



SAM &
WRIGHT
CONSULTING

COMPANY PROFILE

SWWC

Sound Advice, Lasting Impact

Our Essence

There are **three components** to our unwavering Philosophy as a consulting firm:



The Basic
Commitment of SWC



Our Purpose



Our Value

BASIC COMMITMENT OF SAM&WRIGHT CONSULTING



Igniting Startup Triumph

Fueling long-term success for emerging ventures.



Guiding Venture Momentum

Empowering core teams to maintain momentum and grit.



Championing Innovation

Market analysis, product development, and strategic initiatives for a competitive edge.

Our Essence

OUR PURPOSE



We are driven by a relentless passion to deliver strategic advisory services that turn business ambitions into success stories.



Our expert guidance empowers clients to achieve their next big milestone with clarity, confidence, and precision.



We provide the critical support needed to bridge the gap between ambition and success, transforming challenges into opportunities.



We are possibility enablers, committed to unlocking your business's full potential.

OUR VALUES



Do What's Right

We uphold integrity, honesty, and transparency, choosing the right path over the easy one.



Continuous Innovation

We relentlessly pursue new and better solutions, embracing change as a catalyst for growth and progress.



Impact First

We focus on long-term success, ensuring our work creates lasting value for our clients.



Collaborate to Create

We work hand-in-hand with our clients, turning ideas into meaningful results.

Who we are

Sam & Wright Consulting is a leading business and finance advisory firm in Nigeria, committed to empowering startups, SMEs, and not-for-profit organizations. We specialize in business strategy, venture capital funding, debt structuring, marketing & branding, accounting & tax advisory, and HR & organizational strategy. With a tailored, data-driven approach, we help businesses articulate their vision, secure funding, and communicate effectively with investors, financial institutions, and key stakeholders. Our team of seasoned experts provides strategic insights that drive expansion, market penetration, and financial resilience. Whether launching, scaling, or restructuring, we don't just offer advice—we build, sustain, and elevate businesses for long-term success in a dynamic marketplace.

We take pride in our carefully selected team of industry experts, ensuring that our clients benefit from top-tier expertise and deep industry insights. With extensive experience in global business practices, our professionals bring a wealth of knowledge that drives strategic decision-making and sustainable growth.

Our team has successfully executed high-impact consulting projects **across 27 industries and 6 continents,** supporting small, medium, and large enterprises in navigating complex business landscapes.

Since our inception in September 2016, **over 2,000 organizations** have entrusted Sam & Wright Consulting with their business and financial advisory needs—solidifying our reputation as a trusted partner in fostering innovation, expansion, and long-term success.



"...track record of executing major consulting projects involving small, medium, and large organizations across 27 industries, spanning 6 continents of the globe"

Our Services and Clientele

Crafting Winning Business Strategies

We're your partners in building a thriving business. We help you understand your Market terrain, enhance Product-market fit, create amazing experiences, and dominate the market.

We provide expert advice on **funding, innovation, and product development** to drive your success.

Emolyne

NEW GLOBE

METRO & CASTLE
THE REAL ESTATE COMPANY

S Studio

vella

DÉLIFROST

SingleStone
NIGERIA LIMITED

ImpactHER
Empowering the New African Female Entrepreneur

brick homes
ESTATE DEVELOPMENT & CONSULTANTS

ARCTIC GYNAE CENTRE

JOVAK
INDUSTRIALS LIMITED

heels tech

Ashami Farms
Quality Home Reared Meat

WAVELENGTH

Unlocking growth with the right funding and debt solutions

We empower startups to unlock growth by guiding them through impactful investor roadshows and fundraising strategies to secure Patient Capital. Our all-encompassing service includes identifying and connecting with the right investors, negotiating the best deals, structuring investments, and managing investor relations every step of the way.

For SMEs in need of working capital, we offer expert advisory services to streamline the debt-raising process. From sourcing and negotiating favorable terms to debt restructuring and scheduling, we ensure that your business secures the right financial support for long-term success.



Guiding you through the complexities of finance and tax

Our **FAAS team** delivers a comprehensive range of accounting services designed to empower your business:

Accounting & Reporting	Book-keeping	Treasury Management	Corporate Governance	Business Advisory
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Our **Tax professionals** work closely with individuals, SMEs, and MSEs, providing strategic, forward-thinking tax solutions to:

Optimize your tax efficiency	Ensure seamless compliance	Plan effectively for the future
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We don't just crunch numbers—we deliver actionable insights that strengthen trust, drive smart decisions, and create value for your stakeholders. Every solution we offer is tailor-made, technology-driven, and scalable, ensuring it evolves with your business. Backed by a team of experienced and results-focused professionals, we are your partner for long-term success.



Strategic Market Growth, Brand Excellence

We drive business success through deep market research, uncovering customer behaviors, competitive insights, and financial data to position you for dominance. Our growth marketing experts execute high-impact campaigns in lead generation, social media, and sales strategy, ensuring measurable results.

Creativity fuels our approach—captivating content, compelling visuals, and powerful storytelling engage your audience effectively. We craft distinctive brand messaging and positioning, aligning visuals and strategy for lasting impact. With a **90-day action plan** and data-driven execution, we help businesses scale, thrive, and lead in their industries.



Empowering Workplaces, Ensuring Compliance, Driving Growth

We help businesses in Nigeria build compliant, efficient, and thriving workplaces. From ensuring full compliance with Nigerian labor laws to implementing seamless HR operations, we streamline processes like payroll, onboarding, and benefits administration.

Our customized training programs and employee engagement strategies empower teams, boost productivity, and foster long-term retention. With a people-first approach, we create HR solutions that drive growth while keeping your workforce motivated and legally protected.

RIGGA



Our People

MANAGING PARTNERS



Olumide Olawale

Co-Founder,
Ex-Managing Partner



Samuel Afolabi

Business development,
Innovation and
Investments



Oluwatobi Olowu

Marketing & Branding



Iredumare Opeyemi

Legal, Market
development and
Investments



Durodola Olusola

Accounting & Tax

SENIOR AND ASSOCIATE MANAGERS



Ayo Alokun

Market Research &
Strategy



Oluwatobi Olatoye

Market Research &
Strategy



Jephthah Aletan

Brand & Product
Designer



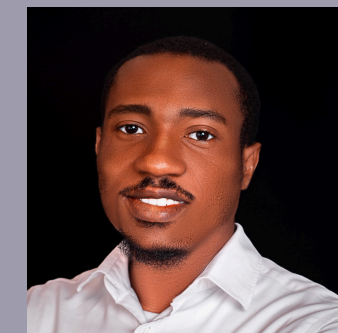
Bukola Fatola

Market Research &
Strategy



Aderolake Adebayo

Market Research &
Strategy



Nnamdi Ejeh

Graphics and
Design

Our Partners

**Olusola Olojede
& Co**



spireworks



Contacts

Sam & Wright Consulting is your trusted partner for achieving business success. We offer expert guidance in business strategy, venture funding, marketing, accounting, and HR. Our tailored solutions empower startups, SMEs, and non-profits to thrive in Nigeria's dynamic market. Contact us today to unlock your business's full potential.



   samandwrightconsulting

 www.samandwrightconsulting.com