



CUMMINGS
PEPPERDINE

YOUR ROAD TO SUCCESS

OUR FCA START-UP CHECKLIST
FROM CUMMINGS PEPPERDINE

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www.cummingspepperdine.com

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WELCOME TO THE START OF YOUR SUCCESSFUL BUSINESS.

As with many things in life, your business revolves around the law and the rules that apply to it. Get it wrong and it can be nasty. But get it right, and you will build the foundation for long-lasting success.

In the financial world, the regulatory and compliance rules work alongside the legal ones and it's just as important to get these correct from the start. Together they will provide you with the framework you need for the entire lifecycle of your business.

But making an FCA application is a complex and daunting prospect. It's not just about filing in forms and providing supporting documentation. It's about how you describe all aspects of your business and demonstrate how you can be fully compliant and legally sound.

An FCA application is time-consuming and detailed, as is every other part of business set-up. You should not underestimate that making the FCA application, including getting all of the documentation together, as well as preparing the policies, procedures and protocols which must all comply with FCA requirements and pulling all of the necessary financial, regulatory and legal documents is a mammoth task. Our job is to make your life as simple as possible for you, which is why we have FCA experts who can help.

We have put together a checklist of all the contracts and agreements you will need to make your FCA application - we can also help you prepare them.

And not just that. For start-ups we apply a reduced rate to help you in the early days. We understand what it's like to be setting-up a new business. It's in our interests to help you grow and be successful as we hope that you will like our work, our help and our team and ask us to stay part of your team.

In the following pages you will find a list of the starting questions you need to be asking yourself before making an FCA application. You will also find email and telephone details of the partners at Cummings Pepperdine who specialise in FCA applications, the ongoing compliance and remediation work, so that you can talk to us and get more information – it's about us working with you to pull the threads together and build the legal foundation of your new business.

Have a look and contact us to talk things over, and let's get going!

THE CUMMINGS PEPPERDINE FCA START-UP CHECKLIST

- Who are you - what will your business name be and who are your key people?
- Where will your registered office be?
- Have you set up your business and in what form - company or partnership?
- What about your website – is it set up and is it legal?
- Who will deal with the on-going corporate reporting?
- Do you need a shareholder agreement or limited liability partnership agreement?
- What will your business be – full-scope AIFM, small AIFM, investment advisor?
- How will you work for your clients– fund, managed account, marketing?
- What client agreement do you need - investment management, investment advice?
- Which regulatory regime is for you – AIFMD or MiFID II?
- Who will market your business – you or a third party?
- Want to do a publication or podcast with us??????

CONTACT

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Cummings Pepperdine is a unique advisory firm for the alternative assets industry, advising on law, FCA and tax.

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