the investor narrative
— how to sell a regulated product without sounding like
everyone else.

Positioning before spend

Fintech marketing fails in a specific way. The product is genuinely better, the deck says faster, cheaper, safer — and the market shrugs, because every fintech says faster, cheaper, safer. The hard work is upstream of the campaign.

The positioning questions

- What does this replace, specifically, in the customer's current stack or process?
- Who feels that pain first and most expensively?
- Why now — what changed that makes this urgent this quarter?
- What can we say that a competitor could not paste onto their own site?

The competitor teardown

- How each rival positions, prices and packages.
- Which channels they actually acquire through.
- Where their story is weakest — that gap is your wedge.
- What to deliberately ignore, so you do not copy their mistakes.

Compliant acquisition and the raise

Building compliance in, not bolting it on

Campaigns die in review when marketing and compliance meet only at the end. Draft with substantiation in mind from the first version and the approval stops being a bottleneck.

- Anything that could be a financial promotion is drafted for your compliance function to approve.
- Performance, safety and cost claims have evidence attached before the copy is written.
- A standing review loop, not a scramble before each launch.

The acquisition engine, sequenced

- Infrastructure — tracking, CRM, follow-up — before spend.
- One wedge segment proven before broadening.
- Content that answers the buying questions, not the brand questions.
- Partnerships treated as a channel with an owner, not an accident.

The investor narrative

Capital is a first-class channel. The raise story, deck and communications should be produced alongside the customer-facing brand so both rooms hear the same story — approved by your advisers where regulated.

Want this built for you?

We embed as one senior partner and run the whole system — brand, web, marketing, CRM and lead generation. Every engagement is scoped and priced on a call. We take on a small number of partners, and if we are not the right fit we will tell you.

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