



Case Study: Starting a new securities brokerage

» Situation

A foreign investment group, specializing in financial services, was interested in investigating the viability of starting a new securities brokerage in Toronto. The new business venture was to focus on a highly specialized derivative product.

» Objective

Our primary objective was to conduct a feasibility study to understand the potential for this specific product and the economics behind the business model within the Canadian context.

» Methodology

Accelteon undertook targeted research to fully understand the underlying regulations, market dynamics and competitive landscape. Key industry insiders were interviewed, and the market potential was appropriately sized.

» Results

Due to the highly speculative nature of the derivative product the Ontario Securities Commission's restrictive regulations, the market potential was limited. Furthermore, competitive analysis indicated that the profit margin of this particular product was declining. At such, we recommended our client NOT to proceed with the investment.

"[We] required a talented consulting firm that understood the local operating environment and had the global perspective necessary to assemble the core of the business. Accelteon exceeded my expectations with their superior level of research and the quality of analysis. [We] would highly recommend them to anyone looking for a consulting firm with a deep understanding of the needs of private investors."