

4. I want to scale up

- **How can I hire employees?**
 - A step often found to be difficult for entrepreneurs is hiring their first employee. Finding a person who matches what you need in your company is the first thing, this is often based on feeling, previous experience and educational background. The second thing is how you can arrange that this person is officially your employee:
 - You register yourself as an employer at the [Belastingdienst](#)
 - You can design an employment contract with the help of [Ondernemersplein](#)
 - You must take care of wage administration, you can do this yourself, hire a company to do this or use payroll.
 - Execute a risk assessment for your employees via [Ondernemersplein](#)
 - Take care of the insurances for your employees via [Ondernemersplein](#)

- **How can I find a business partner who brings more than just money?**
 - At a certain point in time you might feel like you need a business partner who can look at your business from another angle, someone with a significant experience in your sector or someone with experience regarding start-ups in general. This is a logical feeling, since coaches have been proven (see the article of Jan Postema) to increase business revenue and company quality. There are several ways to collaborate with an external party to rapidly develop your company to the next level:
 - **Coaches** are passionate, experienced business people who are, often voluntarily, willing to spend their free time helping you as an entrepreneur and your business. They bring knowledge about the sector, a broad network and critical questions about your business. The great benefit of a coach is that they are very approachable and relatively easy to find. Participating in the [New Venture](#) program enables you to find a coach quickly. The CfE is also able to find you a coach through our [VU Alumni Entrepreneurs Database](#). You can contact entrepreneurs yourself or let us help you: send an email to CfE@vu.nl.
 - **Accelerators** provide accelerator programs, which literally accelerate your business. This is done through intensive training, which might be for a weekend up until several months. The programs are diverse, some focus on interaction between start-ups/entrepreneurs and other focus specifically on business development. Check if the most well-known [accelerators](#) fit you.
 - **Angel investors** are capital-strong individuals who are willing to take a lot of risk with their money. The benefit of an angel investor comes in the form of continuous critical questions about your business processes, credibility because of the association with this investor, knowledge of the marketplace and a broad network of strategic partners, possible employees and other venture capitalists. The best way to connect with an angel investor is through colleagues or friends of an angel, however, websites like [angel.co](#), [kickstarter.com](#), [Indiegogo.com](#) or [RVO.nl](#) have proven to be useful in finding a business partner who is willing to give you more than just cash. Angel investors are hard to find, but very useful, the name angel is not random.
 - **Tools for raising capital and finding partners** can be very useful if you want to invest a considerable amount of time in the search for capital partners. To

smoothen this process, several companies developed platforms to connect startups and investors. Two are recommended by the CfE:

Gust.com has proven to have an efficient network, already \$1 billion is invested by the hundreds of Angel groups across the world. However, Gust.com offers more than this network. It also provides a solution for equity management and a network of the world's top accelerator programs.

Foundersuite.com is a more practical tool for raising funds. It enables you to manage the whole funding process by providing an insightful tool to record where you are in the funding process with each prospect. Future prospects can be found in their database of over 50000 investors, including LinkedIn, Facebook and other personal details.

- **Keep in mind** that you find the right type of financing for the stage your venture is in:

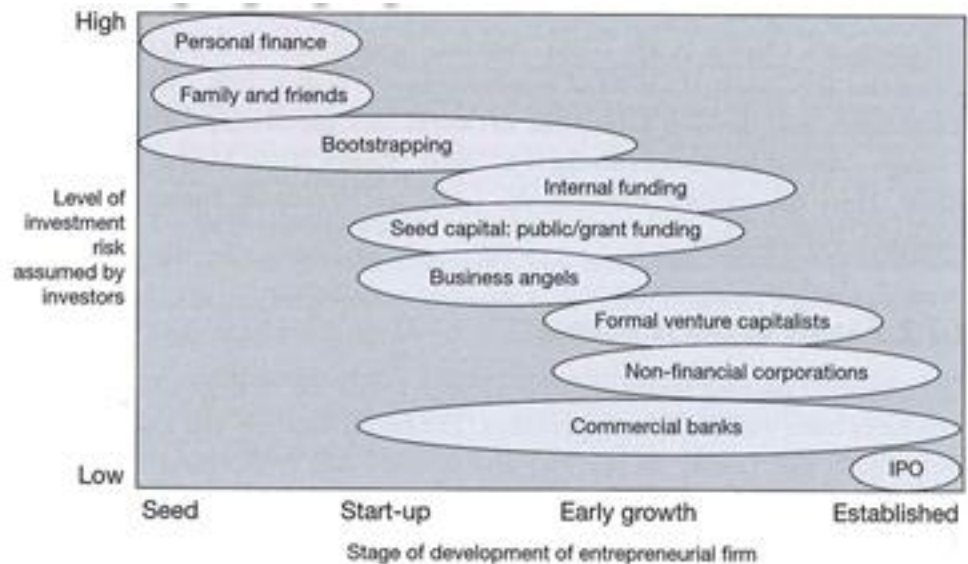


Figure 7.1

Change in financing strategies along the venture lifecycle