CLARITY SPRINT · POSITIONING DOCUMENT

Meridian Advisory Solutions

Anonymised sample engagement · Boutique compliance & corporate advisory firm · India

This document is the deliverable produced at the conclusion of a Clarity Sprint engagement. It contains the firm's offer definition, ideal client profile, defensible niche, messaging framework, and revised elevator pitch. All identifying details have been changed. The structure, depth, and language reflect the actual output a client receives.

SECTION 01

Offer Definition

Meridian Advisory Solutions helps growing companies, law firms, and CA practices navigate corporate compliance, entity governance, and regulatory filings — so their leadership can focus on the business, not the bureaucracy.

What Meridian does

Meridian provides end-to-end advisory, business, and compliance services — the "ABC" of running a compliant entity in India. This includes entity set-up (companies, LLPs, branch offices), transactional advisory, corporate governance, FDI compliance, and voluntary liquidation. The firm acts as a trusted compliance partner, not a one-off filing service.

For whom

The firm serves three distinct client types: (1) growing companies and foreign entities entering or operating in India that need ongoing compliance support; (2) CA firms, law firms, and advisory practices that outsource compliance work to a specialist; and (3) in-house CFOs, legal heads, and company secretaries who need transactional and procedural assistance on specific matters.

What changes

Clients come to Meridian carrying the risk and time cost of compliance uncertainty. They leave with a reliable partner who delivers on time, every time — removing the anxiety of missed filings, regulatory exposure, and the burden of staying current with changing rules. The founder's two-decade track record at a top-tier law firm and a Big Four practice is the proof point: this is not a generalist firm. It is a specialist practice with institutional-grade rigour at boutique firm responsiveness.

"Quality, delivery, affordability — not as a tagline. As a promise with two decades of evidence behind it."

SECTION 02

Ideal Client Profile & Defensible Niche

The highest-value client for Meridian is not the largest company — it is the client whose compliance needs are complex enough to require expertise, but whose size means the Big Four won't give them a senior partner's attention. This is the gap Meridian owns.

Primary ICP — The Compliance-Burdened Growth Company

- Mid-market Indian companies and foreign entities with India operations (50–500 employees)
- In active growth phase — fundraising, expanding, restructuring, or entering new markets
- Has experienced a compliance miss, a filing delay, or a regulatory query that caused pain
- Decision-maker is the CFO, legal head, or MD — not a procurement committee
- Values reliability and speed of response over lowest cost

Secondary ICP — The Professional Services Firm

- CA firms, law firms, and advisory practices that need a compliance specialist to white-label or refer
- Firm has clients with needs outside its core practice area
- Senior partner personally accountable for client outcomes — reputation is on the line
- Wants a partner, not a vendor: consistent, communicative, and expert

The defensible niche

Meridian sits at the intersection of institutional expertise and boutique accessibility. The founder's background (a top-tier law firm, a Big Four practice) gives her credibility that most boutique compliance firms cannot claim. Her positioning: *Big-firm expertise, boutique firm relationship.* This is not a claim any generalist can make — it requires the specific career history and the track record to back it.

SECTION 03

Messaging Framework

This framework governs all written touchpoints: website, proposals, outreach, and pitch conversations.

CORE MESSAGE

Meridian Advisory Solutions delivers the compliance expertise of a Big Four firm with the responsiveness and relationship of a boutique practice — consistently, affordably, and on time.

WEBSITE — HOMEPAGE HEADLINE

"Compliance handled. Governance protected. Business uninterrupted."

WEBSITE — SUB-HEADLINE

Meridian Advisory Solutions is a boutique compliance and corporate advisory firm founded by a company secretary and lawyer with 20 years at a top-tier law firm and a Big Four practice.

PROPOSALS — OPENING PARAGRAPH

Growing companies carry compliance risk they often can't see until it surfaces. Meridian's role is to remove that risk permanently — through timely, accurate, expert advisory that lets your leadership team focus on the business. We have done this for companies, law firms, and CA practices across India for two decades.

OUTREACH — COLD INTRODUCTION (EMAIL / LINKEDIN)

I work with CFOs and legal heads at mid-market companies who need a reliable compliance partner — not another vendor. My background is 20 years at a top-tier law firm and a Big Four practice; I run a boutique practice that brings that level of expertise without the Big Four price tag or the junior associate experience. If compliance is a recurring source of friction in your business, I'd welcome a conversation.

SECTION 04

Revised Elevator Pitch

The elevator pitch exists in two versions: a one-sentence version for introductions and a sixty-second version for conversations.

ONE SENTENCE

"I help growing companies and professional services firms stay compliant and governed — with the rigour of a Big Four firm and the responsiveness you'd expect from a partner who actually picks up the phone."

SIXTY SECONDS

I'm a company secretary and lawyer with 20 years of practice, including time at a top-tier law firm and a Big Four practice. I set up Meridian because I kept seeing the same problem: mid-market companies paying Big Four rates for junior-level attention, or going to generalist firms and getting missed filings and slow turnaround. Meridian sits in the middle — expert, affordable, and built on a very simple promise: quality work, delivered on time, every time. We work with CFOs, legal heads, CA firms, and law firms who want a compliance partner they can actually rely on.

This document was produced through Partha Srinivasan's Clarity Sprint — a 2–3 week remote engagement that delivers a complete positioning foundation for boutique consultancies and advisory practices. To discuss what this would look like for your firm: calendarhero.to/callpartha