

HOW TO START A BUSINESS IN DENMARK



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Your local Business Development Centre in Aarhus



Free guidance for entrepreneurs and development of
established companies in the Aarhus area.

ENTREPRENEUR 0-3 YEARS

COMPANY 3+ YEARS

Where to find us



Åbogade 15, 4th floor at Katrinebjerg



500+ startups and companies yearly

Free counselling

- *Face to face meeting with a business consultant from Startvækst Aarhus*
- *Basic information about Danish regulations, 360 degree screening of your business, feedback on business model*
- *Access to our public and private business network*

Events

- *Startup Meetings in English*
- *Short afternoon boosters*
 - January 29: Sådan bruger du medierne (Danish)*
 - March 26: Få styr på økonomien (Danish)*



Specialist Advice Meetings

*Open Café Event on specific Thursdays
5 pm - 7 pm in Incuba:*

- *Lawyers*
- *Accountants*
- *Patent Advisor*
- *Insurance company*
- *Marketing & e-commerce*
- *Business consultant*
- *Job Center and A-kasse*



Follow us ...

Gå ikke glip af nyheder og arrangementer
Følg os på vores nye Facebook side!



STARTVÆKST Aarhus



Or news letter - sign up

www.startaarhus.dk

Start your company in 7 steps

- 1. To be or not to be an entrepreneur:
Personal considerations*
- 2. Plan the company: Your business case*
- 3. Choose company form and register
the company*
- 4. Book keeping and accounting - how?*
- 5. Pay VAT quarterly*
- 6. Pay taxes*
- 7. Check insurances*



1. Personal considerations

- Your personal economic situation
- Can you keep down costs?
(bootstrapping)
- Give yourself a deadline
- What is the worst-case scenario?

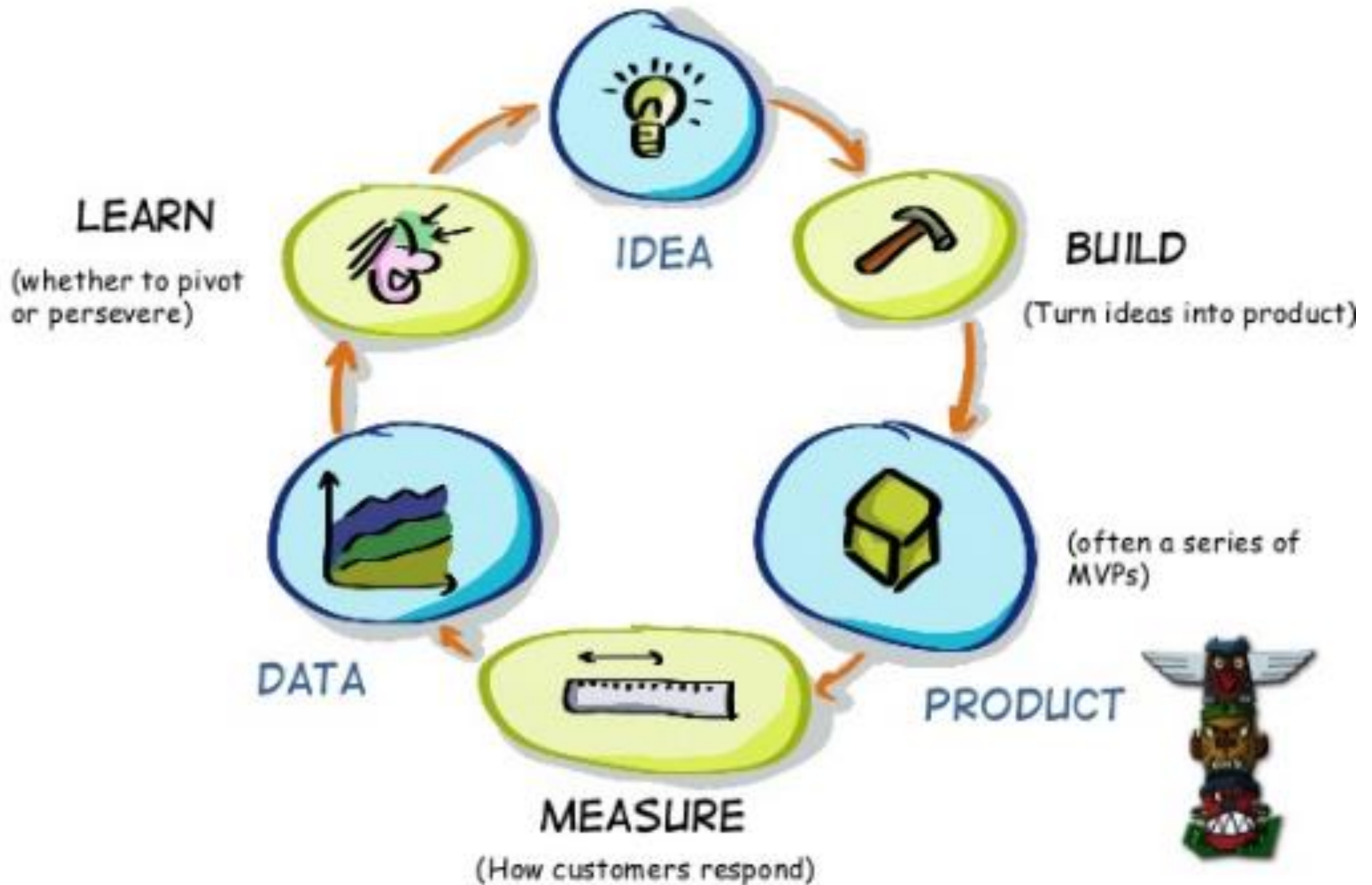


2. Plan your business



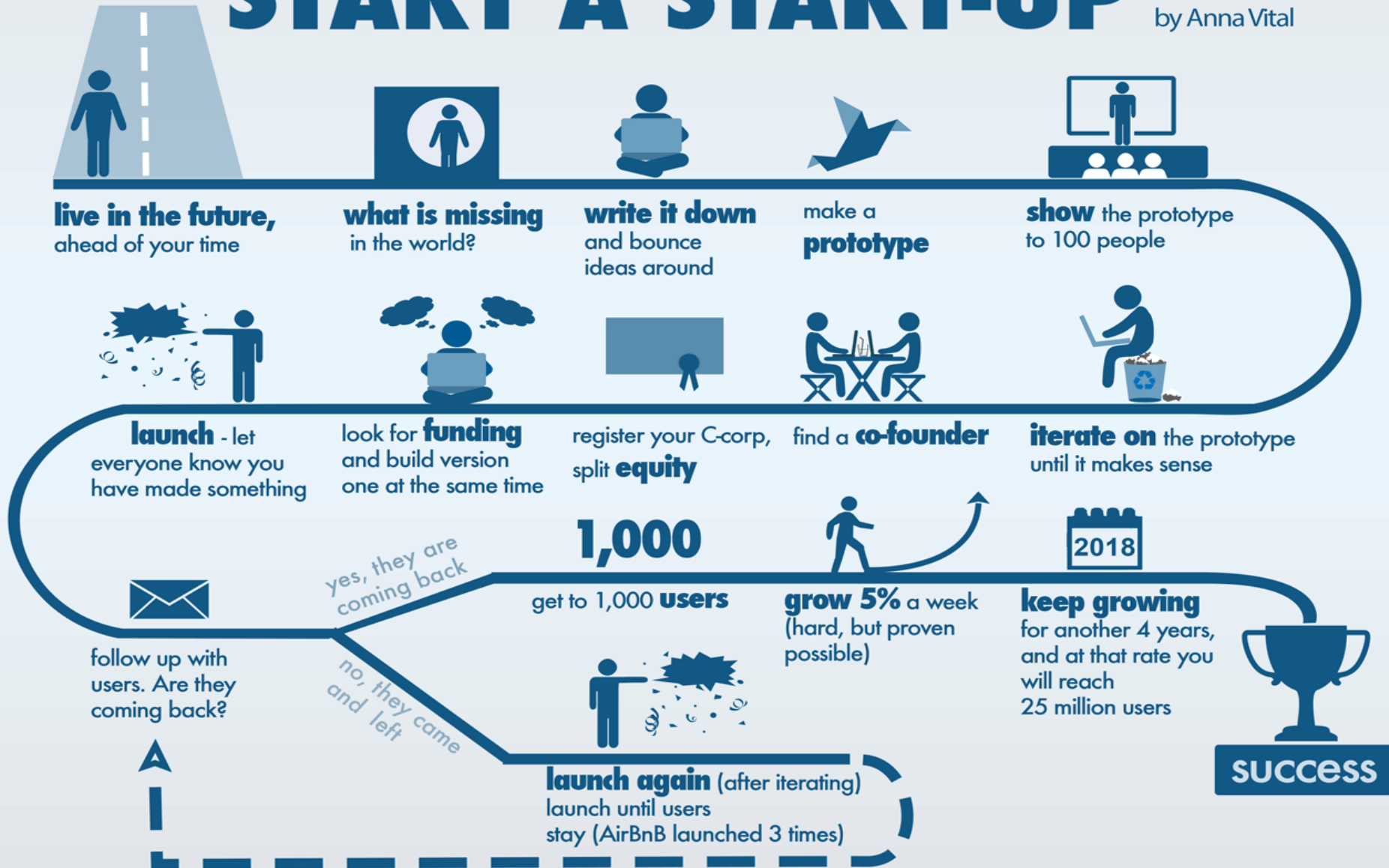
1. Is it feasible?
2. Are clients willing to pay for it?
3. Is it profitable?

The lean startup



HOW TO START A START-UP

by Anna Vital

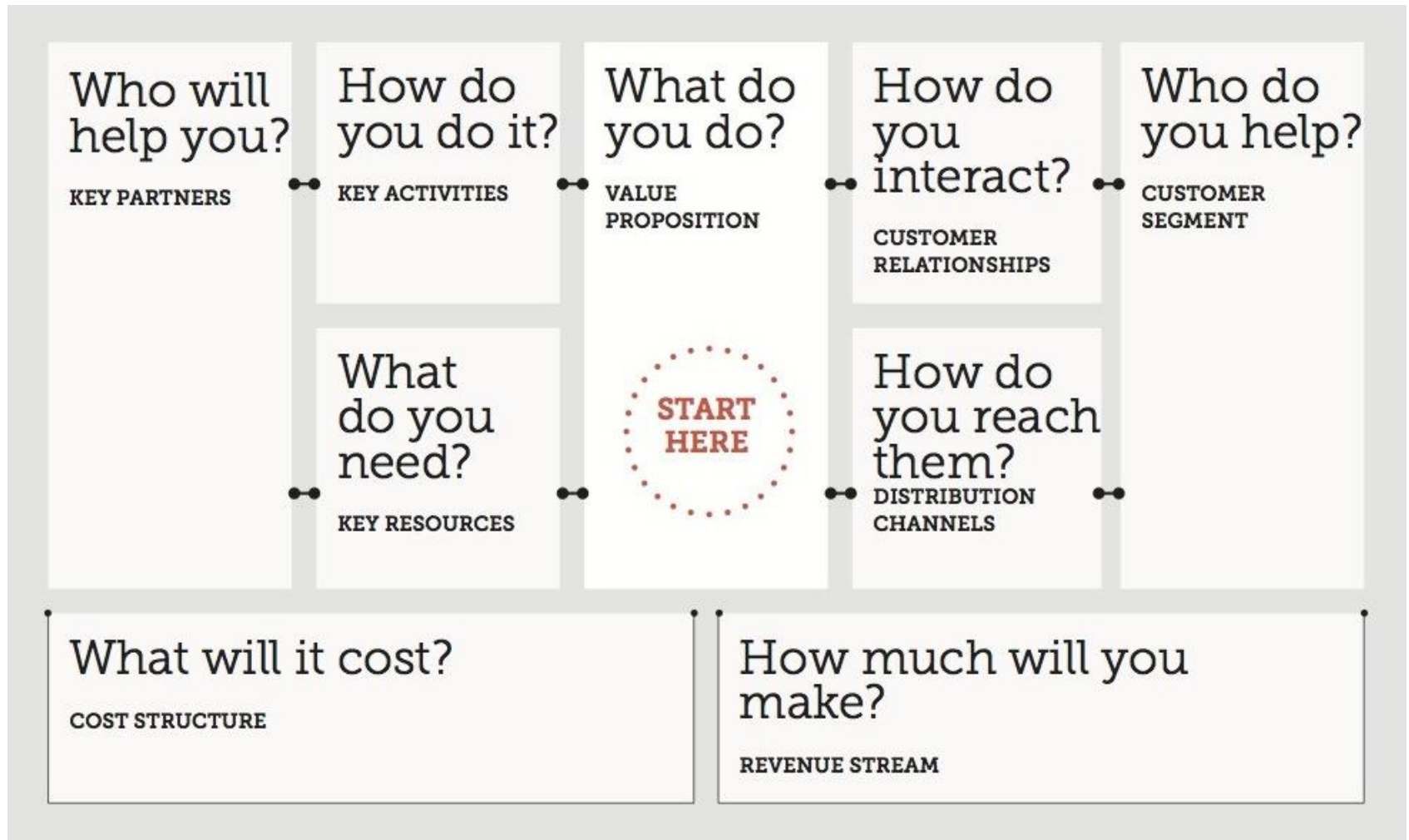


Business plan

- 1. Idea/Mission*
- 2. Your product/solution*
- 3. The market and customer segments*
- 4. Competitors*
- 5. Sales and marketing*
- 6. Organisation and team*
- 7. Financing and budgets*

Find template on <http://www.startvaekst-aarhus.dk/nyttige-links/>

The Business Model Canvas



Forretningsmodellen

Beskriver forretningen

MOMBRELLA

Udført af:

Herold

dato:
udgave:

Partnere

Hvem er vores vigtigste partnere?
Hvem er vores vigtigste leverandører?
Hvilke Ressourcer køber vi ind hos vores partnere?
Hvilke Aktiviteter udfører vores partnere?

CK-produktion (plastproducent)

Betina Møller
(erhvervsrådgiver)
- Startvækst
Aarhus

Astrid

- Ergoterapeut
vælger fra
Studenterbørsthuset

Aktiviteter

Hvilke aktiviteter kræves af vores:
- værdifaktorer?
- kunderelationer?
- vej til kunderne?
- indtægtskilder?

Patent

Hjemmeside

Crowdfunding

Kickstarter

Firma konto

Ressourcer

Hvilke Ressourcer kræves af:
- værdifaktorer?
- kunderelationer?
- vej til kunderne?
- indtægtskilder?

Patent

Egenkapital

Paraplyer fra Kina

Holder fra Billund

Revisor

Bloggere

Advokatfirma

- Indtægtskilder

Youtube

Forbrugertab

Transport fra havn

til hus

- Bil (forældre)

- trailer (IKEA)

Jeg har adgang

til mødres

socialt netværk

på nettet

Nyt på

markedet

Værdifaktorer

Hvilken værdi skaber vi for kunderne?
Hvilke af vores kunders problemer løser vi?
Hvilke af vores kunders behov opfylder vi?

Design

- Distret

- smart

- udstråler kvalitet

Innovativt

- Den eneste

på markedet

Giver kunden
to hænder
fri i tøvejr
under paraplyen

Kvalitet

- stor paraply

- stormsikret

automatisk udløser

fastgørelse til siden

af barnevognen

Idé til
produkt er
opstået ud fra
egen erfaring

Trøstetidighed

Kunderelationer

Hvad er relationen mellem kunderne og os?
Hvilke relationer foretrækker vores kunder?
Hvilke kunderelationer giver forretningen bedst?
Hvordan skaber vi og vedligeholder vi relationer?
Hvordan påvirker kunderelationer værdifaktorer?

Webbaseret

- kickstarter video

Face to face

- hjælp med montering

hvis uønsket

Webbaseret

- Facebook

- Instagram

- Bloggere

Vejen til kunderne

1) Crowdfunding

- Kickstarter

- Facebook

- Bloggere

- Plakater

2) Hjemmeside

- Babysam

- Internetbutikker

Kunderne

Hvem skaber vi værdi for?
Hvem er vores vigtigste kunder?
Hvad er vores kundesegmenter?

Mødre

på

Børsel

(for barnet, kommer

i parken)

Babysam

Internet -
butikker

Omkostninger

For de vigtigste omkostninger
Hvilke Ressourcer er mest
Hvilke Aktiviteter er mest

Revisor

5.000?

Advokatfirma

50.000

Frøgtforsikring

5.000?

Patent

15.000

Paraply

40,- x 500 = 20.000

Buffer

50.000

Holder

40,- x 500 = 20.000

Forbrugertab

5.000

Småbeløb

Embalage

3D-print 2400

Video

Crowdfunding

Ca. 10.000

Indtægter

Hvilke værdifaktorer vil kunderne virkelig gerne betale for?
Hvor meget er kunderne villige til at betale?
Hvilke forskellige indtægtskilder er der?
Hvordan foretrækker kunderne at betale?
Hvor meget vil de betale?

Kædes
Embalage
Frøgt
Mønstre

125
300
175

Paraply
Hænder

350
650
175

475

Crowdfunding

med reward

Crowdfundation

produktsalg

Skal bruge:

330.000

(egenkapital)

på 150.000

= 180.000

*What kind of business
do YOU
want to
start?*



What problem are you solving?

3. *Company forms*

- *What is your risk?*
- *What is your capital requirement?*
- *Alone or with a partner?*
- *Will you accept public information about your company?*
- *Does your choice have any influence on your private partner?*

Legal forms of companies

- private or limited?

Private companies

- *Leaves the single owner responsible for paying all debts and damages of their business*
- *Are easy to organize and needs only the amount of capital that you decide is sufficient*
- *Low degree of formality*
- *Give the owner the possibility of deducting a deficit in the following fiscal year*

Limited companies

- *Limited liability for the owners and separation from the owner's personal funds and economy*
- *Capital requirements*
- *Registration fee*
- *High degree of formality and regulation*
- *The shares can be sold and bought fairly easy*

Legal forms of companies

PRIVATE COMPANIES

PMV (personally owned hobby company)

PMV is a personal, small company with a turnover of less than 50.000 kr per year. No VAT, No Employees and renewable every third year

Sole Proprietorship (enkeltmandsvirksomhed)

Most simple kind of company. No demand for capital. Owner fully liable with private assets

General Partnership I/S

More than one owner. No demand for capital. Owners are personally and individually liable

Legal forms of companies

LIMITED COMPANIES

IVS (entrepreneurial limited company)

Company may be formed with a capital of min. 1 kr. Must save at least 25% of annual profit until it has a capital totaling 50.000 kr. You can pay salary but no dividends.

ApS (small limited company)

Can be formed by one or more persons. Capital requirement of 50.000 kr and must be reported to Danish Business Authorities

A/S (stock-based corporation)

Capital requirement of 500.000 kr

	Sole proprietorship	Partnership	Private limited company	Public limited company
No. of owners	1	Min. 2	Min. 1	Min. 1
Owner decisions	Made by the owner alone	Made by the owners Important decisions require unanimity	Made by the general meeting by more than half the votes or by a majority of two-thirds	Made by the general meeting by more than half the votes or by a majority of two-thirds
Management	No statutory requirements	No statutory requirements	Executive Board and <i>possibly</i> Board of Directors or Supervisory Board	Executive board <i>and</i> Board of Directors or Supervisory Board
Liability	Personal and unlimited	Personal, unlimited, joint and several	Limited to the contributed company capital	Limited to the contributed company capital
Startup capital	No statutory requirements	No statutory requirements	Min. 25% of the company capital; however, always min. DKK 50.000	Min. DKK 500,000 with paying-in of min. 25% of the company capital
Bookkeeping	Yes	Yes	Yes	Yes
Annual report	No	No, if the owners are physical persons	Yes, and must be published	Yes, and must be published
Tax	Personal taxation rules, corporate taxation rules and capital gains tax rules	Personal taxation rules, corporate taxation rules and capital gains tax rules	Corporate taxation rules	Corporate taxation rules
Legislation and rules	General laws and rules, for example the Danish Bookkeeping Act (<i>Bogføringsloven</i>), the Danish Business Tax Act (<i>Virksomhedsskatteloven</i>)	General laws and rules, for example the Danish Bookkeeping Act, the Danish Business Tax Act	The Danish Companies Act (<i>Selskabsloven</i>) + general laws and rules, for example the Danish Bookkeeping Act	The Danish Companies Act (<i>Selskabsloven</i>) + general laws and rules, for example the Danish Bookkeeping Act

Registration of the company

EU and Nordic citizens

→ registration certificate
ICS <http://icitizen.dk/>

Non-EU citizens

→ Work ad residence permit
→ Startup Denmark

<http://www.startupdenmark.info/>

OBS: *Unemployment benefits or
SU = Limit personal income*

Registration

1. Go to www.virk.dk and use NEMID to get CVR
2. Register the company for:
 - VAT when turnover exceeds >50.000 DKK
 - if you are importing / exporting goods from countries outside the EU
 - if you import, produce or sell goods with excise duties (punktafgifter) fx alcohol
 - if you hire employees
3. Get NEMid for the company
4. Get a digital mailbox

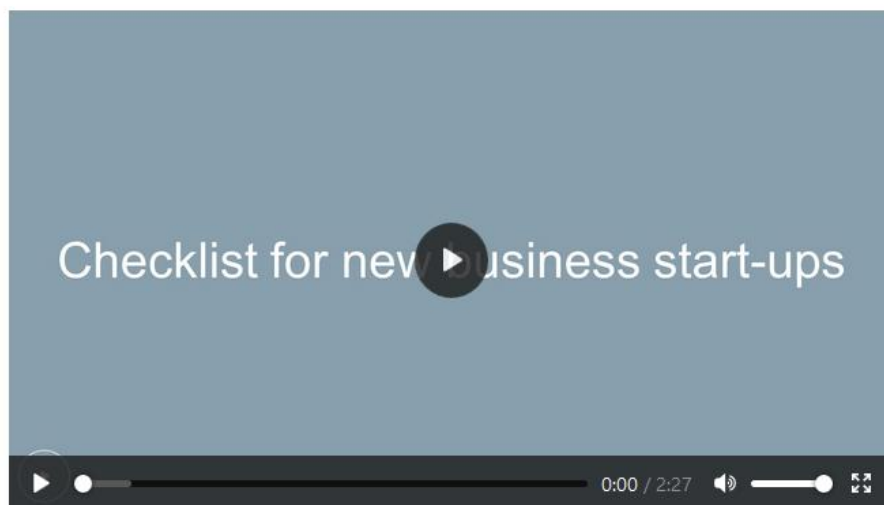
Follow guide on SKATs web site

Starting a business



There are a lot of things to keep track of when you start up a business. Here you can find information on what you need to do when you start or make change to your business.

We have made the video below, Checklist for new business start-ups, to help you get started.



You can use SKAT's app to see the deadlines of your business, manage your vouchers and declare VAT. You find the app in [App store](#) and [Google Play](#). Please note that the

Starting a business

Employee, fee-based employee or commercial business

Tax on own business

Bookkeeping, accounts and invoices

Deductions for business expenses

Establishment savings account and start-up account

Debt (arrears) for businesses

Closing down a business

Tax rules for foreign businesses operating in Denmark

Please call us for further information on this subject on:

72 22 28 81

Waiting time at the moment:

Less than 1 minute

<http://www.skat.dk/skat.aspx?oid=2244378>

Do you need a permit?

1. License to trade in food

(www.foedevarestyrelsen.dk)

2. Premises: The municipality's technical department

3. Trade license, alcohol (restaurant and hotel): Available from police

4. Authorization (electrical engineer, certified translator, etc.)

5. Environmental approval

You can find a summary of professions that require an authorisation on Business in Denmark's webpages

<http://businessindenmark.danishbusinessauthority.dk/authorisationbyprofessions/0/47>

4. Book keeping - how?

1. Retention period for documentation is no shorter than 5 years

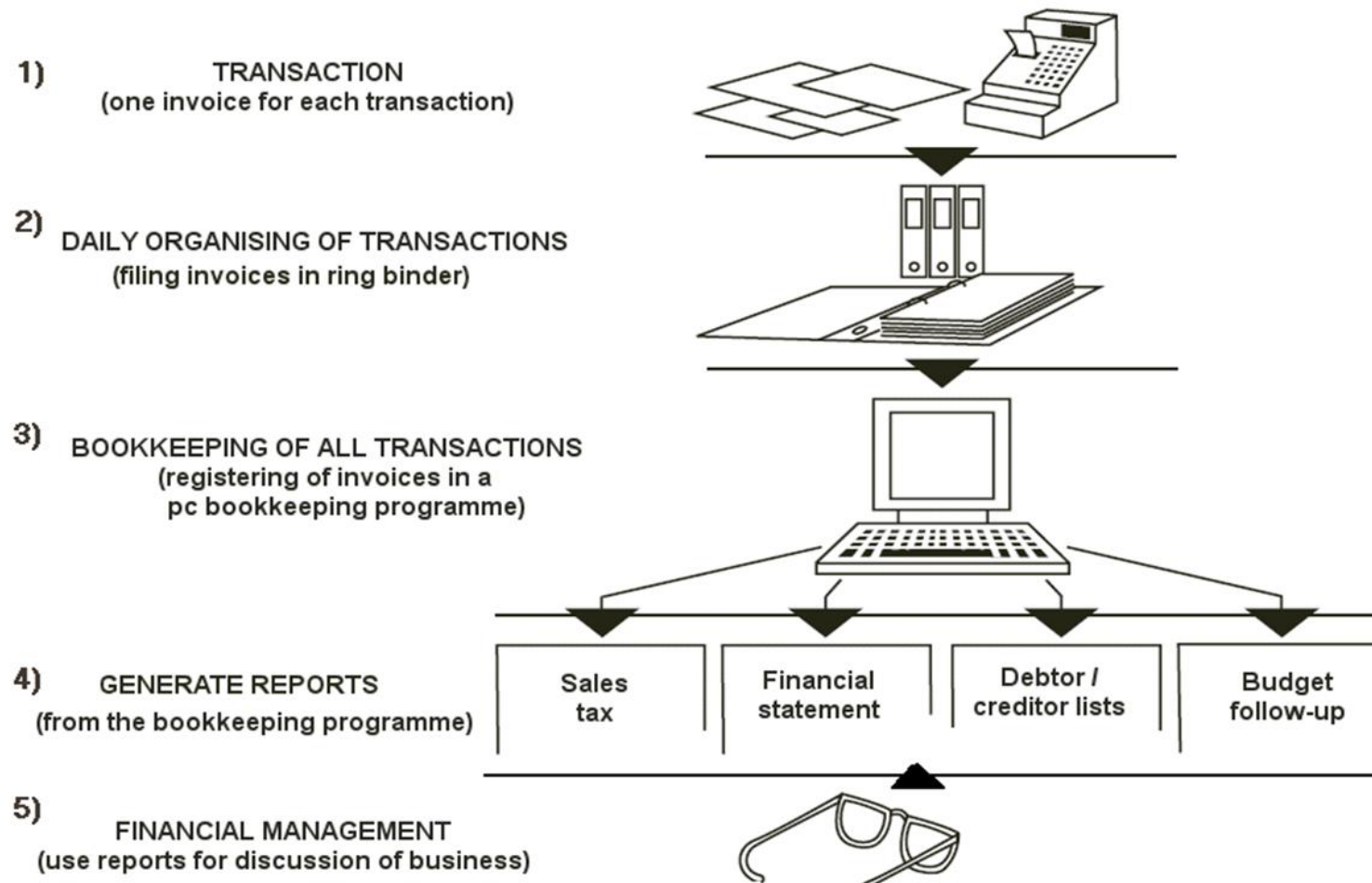
2. To be retained in Denmark

3. Electronic retention allowed

- Dropbox
- Google Drive
- Etc.



The economic system in a company



Online book keeping systems

- *Billys Billing*
- *E-conomic*
- *Summa Summarum*
- *Dinero*

What do you need?

What does your accountant use?



www.regnskabsskolen.dk

5. VAT or Payroll taxes?

PAYROLL TAXES

- Turnover exceeds 80.000 kr
- Specific industries such as health sector including chiropractic, doctors, physiotherapy, other healthcare and dental services, teaching, culture, insurance and finance

VAT (moms)

- Turnover > 50.000 kr
- 25% of sales
- Must be reported quarterly on Skat.dk
- Must be specified on the invoice
- No VAT on freight, stamps, insurance and news papers
- Remember zero-declarations

How to calculate VAT

You sell:

4 hours of consulting services of 500 kr.
+ 25 % moms
To pay

2.000 kr.
500 kr.
2.500 kr.

You purchase:

A calculator
+ moms
To pay

200 kr.
50 kr.
250 kr.

Settlement of moms:

Sales moms
Purchase moms
To pay SKAT

500 kr.
50 kr.
450 kr.



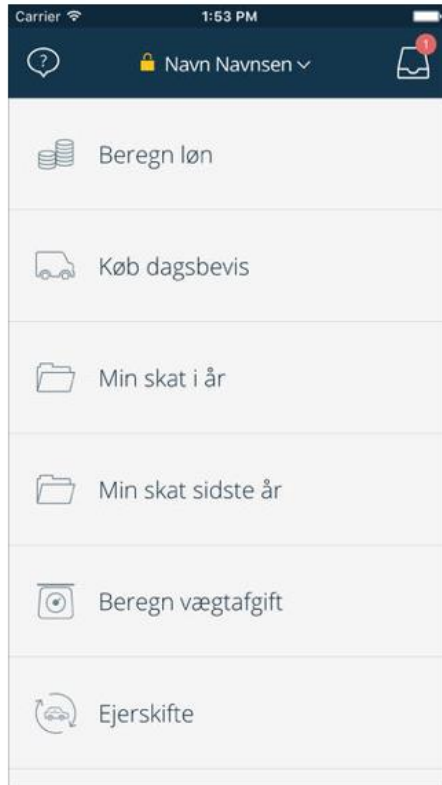
Download APP from SKAT



SKAT
SKAT

★★★★☆ (40)

+ HENT



Remember:

- *Deadlines*
- *Fines*
- *Zero declaration*

Your price calculation

Your buying price/raw materials	100,00 kr
Transportation, customs, duties	10,00 kr.
Your cost price	110,00 kr.
+ Mark up 50 %	55,00 kr.
Sales price	165,00 kr.
+ moms 25 %.	41,25 kr
Your customer's price	206,25 kr.

6. Taxes

Turnover

- *Deductible expenses*

= Taxable income

Deductible expenses = "costs involved in securing and maintaining the operation of the company". Fx. Accountant, marketing, rent, fairs ...

*Private companies = personal income tax
approx. 36-40%*

Limited companies = company tax 22%

Deductions - some examples

1. Private car

*Mileage log - register your commercial driving
(APP) Deduction of 3,54 DKK per km under
20.000 kr*

2. Phone

You are taxed on 2800 kr per year

3. Travelling

4. Rent / heat / power (not at home)

5. Marketing expenses

6. Administrative expenses (auditor etc)

7. Depreciation of major acquisitions (> 13500 kr)

Accounts in a Company – 12 Months

Example of a:	SHOP	CONSULTANT
Turnover / Sales	700,000	250.000
- Used Goods/Variable Costs	- 300,000	0
= Gross profit	400,000	250.000
- Fixed costs	- 192,000	- 45.000
- Interest	- 9,000	- 1.000
- Depreciation	0	0
= Surplus = your "salary"	199,000	204.000

- Personal tax is paid on the basis of "Surplus"
- You receive an extended income tax form
- Tax on profits should be paid regularly throughout the year
- Budgets and accounts are always without VAT



7. Mandatory Insurances to the Company

- **Work Accident insurance**

All involved assisting both business as in private households are required to sign a workers' compensation, as compensation is paid in case of an industrial injury. Signed in a general insurance company

- **Statutory liability**

If you have registered vehicles in the company a compulsory liability insurance must be taken out.

- **Occupational insurance**

In 1999 the parliament decided to establish the Labour Market Occupational insurance- called AES. Is mandatory for all private and public employers in Denmark.

- See more: www.aes.dk

Insurances for the owner

- **Health insurance**

It covers the holder's absence from work from the third 1. days at ordinary disease like flu and colds. The higher premium you can receive benefits from the first day. The scheme is administered by your local municipality.

Download form to: www.statens-adm.dk

- **Occupational**

As an independent you can be safe from an occupational disease. The coverage allows you to get compensation if you get an occupational disease. Read more about the Labour Market Occupational Diseases: www.aes.dk

- **Accident insurance**

Your private accident insurance covers not work in your own business. It must be changed to full time insurance when it is business-dependent..

Other insurances

- **Product Liability**

Covers the liability of the manufacturer or seller if defective products or services cause damage to persons or items after delivery

- **Professional liability insurance**

Covers damages that may incur as part of your profession. Auditors and building engineers are for example obliged to have such insurance covering the loss of customers if they give wrong advice


- **Fire insurance**

- **Transportation insurance**

Tools and Networks


- Templates <https://startvaekst.virk.dk/>
- [Webinars and info meetings](#) at SKAT
- Courses in English at Business Academy Aarhus
<https://www.baaa.dk/programmes/select-according-to-your-interests/part-time/>
- Venture Cup: Idea and Startup Competition
- www.amino.dk Platform for entrepreneurs
- Startup environment in Aarhus:
Aarsome, Culture Workspace, Hive, Venture Village, Godsbanen, Lynfabrikken, Freelancer.dk, konsulentnetvaerk.dk, etc

www.virk.startvækst.dk

 | Startvækst


Søg på Virk | Startvækst

Opstart | Drift | **Vækst** | Nedgang




Start ny virksomhed >

Vi guider dig fra idé til virksomhed.



Skab udvikling og vækst >

Vil du udvikle din virksomhed? Vi giver inspiration til, hvordan.



VÆKSTHUSE

NYHEDER

- > Få øje på krisetegn
- > Nu er det blevet nemmere at lave en APV
- > Hent ny rapport om ejerledelse i Danmark
- > Benchmark din virksomhed
- > Bliv Iværksætterpilot til oktober

mit virk

Log ind

? [Hjælp til log ind](#)

Log ind for at:

- ✓ Få og give rettigheder
- ✓ Tjekke din digitale postkasse
- ✓ Se virksomhedens oplysninger
- ✓ Oprette genveje til indberetninger
- > Læs mere om Mit Virk

Find sparring

▼ Coming to Denmark

Visa (short term)

▼ Work

General information about salaried work

The Positive List

The Pay Limit scheme

The Corporate scheme

The greencard scheme

Researchers

Trainees

Athletes

Religious workers

Self-employment

Special groups

Keeping foreign labour in Denmark

Jobseeking in Denmark

How to apply

Work

Many foreign nationals are free to live and work in Denmark. However, some are required to hold a residence and work permit. The specific requirements in connection with living and working in Denmark depend, first and foremost, on a person's nationality and qualifications.

If you are a **Nordic citizen**, you are free to reside, study and work in Denmark. If you are an **EU/EEA citizen** or Swiss citizen seeking residence in Denmark based on the EU rules on freedom of movement, you may be subject to special regulations. [More information about EU/EEA and Nordic citizens](#).

If you already hold a Danish residence permit based on family reunification or asylum, or hold a residence permit on humanitarian grounds, you do not need a work permit in order to work in Denmark.

It is your own responsibility to obtain a work permit if you are required to. If you work illegally in Denmark, you risk deportation, and you and your employer risk fine or imprisonment.

Normally, professional or labour market considerations must warrant a residence and work permit, for example, if there is a lack of persons in Denmark who can carry out a specific type of work. Read [general information about salaried work](#).

The rules also apply in the case of voluntary/unpaid work.

Important information

> Important information if you wish to apply for an **extension** of your residence and work permit

Further reading

> Nordic citizens
> EU / EEA citizens
> Online Danish

Contact

> Contact the Danish Immigration Service

Thank you for listening!

For further reading:

- *"The Lean Startup" by Eric Ries*
- *"Business Model Generation" by Alexander Osterwalder*
- *"Iværksætterhåndbogen" af Hanne Wick & Dorte Klyvø*
- *"Startup Guide Aarhus"*
- *Trendsonline, Forbes Entrepreneurs, Startups Daily, Iværksætteren, #aarsome etc.*

Meet the entrepreneur:

