A - START

	A1 STEP 1	A2 REG. COMPANY	A3 OPEN BANK ACCOUNT

INFORMATION	The very basics of managing finances
	Legal forms - options and consequences
	Why and how to make a business plan
	(If applicable, depending on branch) Need for permits/licence registration.
	Business premises - rules & tips
	In template, information about each field to be filled in
		Why and how to register your company?
		(depending on legal form)
		   What forms to use and where to deliver those?
		What you get? CoC (KvK) and VAT number
		   How to use the registration numbers?
		Proof of registering (uittreksel)
		   How to use and access registration proof doc.?
		Annual fees - how to pay and when?
			Why, when to open business bank account?
			Directly connected banks and benefits with this
			Beginner 'package' provided (starters-voordelen)
			'for free the 1st year if booking with Exact!'
			How to set it up?
			Annual fees and how to pay?

TO BE FILLED IN	Company name Contact information - email and address Branch (select from options) Full-time/part time (select) Legal form (if applicable) Freelancer/ZZPer (select)	CoC number VAT number	Company bank account number

ADDED FUNCTIONALITY	Progress indication company data and legal form
	Applicable information is automatically copied to profile when signing up
	Contextual question
	Context related news-stream
		Direct access to CoC proof of registration doc.
		General alerts in system and via email
		   If changes in company data/legal form
		   Reminder when time to pay annual fees
		   If not yet done with (A1) redirect to (A1)
		Progress indication when up-to-date
		Contextual question + Context related news-stream
			Reminder when its time to pay annual fees
			Progress indication when done linking to bank
			Contextual question
			Context related news-stream

TEMPLATE	Business Plan template/link to template		

CONNECTIONS	Link to forum with questions/tips concerning starting a business, business plans and choosing of legal form.	Links to CoC and Tax authorities
		   Contact information, email, address
		   Easy access to forms for registering
			Links to connected banks
			   Contact information, email, address
			   Easy access to applications

B - MANAGE

	B1 MY INVOICES	**B2 MY FIGURES**	**B3 MY TAXES**

INFORMATION	Rules about invoicing
	    Situations/when to send?
	    The base for turnover ie. VAT payments
	    What to include in the invoice?
	    Specific rules that might apply dep. on branch
	In template info. about each field to be filled in
	Invoice management
	    Overview paid, overdue, upcoming
		Why keeping track of your finances?
		For how long do you need to save your records?
		What is a POS system?
		How does it work?
		    What is a P&L and Balance sheet?
		    What other financial statements are there?
		    What do you need for the tax office?
		    What do you need for the annual report?
		    How to organise it?
		        Setting up your P&L
		        Additionally - setting up your Balance sheet
		In templates, info. about each field to be filled in
			Why pay taxes? Laws, tax inspections etc.
			What to pay? (based on legal form, branch, if having employees): VAT - 6% / 21%, (Income tax), (Payroll tax), (Company tax)
			Tax rules
			How/when to pay?
			Deduction possibilities/exemptions - most used deductions and requirements (depending on legal form, part-time/full-time etc.)
			Tax (VAT) payments overview

ADDED FUNCTIONALITY	Invoice management*
	Send invoice directly via email (pop-up)
	Possibility to make to-do-lists for bills to pay/send
	Automatically link to bank account
	General alerts in system and via email
	    Direct notification when paid/overdue invoices
	    If not yet connected bank, tips and redirection to (A3)
	    Reminders for bills to pay
	Progress indication when up-to-date
	Contextual question + Context related news-stream
		Progress indication when up-to-date
		Data automatically imported to templates
		General alerts in system and via email:
		    Notification when time to update templates (standard 2 weeks), if nec. tips about bank connection, direct to (A3).
		    When info given redirect to current pages: (B5) annual report, (B3) taxes.
		    Tips: hour counting? direct to (D2) extra tools, deduction possibilities? direct to (B3) taxes, save and backup doc? Direct to 'My profile' archive.
		Contextual question + Context related news-stream
			Automated payments - pay VAT with one click!
			Automatic connection with the tax office
			Automatic VAT calculations based on P&L
			Progress indication when up-to-date
			Tax payments auto. linked to financial calendar
			General alerts in system and via email*
			Contacts tax office
			Contextual question
			Context related news-stream

TEMPLATE	Invoice template
	    Automatically including all mandatory fields
	    Partly pre-filled with data already added in the system (name, address, registration numbers, bank account etc.)
	    Easy upload of logo and editing of text fields
			Pre-filled in VAT form to confirm

CONNECTIONS	Connection with email for direct sending	A simple P&L statement template (An additional simple Balance sheet template)	Links to tax office - deductions

*pre-schedule sending, automatic recurring sending, tagging of invoices (easy categorisation), invoice archive with search tools (access via 'my profile'), possibility to upload previous invoices to archive, easy download, preview possibility, invoices/bills automatically linked to financial calendar

*Tips - ask for introductory visit from tax inspection!, Need for hour-count? direct to (B3) extra tools, if need help - go to 'Get help', direct to (C1, C2, C3), reminders for paying taxes

B - MANAGE

B4 MY FORECAST

B5 MY ANNUAL REPORT

INFORMATION

Why forecasting?
    Support in decision making
    Early estimates
    Speed up proposals, subsidy requests, investment plans etc.
Explanations of terms used in calculators

Why annual reports?
Clear explanations of
    What needs to be done
    Deadlines
    Terms used
    Where to find the data/information needed

TO BE FILLED IN

Assumptions (variables) to be added in the calculators

ADDED FUNCTIONALITY

A few simple calculators based on the data in the system and a few variables:
    Cash flow projections (D-day, runway, employment costs)
    How much money do I need?
    Financial projections (NPV, IRR, total CAPEX)
Progress indication when up-to-date
Contextual question + Context related news-stream

Progress indication when up-to-date
General alerts in system and via email*
Deadlines are auto. linked to financial calendar
If not yet connected to accountant - direct to (C3)
Contextual question
Context related news stream

TEMPLATE

Simple template (+ wizard) for filling in your annual report. Partially pre-filled in based on data in the system

*Notification when time to update template
If nec. tips about bank connection, direct to (A3). When info given redirect to (B4)

C - GET HELP

C1 MY CHAT   ## C2 MY MEET-UP   ## C3 CONNECT

INFORMATION

C1: Introduction today's expert
Picture of today's expert

C2: Short introduction to functionality and possible costs included

C3: When and why get an accountant?
    What can an accountant do for me?
    Different ways to cooperate
What does it generally cost?

TO BE FILLED IN

C3: Variables for matchmaking tool:
    Price
    Expertise
    Collaboration (how do you like to work?)
    Location
    Availability

ADDED FUNCTIONALITY

C1: Possibility to initiate chat -> Pop-up overlaying chat window.
Progress indication when up-to-date/tried out

C2: Feedback - confirmation email after request being sent explaining coming steps and actions to take
Progress indication when up-to-date/tried out

C3: Progress indication when done
Matching service:
    Support in finding your kind of accountant, based on data in the system and filled in variables
Top-accountants presented based on startup entrepreneurs experiences of collaborating with them and the quality of newsfeed-posts
Search tools for finding experts/firms
Access to expert profiles with:
    Picture of the accountant(s)
    Personal message
    Information - what can I do for you?
    Reviews from peers
    Scores - number of stars
    Costs - startup package prices
    Link to LinkedIn profile
Context related info/news stream

TEMPLATE

C2: Simple template for scheduling one-time meet-up:
    Partially pre-filled in based on information in the system (name, contacts etc.)
    Option to indicate: purpose of the meeting, main questions, field of expertise, wishes for specific expert to meet with, availability, preferred time and date

D - GROW

D1 EMPLOYMENT

D2 EXTRA TOOLS

D3 NEXT STEP

INFORMATION

Freelancer/sole-trader: How does it work?, What are the benefits/implications of working with freelancers, Information about VAR (verklaring arbeits relatie)
Trainees: How does it work?, Special rules for wages, social security etc., Information about becoming a 'leerbedrijf'
Payroll-bureau/uitzend contract: How does it work? What's the difference between the two?
What are the benefits/implications of working with an payroll-bureau/uitzend contract. What are your/their obligations?
Payrolling: How does it work?, What are the employment costs?, Can I do it myself or should I get an accountant?, What are the benefits /implications of getting payroll employees?, Information about all steps needed for starting with payroll.

Introductions to tools
Explanations of benefits and use

Are you growing fast and do you need more complex tools?
   Information about benefits of Exact Online
     Direct and super simple import of data
     All connections, data, info. etc. saved
     Use of data from day 1 -> better forecasting possibilities
     Extended functionality
   How to upgrade to Exact Online?
   Costs?
Is it time to transfer, sell or quit?
   Info. about de-registration with CoC and reaching a settlement with tax office and customs.

ADDED FUNCTIONALITY

Progress indication when up-to-date/tried out
Management - overview people
Easy uploading and archiving of: VAR agreements employee identification. Direct to ('my profile')
(Deadline paying wages auto. linked to calendar)

When info. given redirect to current pages: (D2) forecasting, (C3) Connect
Contextual question + Context related news-stream

Progress indication when tried out
CRM tool
Time management tool
Simple hour calculator
Context related info/news stream

Progress indication when done
Direct upgrade and import of data to Exact online
If not yet connected to accountant - direct to (C3)
Context related news-stream

TEMPLATE

Simple employment contract templates
   Pre-filled in based on data in the system
Basic administrations template
   Pre-filled in based on data in the system

CONNECTIONS

Link to VAR form
Link to form - applying for 'leerbedrijf' (SBB)
Link to forums for finding interns
Link to payroll bureaus/uitsending contracts
(Link to CAO - if nec., depending on branch)
Link to registration of Payroll in tax office
Link to DPA (the data protection authority)

Link to CoC, tax office and customs for de-registration