



Smarter Contracts - Sharper Outcomes

▮ Avg. Reading Time: **3 min**



About the Company

Covenant Advisory Group (CAG) is a UK-based independent legal consultancy specialising in commercial contracts, fintech, and corporate governance.

We bring decades of in-house and private-practice experience from Linklaters, JP Morgan, various hedge funds, HFTs and technology companies. That means you get City-grade quality — minus the City-grade invoices.



Our Values



Clarity

Contracts should drive decisions, not confusion.



Precision

Every clause has a purpose. Every word earns its place.



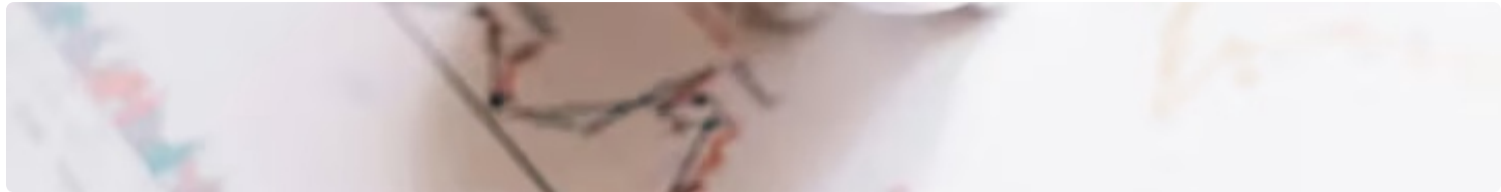
Commerciality

Legal support that moves at business speed.



Transparency

Fixed fees. Predictable outcomes. No hidden surprises.



500+

Contracts Reviewed Annually

95%

Client Satisfaction Rate

24h

Average Response Time

20+

Years of Combined Experience

Our Services



Contract Review

Our contract review service ensures your agreements are clear, compliant, and aligned with your business goals. We provide detailed analysis and practical advice to mitigate risks and enhance outcomes.



Fintech Advisory

We offer specialized advisory services for fintech companies, focusing on compliance, risk management, and strategic growth. Our expertise helps you navigate the complex regulatory landscape with confidence.



Startup Support

Our startup support services provide essential legal guidance for new businesses, from formation to funding. We help you establish a strong legal foundation to support your growth and innovation.

Fractional General Counsel

Legal leadership. Zero overhead. Maximum impact.



High-growth businesses don't stumble because of ambition — they stumble because the legal infrastructure can't keep pace. A full-time General Counsel is a heavy hire. A reactive, ad-hoc legal model leaves gaps.

Covenant Advisory Group bridges that gap with a scalable, fixed-fee **Fractional General Counsel** solution that plugs senior legal capability straight into your operating rhythm.

This is embedded advisory without the payroll drag. Strategic legal continuity without the noise. Commercial clarity delivered at the speed your business moves.



How it works:

CAG becomes your on-demand legal function — part strategic advisor, part risk partner, part contract operator. You get consistent, board-level legal input that aligns with your commercial roadmap, governance obligations, and deal cadence.

We operate as an extension of your leadership team, driving accuracy, accountability, and operational velocity across the legal stack.



Why Companies Choose CAG for Fractional GC:

- Senior-level counsel without the full-time cost
- Fixed-fee predictability and commercial transparency
- Pragmatic, market-aligned advice that accelerates outcomes
- Deep multi-sector experience across manufacturing, fintech, energy, media, live events, and emerging markets
- A delivery model built around speed, clarity, and execution discipline

CAG's Fractional GC service gives you the control, confidence, and continuity your business needs to scale safely and operate at enterprise standard.

Our Service Models



FGC | Core

For SMEs and early-stage companies that need predictable, day-to-day legal support.

- Up to 15 hours of advisory time per month
- Contract review, drafting, and negotiation
- Commercial and operational risk support
- Monthly legal strategy touchpoint
- Fixed fee from **£1,750 ex VAT**

Outcome: a consistent legal partner who keeps your documentation, decisions, and deliverables on track.



FGC | Plus

For scale-ups, PE-backed companies, and organisations with heavier governance requirements.

- Up to 30 hours per month
- Everything in Core, plus:
 - Governance and board reporting support
 - Investor-facing documentation
 - Employment alignment and policy oversight
 - On-demand training for commercial teams
- Fixed fee from **£3,250 ex VAT**

Outcome: a fully integrated legal function that sharpens decision-making and reduces downstream friction.



FGC | On-Call

For businesses that need senior legal bandwidth without a retainer.

- Pay-as-you-go or pre-paid hour bundles
- 48-hour turnaround guaranteed
- Ideal for negotiations, major contracts, crisis cover, or transaction prep
- From **£250/hr + VAT**

Outcome: instant access to high-level legal execution when timelines, negotiations, or regulators turn up the heat.



Add-On Capabilities

- Dedicated Slack/Teams legal channel
- Quarterly legal health dashboards
- Bespoke policy and document suite
- Contract lifecycle optimisation
- Internal workflow mapping and compliance uplift

These bolt-ons convert your legal function from a cost centre into a strategic engine.

Industry Focus

- Professional Services & SMEs
- Technology, Fintech & SaaS
- Energy, Infrastructure & Manufacturing
- Consulting, Recruitment & Outsourcing
- Startups & Scale-Ups



Professional Services & SMEs

We help growing firms manage contracts, partnerships, and governance frameworks that scale with confidence — so you can focus on delivery, not redlines.



- Professional Services & SMEs
- Technology, Fintech & SaaS
- Energy, Infrastructure & Manufacturing
- Consulting, Recruitment & Outsourcing
- Startups & Scale-Ups



Technology, Fintech & SaaS

From licensing and payments to regulatory clarity, we support tech-driven businesses with pragmatic, commercially sound legal documentation that keeps innovation compliant.



- Professional Services & SMEs
- Technology, Fintech & SaaS
- Energy, Infrastructure & Manufacturing
- Consulting, Recruitment & Outsourcing
- Startups & Scale-Ups



Energy, Infrastructure & Manufacturing

We assist companies in high-value, high-risk industries where operational continuity depends on watertight commercial terms and supplier resilience.



- Professional Services & SMEs
- Technology, Fintech & SaaS
- Energy, Infrastructure & Manufacturing
- Consulting, Recruitment & Outsourcing
- Startups & Scale-Ups



Consulting, Recruitment & Outsourcing

We design contracts that protect your deliverables, clarify accountability, and streamline client relationships — all in plain English.



- Professional Services & SMEs
- Technology, Fintech & SaaS
- Energy, Infrastructure & Manufacturing
- Consulting, Recruitment & Outsourcing
- Startups & Scale-Ups



Startups & Scale-Ups

Whether you're pre-seed or post-Series A, we build lean legal foundations that attract investors, secure key relationships, and adapt as you grow.





Every build starts with trust — and the right paperwork.

At Covenant Advisory Group, we turn complex legal documentation into practical business tools that move your projects forward. Whether you're managing suppliers, scaling a fintech platform, or running multi-party operations, we help you protect your position while keeping deals moving.

We combine big-firm expertise with boutique agility. Our mission is simple: to help you deliver on time, on budget, and without contractual chaos.

Key Features

✔ Fixed-Fee Pricing

Our fixed-fee pricing model ensures transparency and predictability, allowing you to budget effectively without unexpected costs. This approach aligns our interests with yours, focusing on delivering value.

✔ Rapid Turnaround

We prioritize efficiency, offering rapid turnaround times to meet your business needs. Our streamlined processes and expert team ensure that you receive timely and effective legal solutions.

✔ Expert Guidance

Our team of seasoned legal professionals provides expert guidance tailored to your specific industry and business challenges. We combine legal precision with commercial insight to drive your success.



Pricing Snapshot

Contract Review

Detailed risk assessment + redlines

£169

- ✓ Fixed fee
- ✓ Prices start from

Contract Drafting

Custom commercial agreement

£349

- ✓ Fixed fee
- ✓ Prices start from

Negotiation Sprint

Up to 3 rounds of negotiation

£499

- ✓ Fixed fee
- ✓ Prices start from

Retainer Support

Ongoing advisory for SMEs/startups

£1,200 / month

- ✓ Fixed fee
- ✓ Prices start from



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Covenant Advisory Group transformed our contract management process, delivering exceptional results with their fixed-fee model. Their expertise and efficiency have been invaluable to our business.

Alex Morgan, Operations Manager

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SAMPLE CONTRACT TYPES COVERED

NDA's

Sponsorship & Talent Agreements

Supplier & Vendor Contracts

Venue Hire & Production Services

Employment & Consultancy

Partnership & Shareholders

SaaS & Licensing

Advisory & Board Services

Data Processing & Privacy Policies

80+ contract types. One sharp team.

Why Choose Us



Transparent Pricing

Our transparent pricing model ensures you know exactly what you're paying for, with no hidden fees. This clarity helps you manage your budget effectively.



Client-Centric Approach

We prioritize your business goals, offering personalized service and strategic advice to help you achieve success. Our client-centric approach sets us apart.



Industry Expertise

With extensive experience across various sectors, our team provides tailored legal solutions that meet the unique needs of your industry.



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We bridge legal precision with operational momentum

- Decades of cross-sector experience
- In-house efficiency with private-practice rigour
- Tailored for speed, clarity, and control
- Trusted by founders, directors, and operators across the UK



The CAG 3 lens framework

- **Leverage:** Understand your power position before you negotiate.
- **Prioritise:** Focus on the clauses that really matter.
- **Execute:** Close fast — because momentum wins deals.

Our Impact Stories

Tech Innovators Inc.

Green Energy Solutions

Retail Dynamics

London SME

Fintech Founder,
London



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Covenant Advisory Group helped Tech Innovators Inc. streamline their contract processes, resulting in a 30% reduction in turnaround time. This efficiency boost allowed the company to focus more on innovation and less on administrative tasks.

By implementing a tailored contract management system, Covenant Advisory Group ensured compliance and minimized risks, providing Tech Innovators Inc. with a robust legal framework to support their growth.

Taylor Jordan, Tech Innovators Inc.

Tech Innovators Inc.

Green Energy Solutions

Retail Dynamics

London SME

Fintech Founder,
London



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Green Energy Solutions partnered with Covenant Advisory Group to navigate complex regulatory challenges. The consultancy's expert advice led to a 20% increase in project approvals, accelerating their expansion plans.

Through strategic guidance and compliance support, Covenant Advisory Group enabled Green Energy Solutions to secure key partnerships and funding, driving their mission for sustainable energy solutions.

Morgan Casey, Green Energy Solutions

Tech Innovators Inc.

Green Energy Solutions

Retail Dynamics

London SME

Fintech Founder,
London



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Retail Dynamics benefited from Covenant Advisory Group's expertise in commercial contracts, achieving a 25% cost reduction in supplier agreements. This financial efficiency contributed to their competitive edge in the market.

Covenant Advisory Group's negotiation skills and industry insights helped Retail Dynamics optimize their supply chain, ensuring long-term sustainability and profitability.

Alex Lee, Retail Dynamics

Tech Innovators Inc.

Green Energy Solutions

Retail Dynamics

London SME

Fintech Founder,
London



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CAG transformed our contracts into tools we could actually use. Fast, commercial, and practical

Head of Operations, London SME

Tech Innovators Inc.

Green Energy Solutions

Retail Dynamics

London SME

Fintech Founder,
London



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Finally, a legal advisor who gets the startup mindset — responsive, strategic, and transparent on pricing.

Fintech Founder, London

Let's make your contracts work harder.

Book your fixed-fee review or request a tailored legal pack at
▯ www.covenantadvisorygroup.co.uk

Email: info@covenantadvisorygroup.co.uk

LinkedIn: [CovenantAdvisoryGroup](https://www.linkedin.com/company/CovenantAdvisoryGroup)



Let's talk



DISCLAIMER

Covenant Advisory Group Limited is an independent legal consultancy and not a law firm.

All services are provided by experienced legal professionals under consultancy arrangements.

Nothing in this document constitutes formal legal advice.