

capitalise®

ACCOUNTANT CASE STUDY

MAP

Helping creative agencies fund their growth and success

“I didn’t have the time available to upskill the team’s business finance knowledge. Capitalise offered the perfect solution.”



PAUL BARNES
FOUNDER & MANAGING DIRECTOR
MAP

📍 LOCATION

Manchester and the North West

👤 SIZE

23 employees

✅ SERVICES

outsourced finance, including tax, accounting, strategic advice, management reporting, forecasting & internal processes and technology support.

🖱️ WEBSITE

wearemap.co.uk

MAP.

MAP is a Manchester-based firm of accountants that specialises in working with digital agencies. The firm offers a full outsourced finance function to their agency clients.

This includes everything from traditional tax accounting and compliance work, to strategic advice, reporting and forecasting. They’re also experts in the business tech used in a modern digital agency.

We spoke to Paul Barnes, MAP’s founder and Managing Director, to find out how Capitalise has helped them offer in-depth funding and business finance advice to their agency clients.

Q&A WITH PAUL

How did funding advice become a major part of the MAP offering?

“Our aim is to act as a finance partner to our clients. We’re an extension of their team and can give them expert leadership on their financial systems. But until 2020, a major part of that service was lacking. We didn’t have a specific service for clients that wanted to manage their funding needs. If we couldn’t offer finance advice, our clients could quickly outgrow us.

As a team, we didn’t have that deep business finance experience. And I didn’t have the time available to train and upskill the team. Capitalise offered the perfect solution. Their platform gave us the much-needed experience around funding and finance. And it also provided a seamless process for finding and applying for those products. That was a turning point for us.”

Was it easy to get the whole team up to speed with offering finance advice?

“My goal was to embed this new service across all of the firm’s processes so it would become a part of everyday business. I wanted funding conversations to be something clients would ask about at year-end meetings. And a topic where the team felt confident talking to these clients. Capitalise has helped with that by offering in-depth training and one-to-one conversations with the wider team. That’s taken the burden off me and got the whole team up to speed.

Capitalise has also given us support and advice on the strategy side of things. That’s helped us consistently get the most out of the service and communicate the benefits to clients. The whole MAP team now has the skills and knowledge to advise clients on their funding and business finance needs. We can find the funding that’s the best fit and encourage clients to make the right decision for their business. And we can challenge them, where needed, to push harder and make more of these new routes to funding.”

How much do you use Monitor and how has it changed your approach to the client’s numbers and reporting etc?

“Recently, one of our agency clients wanted to buy out the previous owners, who still held a stake in the business. With access to additional capital, they were able to negotiate an early settlement. That saved on ongoing fees they were paying to the previous owners, and gave them back control of the company. That’s the difference that funding advice can make.

Another important service for our clients is debt recovery. Late and unpaid bills are a common issue in the creative sector. With help from Capitalise, we can put clients in touch with debt recovery specialists. It’s a no-win, no-fee set-up, so we’ve been able to help clients recover fees ranging from £2,000 to £20,000 or more, with no risk of extra costs.”

Is the ease of the application process something that clients appreciate?

“The application process is getting better and better all the time. When you go in through the Capitalise platform, the process is laid out very simply and methodically. It’s also extremely flexible in terms of how much you want to involve the client in the process.

For me, what’s really important is the human side of partnering with Capitalise. Once you’ve started an application, the Partner Managers are very quick to get on the phone and talk to you. We’ve always got their support, so it’s never just a DIY process.”

Does it feel like the MAP team is more proactive with Capitalise behind you?

“We’ve gone from reacting to clients’ funding needs as they come in to offering a proactive business finance service. That’s really helping us drive the team’s ambition and the profitability of the firm. Our business finance service is now a well-oiled machine, and that’s allowed me to step back and free up more time. I know that our team has the knowledge and the support from Capitalise to provide a great service to our clients.

What’s more, the firm can use the business finance work we’ve completed with existing clients to pitch for new business. It’s winning us bigger, more sophisticated clients as a result. We can now compete with much larger professional service firms that have specialist departments for those services. In the future, I’d like to see us putting our funding and business finance skills front and centre and firmly positioning MAP as the go-to experts in this area.”



Find out more at

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