



INNODC

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Entrepreneurial workshop

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The Origin Story



KU LEUVEN

June 2012



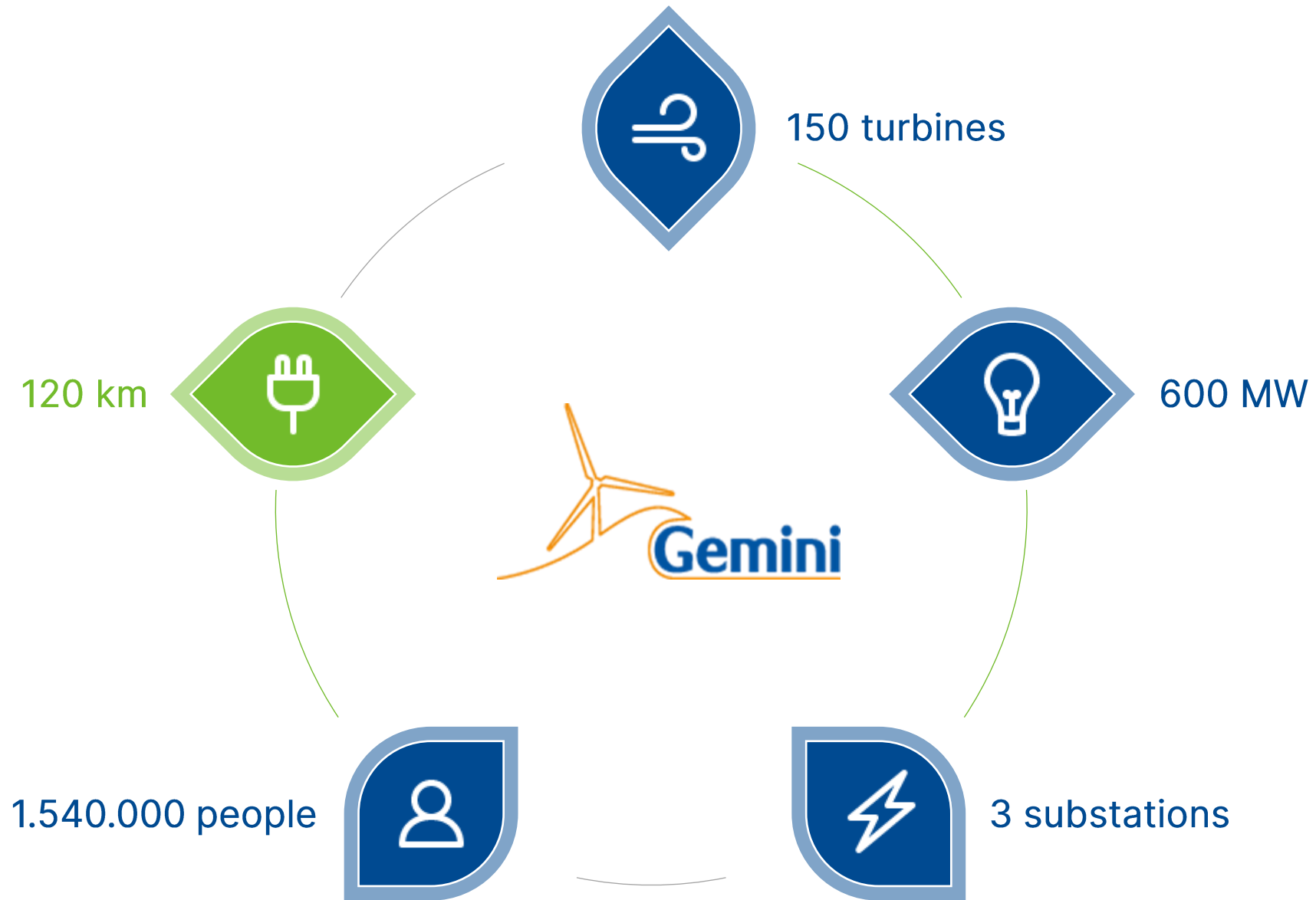
Smart solutions.
Strong relationships.



September 2012



Gemini Offshore Wind Farm







August 2015





Early 2017

March 2019

ABOUT ENERSYNT

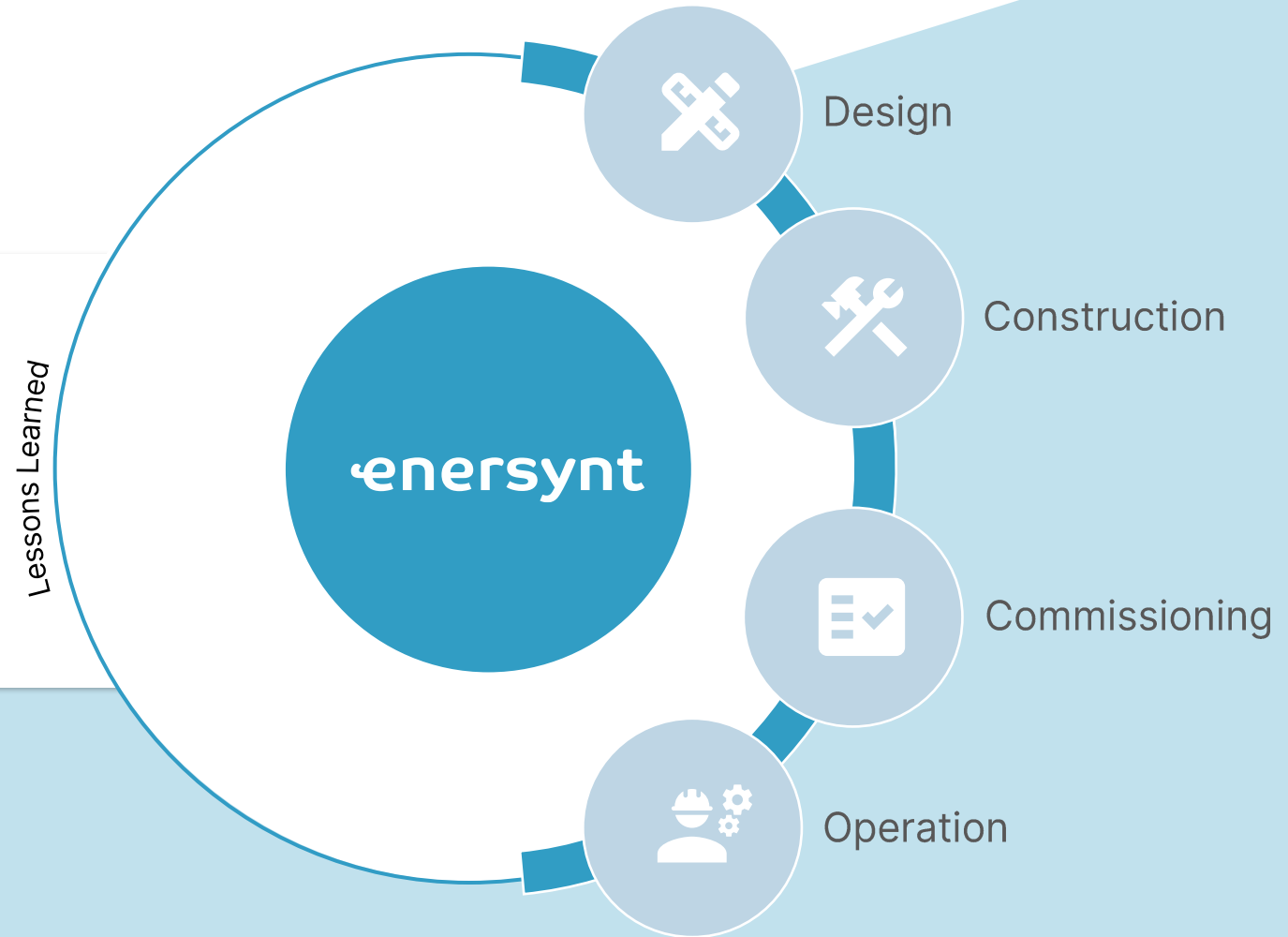
We strive towards a sustainable energy system

As a trusted partner, we enable our clients to design, build and operate the grid connection of their power plants

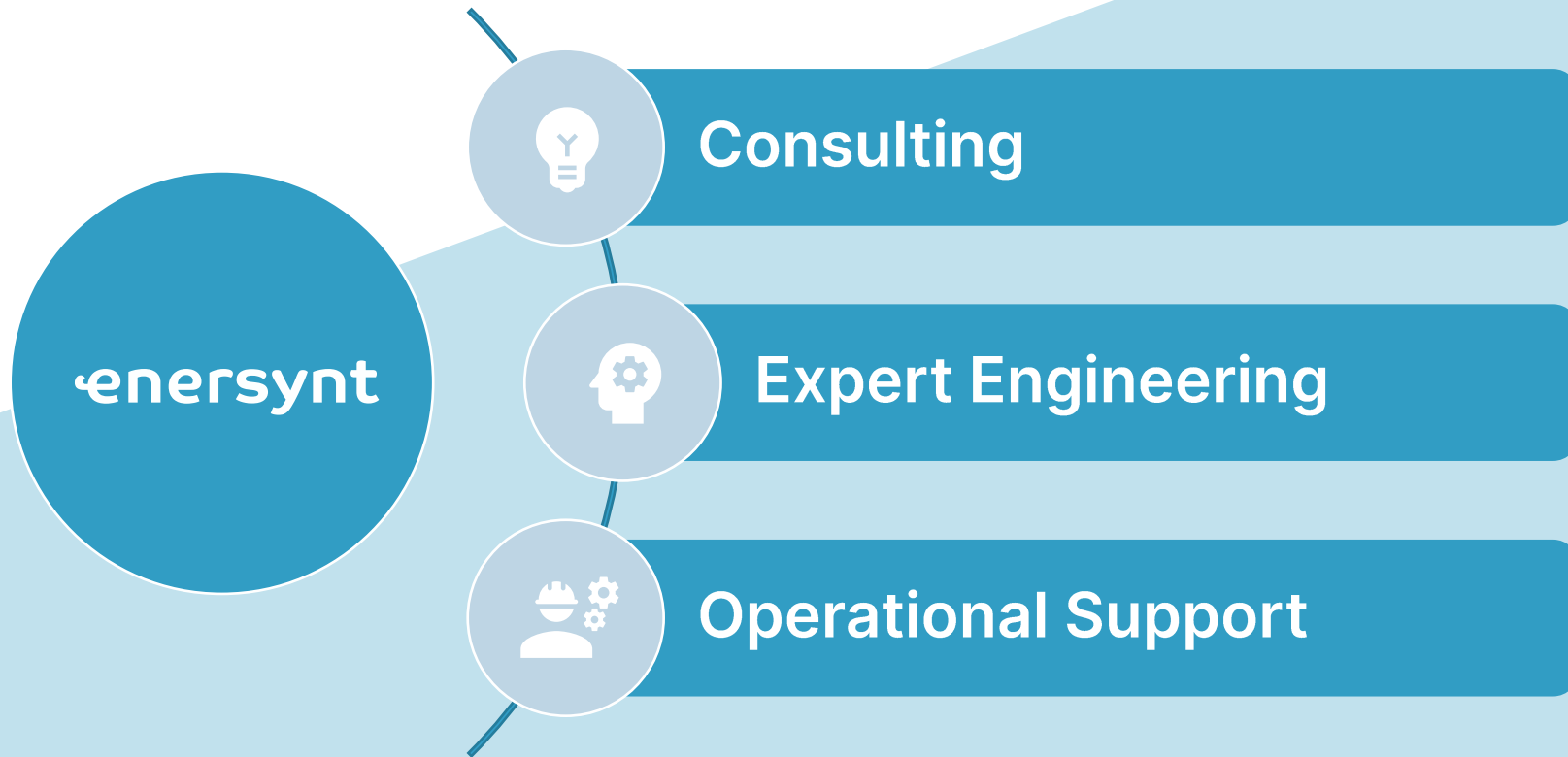


HIGH VOLTAGE ENGINEERING & CONSULTING

All stages of high voltage projects



| SERVICES



Starting A Business

Employees & HR

Business Development

Strategy & Growing



Starting A Business

1

Have a dream

2

Find a good match

BUSINESS CASE



Market Research

Get to know your market, opportunities, competition and your unique strength and weaknesses



Revenues & Costs

Map out your expected finances. Determine your cash flow and capital investment needs.



Expert Validation

Review with experienced party. Calculation and certification by accountant.

1

Shareholder's agreement

2

Choose a good accountant

3

The right social secretariat

IN SHORT

A good foundation

Take the time to do it right. Surround yourself with the right people and organisations and make clear agreements.





Employees & HR

HIRING



Finding the perfect candidate

A wrong hire could be a major company risk.
Hiring through own network may be preferred.



De-risk the choice

Give insight in your sales pipeline, your strategy and your long term goals.



Competing as a start-up

Focus on the unique selling points you can offer compared to established firms



Salary package

Make use of your flexibility as a start-up to the benefit of your employees

THE LEGAL SIDE



Employment contract

Check local legislation and collective agreements.
Review by a legal expert.



Employee rule book

Defines the relationship between an employer and employee.



The law

Local legislation related to social contributions, cars, holidays, sick days, working from home, bonuses,...



Creating employee ownership



Managing the workload



Training and development



Performance reviews and feedback



Business Development

BUSINESS DEVELOPMENT

YOUR OWN NETWORK(S) ARE KEY

Direct and indirect leads

Referrals build initial trust

Enter into new markets

Stay up-to-date on industry developments



BUSINESS DEVELOPMENT



Website

Don't expect many visitors. Mainly provides value as 'background check' for prospects.



Social media

Can provide significant value if grown. Meaningful posts and employee advocacy.



Tradeshows and events

Could provide significant exposure, especially when presenting. Booth not required.



Company presentation

Important tool for ad-hoc pitches. Keep it fresh with current references and services.

BUSINESS DEVELOPMENT

Manage your sales pipeline

Finding a balance between the pipeline and employee workload.

Customer Relationship Management and using dedicated tools to track opportunities.



An abstract network diagram is overlaid on a solid blue background. It consists of numerous light blue circular nodes connected by thin, light blue lines. The nodes are arranged in a way that suggests a complex, interconnected system, with some nodes having multiple connections. The overall aesthetic is clean and modern, typical of a corporate or technological presentation.

Strategy & Growing

RISKS AND OPPORTUNITIES

- 1** FOUNDATION
Build stable low risk revenues and supplement from there
- 2** RISK LEVEL
Find a good balance between low and high risk projects
- 3** GROWTH RATE
Think about your preferred pace and have the reserves to back it up
- 4** STABILITY
Try to identify opportunities for recurring revenues



Join forces with complementary companies



Giving without expecting returns can foster long term benefits



Can be formal partnerships but also informal, associations,...

GOING INTERNATIONAL



Headquarters

Many services can be offered remotely from your headquarters. Especially (post-)COVID.



Local branches

May be needed to enter certain markets. Oversight and management to be considered.



Empower your employees

International strategy as part of hiring process. Employees with entrepreneurial mindset.



International network

Make use of your international network as agents, advocates and freelancers.

There is nothing like a dream to create the future

Victor Hugo

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