

LinkedIn Flagship Case Draft

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A composite case study based on typical WTP engagements. Names and details anonymized. Designed as a long-form LinkedIn post or article.

Post Text

How we helped a European entrepreneur open a corporate bank account in Dubai — after two rejections.

(Anonymized case. Details composited for privacy.)

The situation:

A wealth manager in Zurich referred a client — a tech entrepreneur with a €3M+ annual business, looking to relocate to the UAE.

The client had already tried twice:

- Company formed through a "fast-track" provider 6 months ago
- Applied to two major banks. Rejected both times.
- No one had explained why.

The company was registered. The visa was in process. But without a bank account, the entire structure was useless.

The partner asked us: can you fix this?

What we found:

We ran our standard pre-screen:

- Risk classification: YELLOW (conditional)
- Issue #1: Source of Funds documentation was incomplete — only personal statements, no business account history
- Issue #2: The company was registered in a free zone that the target banks had restricted
- Issue #3: No substance — no office, no employees, no UAE transactions

The previous provider had set up the company without checking bankability. Classic sequence error.

What we did:

1. **Re-assessed the banking scenario.** Identified 2 banks that accepted the client's profile and jurisdiction — different from the ones he'd been rejected at.
1. **Fixed the SOF package.** Requested: 12 months of business bank statements, audited financials, client letter explaining the business model. Took 2 weeks to compile.
1. **Added substance.** Arranged a flexi-desk office, prepared a board resolution, and documented the client's travel to UAE (biometrics, meetings).
1. **Coordinated the bank meeting.** Pre-submitted the complete package. Briefed the client on what to expect. Attended the meeting.

The result:

- Corporate bank account opened within 3 weeks of our engagement
- Personal premium account approved at the same bank
- Total engagement: Level 2 Setup — company restructured, banking resolved, visa completed
- Client is now operational and running transactions

Time from partner referral to open account: 5 weeks. The lesson:

Banking in the UAE isn't about "connections" or "guaranteed accounts." It's about:

1. Knowing which bank accepts which profile
2. Preparing the right documentation package
3. Addressing compliance gaps before the meeting
4. Sequencing correctly: bankability first, setup second

If your clients are struggling with UAE banking — it's usually a preparation problem, not a bank problem.

We fix the preparation.

DM me if you have a similar case. Free pre-screen for first-time partners.

#UAE #CorporateBanking #CaseStudy #CompanyFormation

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Notes

- This is a composite case — not a single real client
 - Based on typical patterns from WTP's case data
 - Key message: sequence matters, preparation matters, "fast" providers cause problems
 - Positions WTP as the fixer — the partner you call when it went wrong elsewhere
 - Can be repurposed as: website case study, partner kit insert, sales conversation example
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