

Entrepreneurs

Helping Entrepreneurs

Sleek is backed by a stellar cast of investors and aims to help SME owners achieve their business goals through efficient online platforms.



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Adrien Barthel
Co-founder & Chief Growth Officer
Sleek

Starting a new business can be a daunting task even for the most seasoned of entrepreneurs. Sleek understands that technology can make the lives of its clients easier. Its business model helps SME owners with incorporation and management of legal entities, accounting, audit and governance through online platforms.

“We believe that the common factor our clients look for in our services is the seamless experience and transparency,” stated Adrien Barthel, Sleek’s Co-founder & Chief Growth Officer. “We are committed to open communication and bringing our clients the best customer experience possible.”

Easy access to the Greater Bay Area (GBA)

Sleek has the confidence of star entrepreneurs that provide guidance as investors and board members. “Eric Barbier is a serial entrepreneur in the tech space and payment industry; Martin Crawford is the former Group CEO of corporate services giant Vistra; finally, Pierre Lorinet is the former Group CFO of commodity giant Trafigura. Their experiences in respective fields are extremely useful for our expansion,” Barthel explained.

These seasoned investors believe in the opportunities associated with technology’s evolution in professional services as well as the future of Sleek.

In 2019, two years after opening in Singapore, Barthel saw the opportunities that GBA offers and opened its second office in Hong Kong. “The city is one of the world’s most important financial hubs,” said Barthel. “It is globally recognised as one of the best places to do business, and we are very happy to be here. We are currently rapidly expanding our local team in Hong Kong and are excited by the ambitious and talented people from all around the world who have chosen to live here. The easy access to the GBA provides a large window of opportunity, providing growth in line with our long term business goals.”

Barthel feels that as a company of entrepreneurs, Sleek sets itself apart from its competitors by offering a seamless incorporation process supported by robust digital platforms. It understands what matters most to investors, and provides personalised customer service that let them focus on building their businesses. Later this year, Sleek plans to release new products and services to better help them manage their back office.

“The regulatory framework in Hong Kong is also very tech friendly, and we can quickly adapt to changing consumer habits,” noted Barthel. “If there’s one value at Sleek we share with Hong Kong, it is resilience. We arrived in tough economic times, but we have decided to double down on our growth here as we see a novel opportunity to be powering Hong Kong entrepreneurs. The community here has always been a source of inspiration for us staying resilient despite tough times.”

Sleek

- Sleek offers professional services for company incorporation, corporate secretary and accounting via online platforms based on annual subscriptions
- Founded in Singapore in 2017, the company’s second office in Hong Kong was established in 2019 and functions as its rapidly expanding regional headquarters

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