



VENTURE BUILDING AND MARKET ENTRY FOR A LATAM ALTERNATIVE INVESTMENT SPECIALIST

CLIENT

DIVERSIDAD FINANCIERA CONSULTORES (DFC)

SCOPE

BRAND PROPOSITION, WEB DESIGN & DEVELOPMENT, OPERATIONAL & GOVERNANCE INFRASTRUCTURE, MARKETING & SOCIAL STRATEGY, STAKEHOLDER & INTRODUCER ONBOARDING

REGION

LATIN AMERICA

RESULTS SO FAR

MORE THAN \$1M IN INVESTMENT SECURED, 2 NEW INTRODUCERS ONBOARDED PER MONTH

ONGOING SUPPORT

CONTENT & SOCIAL STRATEGY, CORPORATE GOVERNANCE, HR AND ONBOARDING

Diversidad Financiera Consultores (DFC) helps qualified and professional investors across Latin America access high-quality alternative opportunities, particularly those in the private debt and litigation finance space. The company combines extensive experience and global insight with a transparent approach and a boutique way of working.

CHALLENGE

Unlike most TBC partnerships, this engagement did not begin with an established company already gaining traction. Instead, it started with a market opportunity and a vision. The challenge was to build a business capable of inspiring confidence among qualified professional investors and family offices across Latin America before DFC had any operational history or market presence. The challenge focused on two key areas:

Building a bespoke alternative investment business from the ground up

Leveraging extensive experience in the international investment space, TBC identified a gap in the market: a lack of providers delivering a localised experience for professional LATAM investors looking for access to alternative opportunities, particularly those within private debt and litigation finance.

Itzraeli Ocaranza, Head of Administration & Operations at DFC, has worked extensively with members of the TBC team over the last decade. She explained: “We needed a bespoke strategy to engage with LATAM investors and saw the opportunity to launch a dedicated specialist business tailored to the region.”

Because DFC was being built from the ground up, the project extended beyond branding and digital delivery to both the operational foundations and the governance structure to support long-term growth.

Launching a credible cross-border business in a new geographical region

Launching in a new region introduced an additional layer of complexity into this project. Although the team has extensive sector experience, this was TBC’s first venture in LATAM. Setting up DFC was both time-intensive and costly, and involved coordinating activity across multiple countries and time zones.

What’s more, it was crucial that the DFC brand resonated with a professional Latin American investor audience. This meant developing a proposition with the right tone of voice, while creating a high-end visual identity to convey trust and exclusivity. Ensuring consistency across both English and Spanish materials was also key.

Ultimately, DFC needed to establish credibility in a highly regulated sector while operating across jurisdictions, languages and investor audiences. What’s more, we needed to deliver a comprehensive launch ecosystem, encompassing digital presence, collateral, internal infrastructure and stakeholder communications.



Combining investment, expertise and hands-on execution, this project clearly demonstrates the TBC model in action. Rather than advising from a distance, we assembled and coordinated a specialist team, defined the brand and value proposition, and built the foundations required to launch the business – maintaining accountability at every stage of the process.

Creating a targeted brand identity and proposition

Working collaboratively with stakeholders in Latin America, we defined DFC’s value proposition, messaging pillars and tone of voice – with the overarching goal of ensuring the brand would connect and resonate with a professional investor audience.

In addition to the strategic positioning work, TBC delivered a brand with cross-border appeal. Designed to feel high-end and exclusive, DFC’s visual identity reinforces the sophistication, credibility and gravitas expected within the LATAM alternative investment space.

Launching a bilingual website and social presence

TBC Media Manager Alex Churchyard led the delivery of DFC’s digital brand presence across web, marketing and social platforms, coordinating consultants and suppliers involved in delivery. At every stage, he ensured that copywriting, design and development teams collaborated closely to keep delivery on track.

The bilingual element of this project has become a major differentiator. Rather than simply translating content, we focused on explaining private debt opportunities in the tone expected by regional investors, while ensuring compliance across both English and Spanish versions.

Alex Churchyard explained: *“One of the biggest challenges was maintaining consistency across languages and markets while keeping delivery moving at pace. Coordinating the creative teams and translators was crucial to ensure messaging resonated with Latin American audiences without losing clarity or brand alignment.”*

Developing a content and social strategy

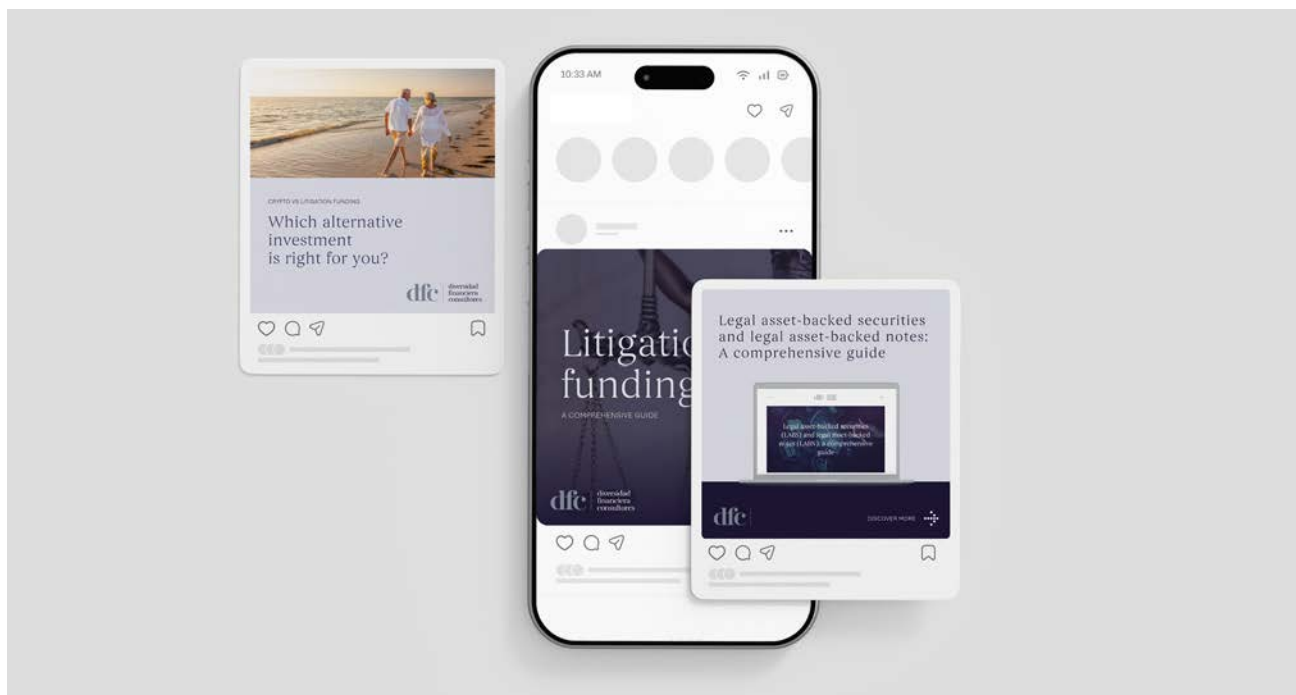
To support long-term growth and boost investor confidence, we also helped establish DFC’s ongoing content and visibility strategy. This included creating a content plan – and launching a blog series – focused on litigation finance and alternative investments, in addition to developing a LinkedIn strategy designed to build trust, demonstrate expertise and increase visibility within the market.

Providing governance and operational support

Alongside the brand and marketing work, TBC created the operational infrastructure behind the business. This included finance and administrative setup, establishing governance frameworks, coordinating legal and compliance, and building internal operational processes.

As a result, we were able to ensure not only that DFC was launch-ready from a brand perspective but that the business was operationally prepared to scale sustainably.

Overseeing corporate governance as DFC Corporate Controller, Martin Hopley coordinated legal and financial stakeholders to ensure compliance and operational integrity. Meanwhile, TBC’s resident HR expert Jessica Baxter managed onboarding processes for introducers, helping establish external partnerships.



IMPACT

A strong foundation for LATAM growth

DFC has established a strong foundation for growth within the LATAM alternative investment market.

The business has already secured more than \$1m in investment and is currently onboarding an average of two new introducers per month. Early investor feedback has been positive, with the new brand and website helping the local team present the business professionally and consistently across markets.

The bilingual approach has strengthened engagement by making opportunities more accessible and relevant to LATAM audiences. And as investor confidence grows and DFC continues building visibility through educational content and social engagement, we expect growth to increase exponentially.

Hands-on partnership that goes beyond advice and investment

More broadly, the project demonstrates TBC's ability to move beyond a traditional advisory role by taking operational control from the outset. Investing directly in the DFC brand, workflows and infrastructure, we helped build a scalable venture from the ground up.

Itzraeli elaborated: "TBC are a true strategic partner – they've been instrumental in helping us define the DFC brand and launch a digital presence that reflects the quality of our platform and service."

Ongoing development and governance support

As DFC continues to establish its position within the LATAM alternative investment space, members of the TBC team remain actively involved in supporting its ongoing development and governance:

- ✓ Overseeing corporate governance, Martin is committed to helping DFC maintain the structure and accountability for sustainable long-term growth within a complex international investment environment
- ✓ Alex Churchyard retains responsibility for DFC's web presence, brand development and social activity, ensuring consistency and clarity across investor touchpoints and international audiences
- ✓ Jessica Baxter continues to provide HR support, helping strengthen internal processes, operational culture and organisational foundations as more introducers are onboarded

This ongoing involvement reflects our long-term approach: building relationships that extend beyond launch activity and embedding specialist expertise where it continues to create value.

TBC Director Mark Butcher concluded: "From recognising the opportunity to shaping the proposition, building operational foundations and providing support beyond launch, the TBC team is invested in scaling DFC for the long term."