



THE ALLIANCE



MEMBERSHIP



MARKETING AND
PROMOTION



STRATEGIC
PLAN



GET IN TOUCH



MESSAGE
from the CEO

GOVERNANCE

2020-2024
Targeted
Presence



The Scope
and Vision

TRADEMARK





“

Welcome to what we target to be a unique multi-practice global alliance of professionals who service the entrepreneur. Our regional and global alliances will give power to our members to achieve what previously seemed impossible.

Christos S. Christodoulou
Chief Executive Officer

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the myth

DELPHI

According to Greek mythology, Zeus wanted to locate the centre of the earth. He launched two eagles from the two ends of the world starting their journey simultaneously, flying at equal speed. The two eagles crossed their path at a single point. From that point Zeus threw a stone from the sky to see where it will fall, and the stone landed at Delphi Greece. Zeus declared Delphi as the centre of the world, the omphalos (navel) of the earth.





An Alliance of Independent firms around the world, distinguished in their areas of practice in their country, offering a wide range of services such as (but not limited to):



1. Accounting, Auditing, Taxation
2. Financial and Monetary Advisory
3. Business and Management Advisory
4. Compliance Services
5. Legal
6. Fiduciary & Administration
7. Information Technology
8. Marketing & Advertising
9. Human Resource
10. Real Estate
11. Reporting, Translation, Interpretation
12. Professional Training & Education

the Centre of the World for Professionals



the SCOPE

To link professionals from twelve different lines of services around the world, build synergies and opportunities for the member firms, which otherwise would be very difficult to achieve on their own.

the VISION

To become the first multi-practice global alliance providing synergies and opportunities to its members, assisting them to grow worldwide. Offer them the opportunity to compete against multinational firms for global and local assignments of different natures, while remaining independent firms sharing knowledge and resources through DELPHI ALLIANCE.

GOVERNANCE

Although the members are independent firms using their own brand operating under their own business and operational plans, they are governed by the ethics, Bylaws and Rulebook as set by Delphi Alliance.





Delphi Alliance TM

Delphi Alliance TM is registered as a European Trademark on the 8th of August 2019, with Reg. No. 017894420, for classes 35, 41, 45 and specific services under class 36. Delphi Alliance TM will also be registered in each country (outside the EU) where a member is located, creating a Trademark recognised worldwide.



CLASS
35

Marketing and Advertising services

- Advertising
- Marketing and Promotional services
- Design and multimedia services
(websites, social media, online etc)

Information Technology services

- IT Advisory and business solutions
- Data Centres and cloud services
- IT Platforms and software providers

Human Resource services

- Recruitment services
- Agency services
- HR advisory

Fiduciary & Administration services

Compliance Services

Audit & Assurance / Accounting / Payroll / Taxation serv.

CLASS
36

subject to specific
list of services

Financial and Monetary services

- Debt recovering / Debt restructuring / Debt collection and factoring services
- Financial information
- Data, advice and consultancy services
- Financial appraisal and valuation services
- Financing and funding services
- Venture capital and crowdfunding services

Investment advisory services (equity, wealth, strategy, business advisory)

Real Estate services (real estate consultancy, and escrow services)

CLASS 41

Reporting / Translation / Interpretation services

Professional Training and Education services

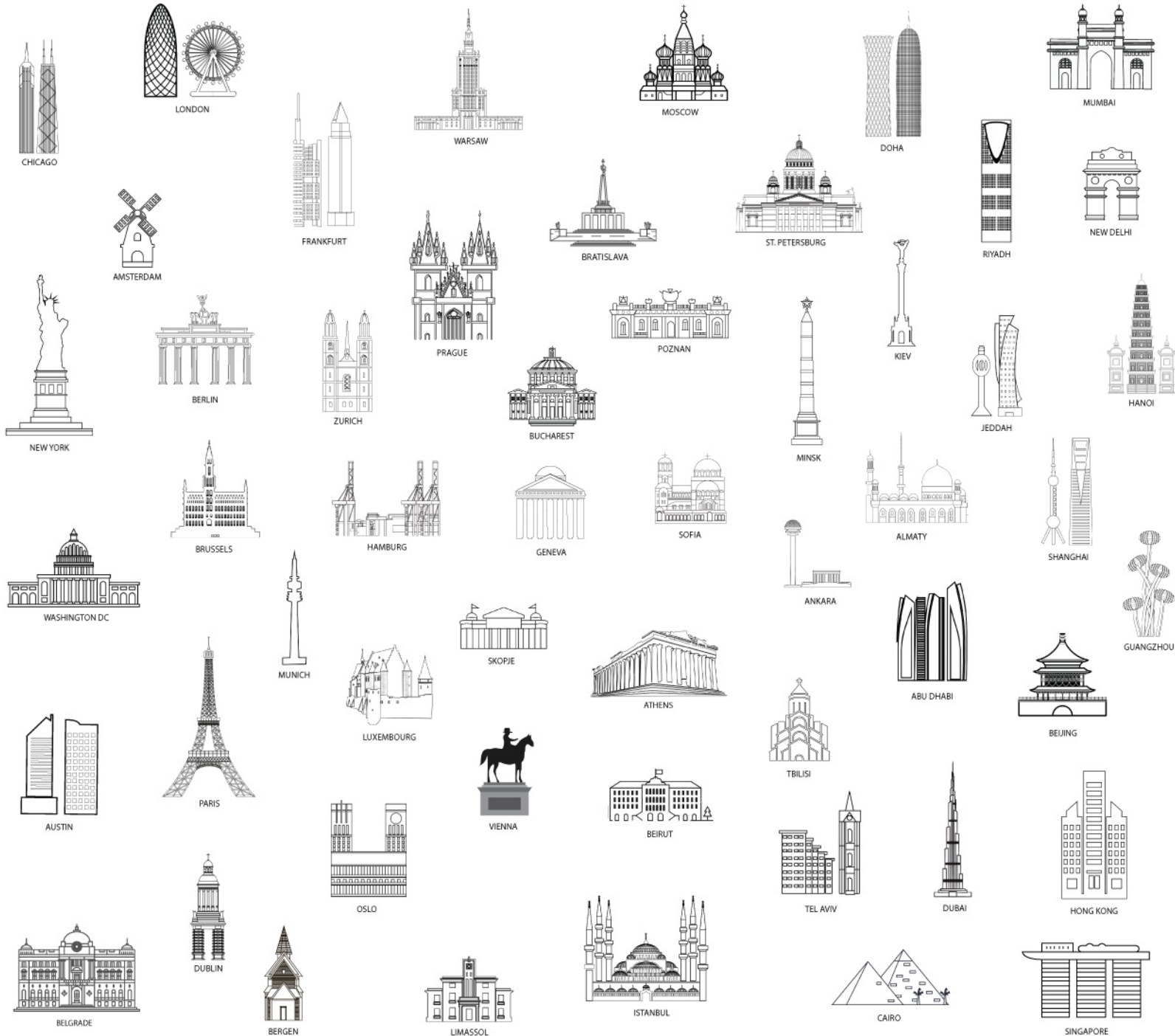
CLASS 45

Legal services



targeted
PRESENCE

Phase A: 2021-2024



55

MAJOR
BUSINESS
CITIES
IN 38 COUNTRIES

Launched on the 8th of July 2021, this is the position of Delphi Alliance today (July 2024):

30

Members

9

Countries

35

Offices

594

Staff

50ML

Combined Turnover



Membership Eligibility Requirements

MESSAGE
from the COO

REFERRAL
FEES

ENTRY
CRITERIA

MEMBER
BENEFITS

MEMBER
FEES



“

Our team of experts and professionals help the members to grow and exploit the global resources provided by Delphi Alliance and find new business opportunities both locally and globally.

Marianna Petridou
Members Relations Manager

Marianna.petridou@delphialliance.com



ENTRY CRITERIA

- Middle-Size firm
- Reputable name in the city / country
- Member of qualified associations (local and international) / Professional License to practice
- No previous disciplinary actions / lawsuits
- Awards and honors (preferable)
- International Clients / Potential for referral work in the Alliance
- High quality services (successful monitoring visits - where applicable)
- Successful result on Delphi Alliance admission due diligence
- Available business plan for expansion
- References



MEMBER BENEFITS

- Member of an international multi-practice ALLIANCE
- Service international clients
- Exclusivity by line of service, by country / city
- Access to other geographical markets
- Referral work (intra-country and intra-alliance)
- Share knowledge and insights
- Access to global resources
- Participation in international projects (private and public)
- Access to Delphi newsletter and bulletin
- Access to Delphi website and marketing team
- Gain visibility, exposure and insights through our collaboration with renowned international magazines without spending thousands of €'s
- Participate in Delphi workgroups
- Voting shares in Delphi Alliance Ltd
- Participate in global and regional networking conferences and events



FEES

Fixed annual membership fee
irrespective of size €2.900 (1.4.-31.3)

Referral fees via Delphi Alliance

7% to Delphi Alliance for work
received by the member who
received the referral

4% from Delphi Alliance to the
member who made the referral
(upon collection of the 7%)



MARKETING AND PROMOTION

A well thought strategic marketing plan realized by a team of experts in marketing and promotion is in place. Working methodologically and focusing on an ongoing business development program, members enjoy promotional services on a global basis, adding extra value to the Delphi Alliance membership.

- High visibility website promoting members and their line of business
- Continuous SEO management of Delphi Alliance website and individual members pages
- Ongoing traditional marketing such as brochures, press releases, adverts, and other promotional materials to bodies and associations
- Detailed members directory
- Global newsroom and insights
- Organisation of global and regional conferences



STRATEGIC PLANNING

- Global and local brand awareness
- Advertising in:
 - + Major international / local professional magazines
 - + Major associations journals and publications
 - + Online targeted campaigns
 - + Social Media / Networking platforms
- Attract high-rated and quality country firms
- Establish contact with international organisations and local governments
- Establish contact with international and local professional associations
- Monitor global engagements and promote alliances between the members
- Build synergies
- Targeted sponsorships
- Organise networking events and conferences



GET IN TOUCH

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DELPHI ALLIANCE

THANK YOU!