

FEAR

Ohhhh... This is supposed to be simple?! But I don't have a clue what I am dealing with here. I wonder if I am doing it right... Maybe, but what if I made a mistake??? And who can I ask...

Michel, 27 a "first year" entrepreneur



"A few months ago I started my own fair-trade shoe brand. I wanted more freedom in my work... Playing according to my own rules! And I love it - every day is different.

The only thing I need now is a real office, a team and well... Customers of course!

Finances? Ahh, well it's a necessary evil. Only because the authorities asks for it... And always in the very last minute!"

LACK OF SYSTEM

CONFUSION
BORING

PROCRASTINATION

I have to focus on my main priority... Well this Excel sheet can probably wait 'til later anyway!



Technology use?

"I am quite familiar with using a lot of different online tools... I always look for ways to optimize my work."

Knowledge in Accountancy?

"Very little, I am a beginner trying to find my way in what seems like a jungle of questions..."

DOUBT

UNFOCUS

KNOWLEDGE

UNDERSTANDING

CONFIDENCE

Not knowing your runway and your financial picture is a liability to my company and it's success!

UP-TO-DATE

DETERMINATION

TIME CONSUMING BORING

It's getting complex... More customers, more employees and more administrations... I am tired of spending every Sunday afternoon registering receipts...

Jonathan, 35 a "second year" entrepreneur



"I have a few successful companies behind me and now I'm busy developing my most recent idea - an online platform for gamers! I live for my startup, my ideas and my team... Nothing else is important."

I guess some people would call me a perfectionist... I always strive for control and order.

For me accountancy is an investment. You need to know your finances to make good decisions for your business! At the same time it's my biggest energy drain..."



Technology use?

"I programmed my first website when I was 13... I do not function properly without my laptop and an internet connection"

Knowledge in Accountancy?

"I now what I need to know... And I know the right people to ask. It was hard in the beginning, but with time you learn..."

SCARED OF INNOVATION & IT

Everything is changing... The market is getting more competitive, new technologies makes our work more efficient... But it also forces us to change our work roles...

Ronald, 61 a "group 2" accountant



"I have my own accountancy firm with about 15 employees.

I really like my job, working with numbers and figures... Helping entrepreneurs in their business... But I also look forward to retirement in a few years time.

Start-ups... ahh well. They think they know it all and that they can do it themselves... But actually it takes more time for me to correct them than if I would have done it all from start!"

DETAIL MINDED

PROBLEM ORIENTED

The new generation expect to get a lot without paying for it! They want everything online, and direct answers...



= EXACT

Technology use?

"I don't use computers more than I have to... I use on-premises solutions and email or call when I need to get in contact with clients..."

Knowledge in Accountancy?

"I am a tax specialist and have been working as an accountant for more than 35 years..."

SEEK UNDERSTANDING FOR NEW USERS NEEDS

EMBRACE CHANGE

A lot of things are changing right now... I like it and I know I have to adapt to stay in the game...

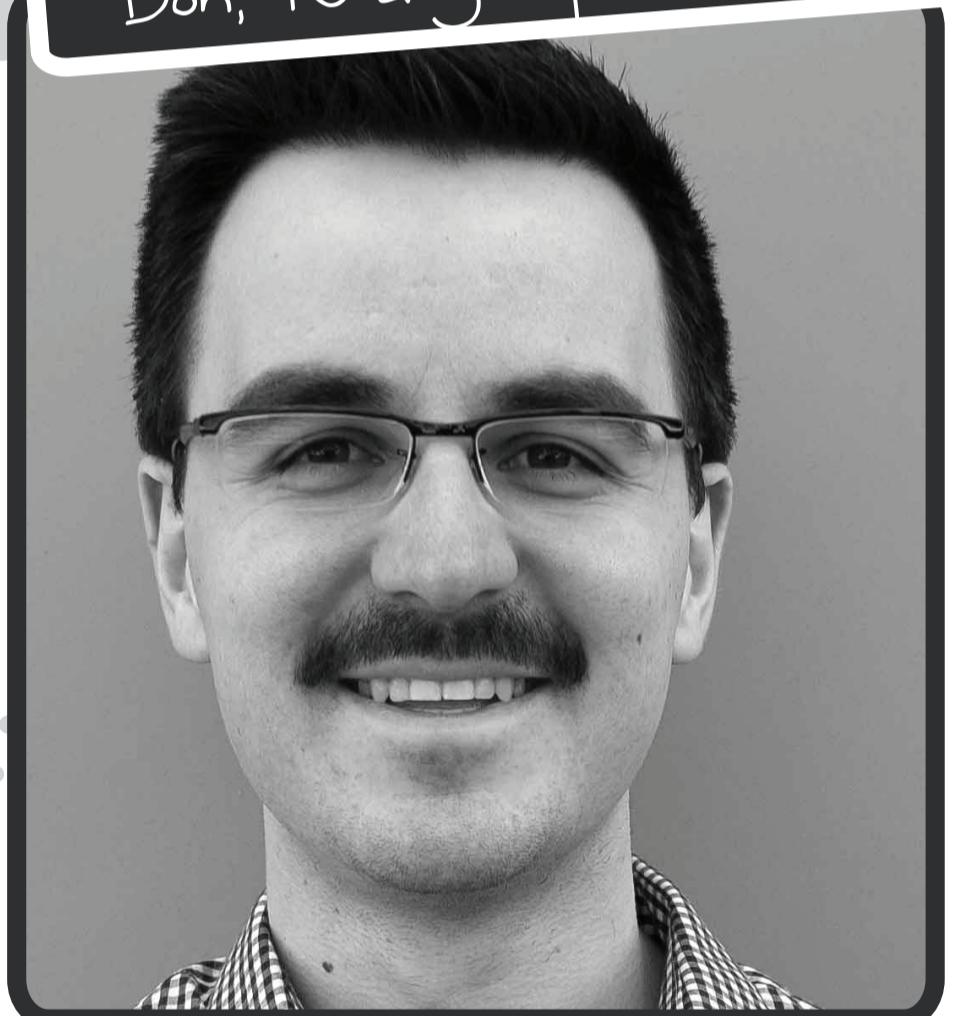
TRIES TO SEE OPPORTUNITIES RATHER THAN PROBLEMS



IT-MINDED EARLY ADOPTERS

I like the more communicative part of my job... Frequently meeting my customers and working in close collaboration with them.

Don, 40 a "group 1" accountant



"I work at a quite big Administration and Accountancy firm in Amsterdam.

I like my work a lot, especially since we started to cooperate more with startup incubators etc. That is the future I believe..."

I really appreciate when startup entrepreneurs want to do a lot of the administrative work themselves! That means they are interested and want to learn! It's just important to work closely together in the beginning to avoid unnecessary mistakes...

Technology use?

"Well, I am no expert but... I like to use online tools - that's really handy. And I sometimes use Whatsapp and Skype when contacting clients... Social media? - Sure!"

Knowledge in Accountancy?

"That's my expertise... I like it a lot and feel good when I can help people that don't know so much about it..."