

# MAKE YOUR MEMBERSHIP A SUCCESS



Your guide to get 100% out of your  
business-driven membership

## INTRODUCTION

# Your guide for success with your new Startup Central membership

Hello and welcome to our guide on how to make your membership with Startup Central a success.

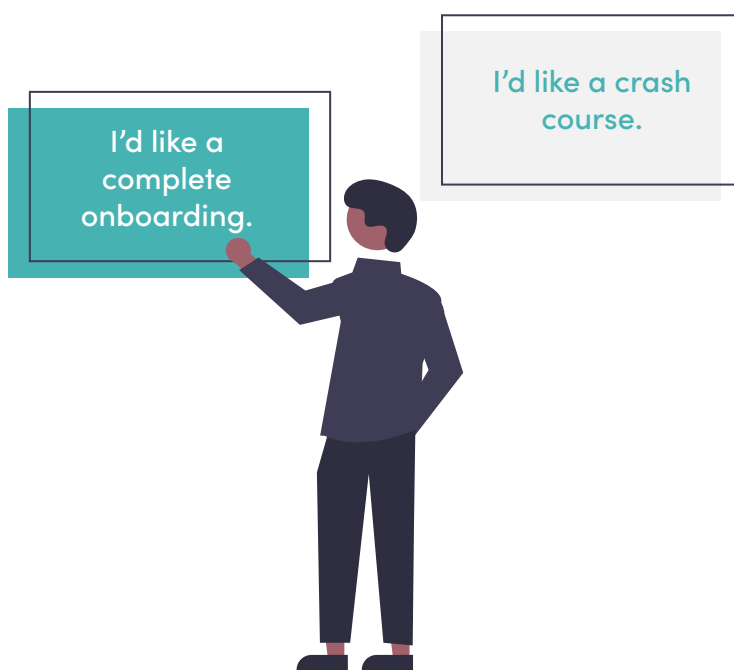
To help ensure that your membership doesn't become 'yet another expense' in your budget, it is important for us to help you get started with your membership, so that you can immediately feel the value of the membership.

This success manual's purpose is to inform you about Startup Central and what a membership involves – as well as how you can use it for your business. Everything from the daily operation to how you can benefit for the membership in the long term. The manual will, in other words, explain in detail what exactly you get through the membership and how you can best use it for your future success.

So, if you are ready for an onboarding, which you can do in your own tempo and that you can relive whenever you have the time and desire – then you now have this manual handy.

Let's get started!

So that you get the most out of this guide, we need you to click on the bullet point below that resonates the most with you and your situation:



(P.S. throughout the guide there will on an ongoing basis be 'buttons' that you can press to jump to certain sections in the guide.)

## INTRODUCTION

# Your guide for success with your new Startup Central membership

First and foremost, congratulations on the second-best decision you have made in your business life – becoming a member at Startup Central (the best decision of course being that you chose to become an entrepreneur to start with).

Entrepreneurs choose to be a part of our network for different reasons, so in this guide we will to the best of our abilities try to go over all of them so that you, regardless of what reason you had to join, will be covered.

But before we truly get started, it is important for all parties that you understand the founding concept of Startup Central. If you are a brand-new member, then there is a chance you might have already had an onboarding conversation... But it also helps sometimes to get something written down!

*If you feel that you already have a complete understanding of what your membership can do and how you can use it – then you can jump to [‘Get off to a good start’](#) section.*

## Sektioner

- **[Your new membership-benefits](#)**
  - [Discount arrangement – our partner deals](#)
  - [1:1 sparring – our coach team](#)
  - [Startup Lounge – our closed network](#)
  - [Digital tools](#)
- **[Our members](#)**
- **[The subscription](#)**
  - [The deduction](#)
  - [Payment plans](#)
- **[Get off to a good start](#)**

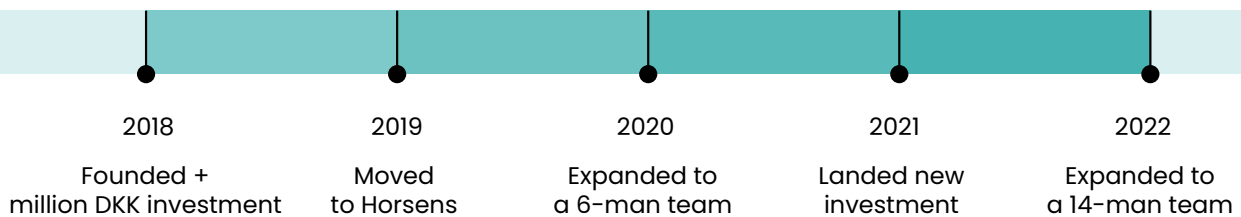
## INTRODUCTION

## The concept behind Startup Central

Startup Central is a digital network for entrepreneurs that has since 2018 helped more than +8.000 entrepreneurs and spoken with further +30.000 entrepreneurs. We want to have an active role in the business world by being your starting point as an entrepreneur.

We are here to ensure you the best terms and conditions starting from idea all the way to execution. Our vision is to help create more businesses in Denmark – and thereby also more jobs to get an even stronger welfare Society.

All of this we intend to achieve by making our many membership-benefits available through our platform and network for the many entrepreneurs in Denmark; egardless of if they are in the dreaming stage, the startup or already are well established in the business world.



## YOUR BENEFITS

## Your new membership-benefits

Startup Central is a digital network with a platform available for its members.

The platform is the primary place to get access to the many membership-benefits we have collected over time. The benefits we are the proudest of are as follows:



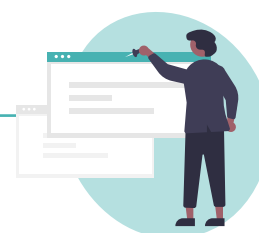
Discount arrangements



1:1 sparring



Startup Lounge



Digital tools

These 4 points are what we feel covers the most essential needs any entrepreneur has – to fit our mantra; everyone should have the right and be able to afford to become an entrepreneur.

The platform is found on our website behind a login – you can find this right here: [www.startupcentral.dk/en/log-in](http://www.startupcentral.dk/en/log-in)

## Partners

### Discount arrangement – our partner deals

The first point on the aforementioned list, is our discount arrangement.

As a member of Startup Central you have the opportunity to use more than 40 different partners. These collaboration partners offer everything from accounting programs, business insurances, and websites for legal help among many other things.



We have negotiated all the prices for everything that is a necessity for starting and running a business, so you are therefore getting a unique offer; exclusively meant for Startup Central members. This means you don't have to spend time finding a collaboration partner you can trust and then negotiate a good price.

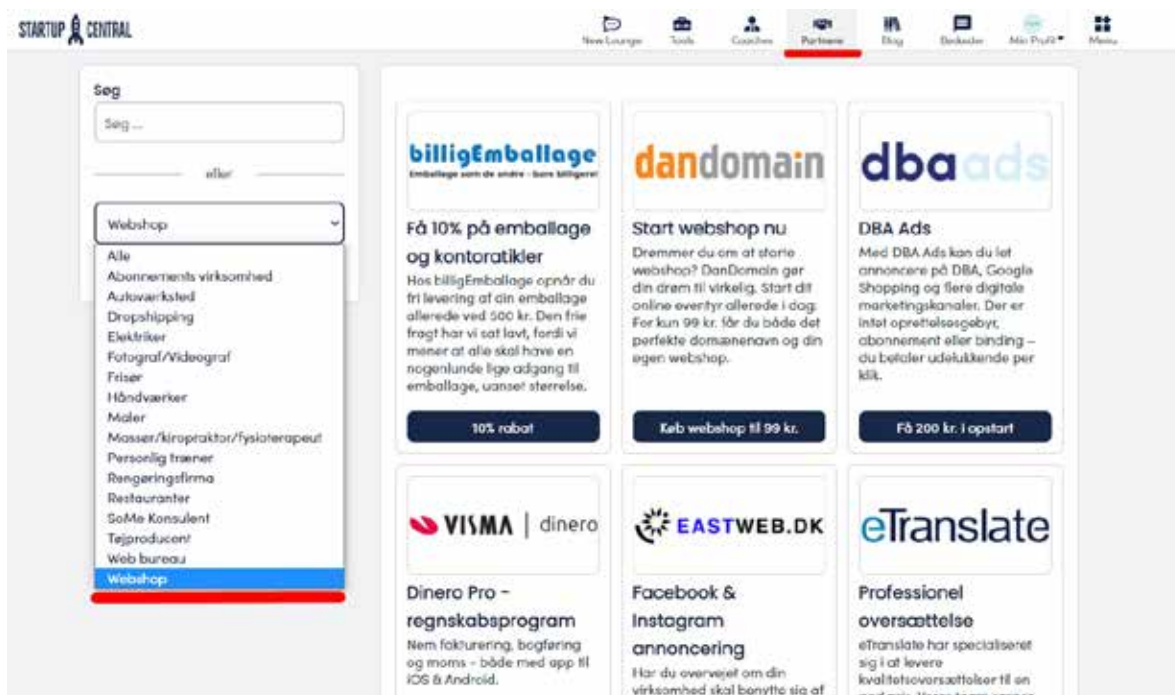
We have already done all this for you.

## PARTNERS

## How to use a partner

When you are a member then it is very straight forward to use the various collaboration partners.

You log into your profile and click on the icon “Partners”, that is underlined with red in the picture below. You will then be taken to our partner overview.



You now have the option to filter the various partners, so you don't have to go over more than 40 different partners. You can do this by clicking the little arrow on the left, this will give you several options, click on the one you need. The partners that have expertise in that field will show up on the page. See the illustration on the picture above, where the searchword “**Webshop**” is chosen. You can also write your own searchword for what you need.

*We recommend that you only use a single word.*

## PARTNERS

When you have found the partner that you want to make use of, then you click on it and the shown picture below will appear. Here we are using our partner DanDomain as an example:

**Hvad er DanDomain?**  
Et stort e-commerce univers.  
Om du er på udkig efter webshop, hjemmeside, domæner, serverhosting eller professionelle e-mails – så har DanDomain det hele!  
DanDomain er Danmarks største udbyder med godt 6.000 kørende webshops, 500.000 registrerede domæner og i det hele taget +75.000 kunder. Det betyder, at du er i trygge hænder, når du vælger DanDomain. Vi er garvede inden for vores felt og ved, hvad vi taler om, når vi rådgiver og guider vores kunder.

**Hvad tilbyder DanDomain?**  
Bliv en del af DanDomains store e-handelsunivers, der er fyldt med viden, iværksættere og spændende events. Hvis du har ideen, så har vi webshopssystemet og domænet. For kun 99 kr. kan du netop nu få en webshop i et halvt år, samt registrering af et valgfrit .dk-domæne inkl. 12 måneders ejerskab via Startup Central.

**Førende webshopsystem i Danmark**  
DanDomain har brugt de sidste 15 år på at etablere sig som førende webshopsystem i Danmark. Med godt 6.000 kørende webshops, så taler det for sig selv: DanDomains webshopsystem kan noget. Det er brugervenligt og intuitivt, så du nemt og hurtigt kan komme i gang.

**DanDomain**  
Start nu for kun 99 kr.  
Bnyt DanDomains Startup Central pakketilbud nu og få webshop og domæne for kun 99 kr.  
**Brug Partner**

Ved brug af dette tilbud, accepterer du samtidig, at være medlem af Startup Central i den gældende periode som tilbuddet indeholder.

Now you will be able to read about which services the selected partner offers and what kind of deal you get by being a member of Startup Central.

## Discount types and deals

As a member of Startup Central you get access to all our partner deals, and you maintain access to them for as long as you are a member.

### Types of partner deals:

- Time sensitive discount
- Lifetime discount
- One time discount (first purchase)
- Extended trial period

Of these deals it is especially the first two points that stand out- because by having a discount for a given period, you are then tying yourself to being a member of Startup Central for the same period.

*Eksempel: Using our Dinero Pro deal (50% discount for the first year). By paying a year in advance you would as a minimum be a member with us at Startup Central for 12 months from the date you start the deal.*

## PARTNERS

Click “**Use Partner**”, if that is the partner you want to use. A new window will be opened, and you will go to the partners landing page. Here you just have to follow the instructions as they are given.

When you have filled it all out, you are up and running and you can start using the partner and its services.

Remember that you can use as many partners as you think are beneficial to achieving your goals for your business.

### ***Kort resumé***

1. Log on to the platform.
2. Click on the menu option ‘**Partners**’.
3. Find the partner you want to use and click ‘**Use Partner**’.
4. Sign up as a customer with the specific details for the deal (promocode, contact form, link).
5. Be aware that you are accepting to be a member of Startup Central for as long as the deal you signed up for lasts.

## Coaches

### **1:1 sparring – our coach team**

The second point on the list is 1:1 sparring, the opportunity to get unique sparring for exactly the situation you are in.

This is an invaluable part of the membership and can be used as much/as little as you want, but we would of course encourage you to seek some sparring from our competent coaches instead of asking Google – often a concrete and usable answer requires a sense of the situation, and this is something the search engine despite everything does not have (yet!).



***All our coaches are selected based on their competencies and also their mindset about helping others. Therefore, we vouch for all our coaches.***



## COACHES

## What does 1:1 sparring mean?

Our coaches offer 1:1 sparring for all branches and aspects of your business. Better to ask a question once too much than once too little! Your sparring is unlimited; just ask away, so that you can find an answer to your questions together.

You should not be afraid to reach out to the “wrong” person, they can just guide you on to the right person, otherwise you can contact one of the team players at Startup Central.

This is what we see the most entrepreneurs seeking help with:

- The law – GDPR, terms of trade, privacy statement, contracts.
- Marketing – SEO, advertisement, SoMe, e-mail.
- Sales – sales strategy, mindset, leads.
- Logistics – import, export, drop shipping.
- Business – development, management, strategy.
- Finances – VAT, taxes, tax assessment notice.

## How to use a coach

When you are a member, you can use all our amazing coaches in an unlimited capacity.

When you are logged onto your profile, you need to click on the icon “Coaches”, at the top of the page – the picture below has underlined the icon with red. You will then be redirected to our coach overview.

The screenshot shows the Startup Central website interface. At the top, the navigation bar includes icons for 'New Lounges', 'Tools', 'Coaches' (highlighted with a red underline), 'Partners', 'Blog', 'Bankøder', 'Min Profil', and 'Menu'. Below the navigation bar, there is a search bar with the text 'Søg ...' and a dropdown menu for categories. The main content area is titled 'Vores coaches' and contains a grid of eight coach profiles. Each profile includes a circular profile picture, the coach's name, their expertise, and two buttons: 'Læs mere' and 'Send besked'.

Name	Expertise
Anders Eller	SoaS, E-commerce, Forretningsudvikling & Salg
André Bøving	Iværksætter, Produktion & Toket
Anne-Mette Bak Nielsen	Retligheder, Funding, Patent & varemærker design
Armira Terza	Kommunikation og Kultur
Benny Ejholm Nissen	IT sikkerhed og udvikling
Bo Lauritsen	Vækst go-to market, forretningsplan & strategi
Camilla Heinholt	Stress & ledelsesudvikling
Camilla Nyvang	Økonomisk overblik

## COACHES

If you have a question about economy, you can just choose the filter “**Economy**”, then the coaches with expertise in this field will show up. See the picture above.

After this click on the coach who makes the most sense for you to contact.

***Do you have even the slightest doubt about which coach can help you?  
Then contact us so we can guide you onwards.***

Click “**Read more**” to open a more extensive description of the selected coach and their skills. By reading this text you should get a greater insight into which coach to contact to help solve your issue or situation. See the picture below.

**STARTUP CENTRAL**

New Lounge Tools Coaches Partners Blog Beskedet Min Profil Menu

**Diana Ahmad**  
Regnskab og skat  
Send besked

**Hvad kan jeg hjælpe dig med?**

Som nyopstartet virksomhed er det klart at man ikke har styr på alting selv - og medmindre man er uddannet eller har erfaring med regnskab, moms og skat, så er det de færreste der har styr på bogføringen, fradragsmuligheder, momsindberetninger og alle de andre ting i tilknytning hertil.

Derfor står jeg klar til at hjælpe dig.

Til dagligt er jeg stifter og direktør i Ajdo ApS, hvor jeg blandt andet assisterer virksomheder med:

- Virksomhedsopstart
- Skat
- Moms
- Bogføring
- Opstilling årsrapporter
- Økonomisk sparring

**Min profil**

Mit navn er Diana Ahmad og jeg er en skarp kandidatuddannet revisor (cand.merc.aud).

Jeg har de siden 2015 haft fornøjelsen af at assistere og rådgive små og mellemstore virksomheder med deres regnskab, skatteforhold og økonomi generelt set. Derudover har jeg undervist bachelorstuderende på Aarhus Universitet i Ekstern Årsregnskab.

When you have decided which coach you want to contact, click the button “**Send message**” – this will cause the left pop-up window below to appear.

## COACHES



Du er ved at sende en besked til Diana Ahmad.

Vælg din forretningsplan

Vælg

Vælg dit pitch deck

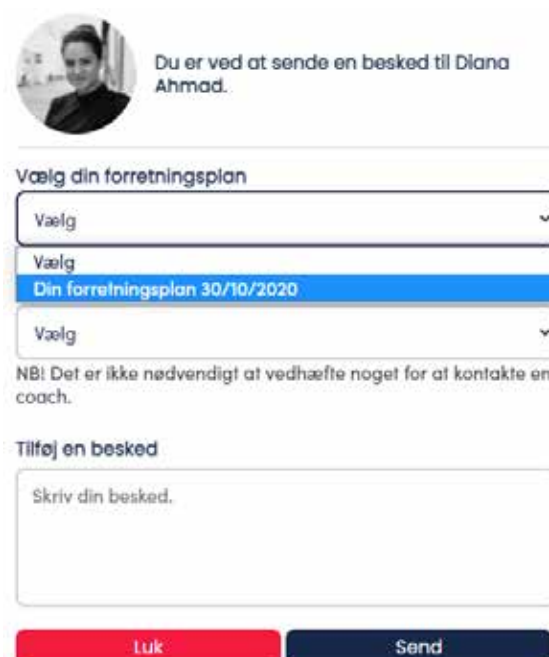
Vælg

NB! Det er ikke nødvendigt at vedhæfte noget for at kontakte en coach.

Tilføj en besked

Skriv din besked.

Luk Send



Du er ved at sende en besked til Diana Ahmad.

Vælg din forretningsplan

Vælg

Vælg

Din forretningsplan 30/10/2020

Vælg

NB! Det er ikke nødvendigt at vedhæfte noget for at kontakte en coach.

Tilføj en besked

Skriv din besked.

Luk Send

Now you have to choose what you want to write to them about.

When you have made your business plan or pitch, you have the option to send it directly to the chosen coach and add a message along with it. It is not a requirement that you attach your business plan or pitch, or that your business plan even has anything to do with the subject. If that is the case, then you just don't select anything and write a message to your chosen coach.

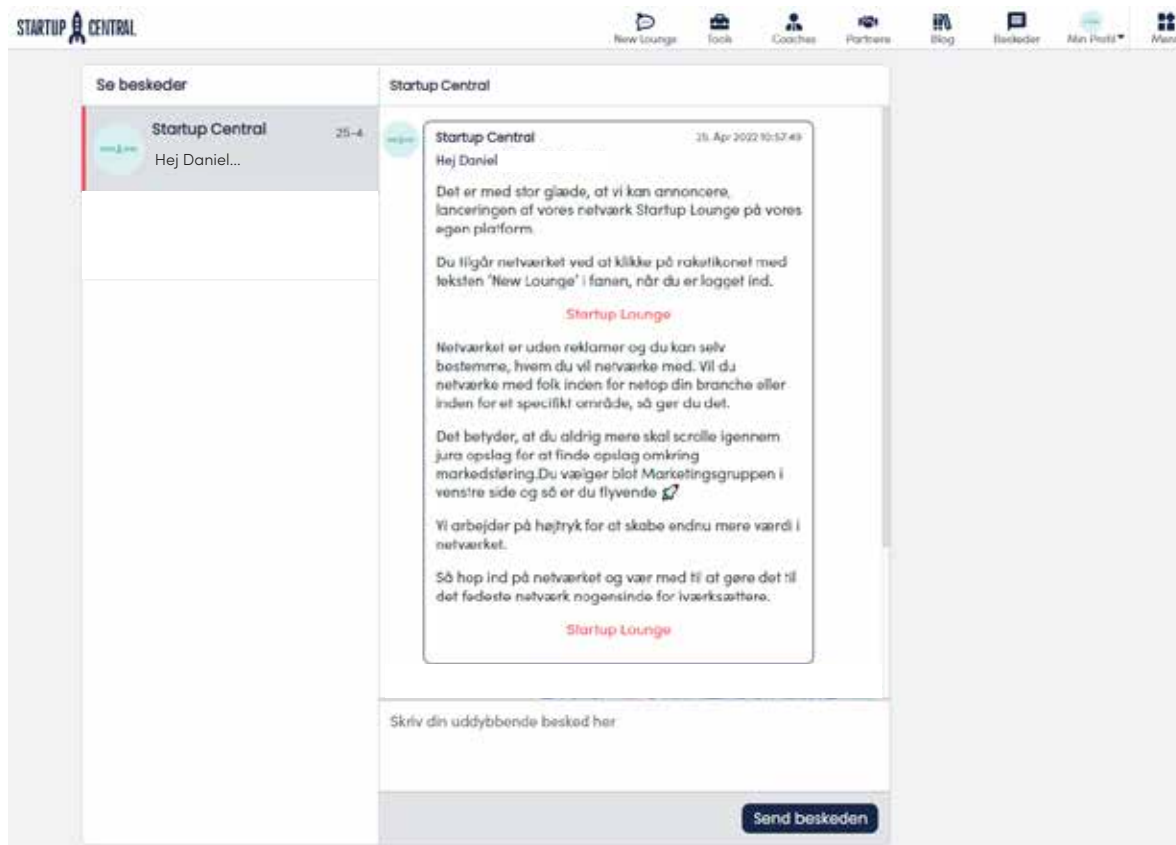
When you have written your message, hit **“Send”** and await an answer from the coach.

Remember you are more than welcome to write to multiple coaches regarding the same question.

*Response time varies, as our coaches are all volunteers and answer your questions in their spare time – the standard waiting time is 2-5 workdays. If longer time passes, contact us.*

## COACHES

You can find all your messages to and from the coaches in your message overview. See the picture below.



Here you can come back to your conversations, to check up on the good tips you got from a coach, or you can start a new conversation with a coach you have written with before.

If you haven't written with a coach before, you will not be able to find the coach here, in that case you need to go back under "Coaches" and pick one, as described **further up** in the guide.

### **Brief recap**

1. Log on to the platform..
2. Click on the menu point 'Coaches'.
3. Find the coach you want sparring from and hit 'Send message'.
4. Decide if you want to send a business plan, pitch or neither.
5. Write your question in the text box and hit 'Send message'.
6. Find your messages/conversations under the menu point 'Messages'.
7. Await an answer from the coach – up to 5 workdays.

## NETWORK

## Startup Lounge – our closed network

The third point on the list is Startup Lounge – our very own ‘slice of entrepreneur heaven’. This is our own network group for members, and works as a meeting place for members, coaches, and (in some cases) partners.



You can expect to find this in Startup Lounge:

- *Sparring, tips and guidance from experienced entrepreneurs, business managers and people with an interest in business.*
- *Sparring with business managers from your own branch of work.*
- *Guaranteed competent feedback from our administrators and coaches that have many years' experience in law, economy, marketing, sales, strategy, and much more.*
- *Opportunity to interact in a professional, informative, and giving network of success creation.*
- *Opportunity to find collaboration partners and potential customers.*
- *Opportunity to promote your business.*
- *Insight into new collaboration partners, deals, coaches, initiatives and much more from Startup Central.*

When Startup Central was born, all the networking took place on the Facebook-group ‘**Startup Lounge**’. Until we in Q2 2022, four years later, launched our own networking platform for our users. A new gathering place outside of Facebooks noisy restraints, where we have the freedom to develop the right conditions for an entrepreneur’s network needs.

[Find the new Startup Lounge here](#)

## NETWORK

### *The purpose behind Startup Lounge*

Startup Lounge exists to gather our entrepreneurs and ensure that they get the necessary sparring, network, and entrepreneurial experience that they deserve.

It is no secret that there are other network groups – both physical and digital, but it can be hard to judge their quality.

**There is a lot of noise on these groups occurring in the form of: ads, nonrelevant entrepreneur content, spam etc.**

The reality is that even though a group (on Facebook for example) has 90.000 members, then there are maybe only 5.000 actual entrepreneurs. The rest are some variations of salespeople and entrepreneur-interested people – in other words, employees.

Precisely for the above stated reasons we wanted to make our own network, where the quality and credibility are in the front seat – a network where the entrepreneur will find nothing lacking.

It is a closely moderated network, where Startup Central plays a very active roll in delivering content, support and in general helping members with all the questions they may ask the network.

## TOOLS

### Template/digital tools – a world of help

The last point on the list is templates and digital tools. Having access to value-creating tools that can help you make processes and work tasks easier is an important part of making your workflow efficient. Not only that, but it is also a good way to ensure that you follow the 'standard' – which is especially important in some departments, hereunder financial management through budgets.



We have made these templates and tools available through your membership:

- *Business plan (digital tool)*
- *Pitch deck (digital tool)*
- *Liquidity budget (template)*
- *Operational budget (template)*
- *Establishment budget (template)*

You can use these tools to get a business account, overdraft facilities or investments.

## MEMBERS

## Our members

Startup Central is a place that connects entrepreneur in all shapes and sizes, right from the local craftsman to big IT-businesses.

We are therefore certain that our membership can, in one way or another, contribute to your future growth – all it requires is that you remember to use it. And use it often.

Below you will find a mix of different types of members we have helped in some way:



**Jacob Shou Lopez Gøtterup** founded the business **Makari**, which mediates investment projects with a focus on the green transition. Jacob is very enthusiastic about our network Startup Lounge and the coaches. The contact with professionals is what creates the greatest value for him and his business.

*"The most important thing for an entrepreneur is networking, so it is cool that you as an entrepreneur can find some good advice and great that there is a network group where you can ask questions and get referrals."*



The three mates **Ali, Frederik** and **Manuel** are behind the business **Cassiar**. Cassiar is a clothing brand with a message; to bring people together under the common denominator 'the dream'. As brand-new businessowners the team behind Cassiar have needed a lot of knowledge on how to build up a business and how to run it. With our help they quickly found the connections and suppliers they needed.

*"We don't need to learn as we go for 5 years, the coaches have all the experience we need to learn and benefit from. We get all the knowledge and experience we need through them."*



**Bastian Busch** is behind the business **Murermester Bastian**, which carries out Danish quality craftsmanship with a special eye for detail. It can be very expensive to start and run a business, therefore Bastian took advantage of our many partner deals, including an accounting program, so he could save a lot of money.

*"Startup Central has made it cheaper to start a business."*

## SUBSCRIPTION

## The subscription

Your membership with us, Startup Central, is a subscription, that after the chosen payment plan deducts an amount from the registered payment card.

It is therefore a running cost and can in many cases be compared to a subscription for a streaming service or the local fitness center. Whether you use it every day or once a year – the membership is always ready to help you when you may need it.

You can find all your subscription information with us under:

**Login > My profile > Settings > Subscription settings**

If you already are logged on to the platform in another window, then you can use [this link](#) to access your settings.

There you can find:

- Your personal information
- Your registered payment cards
- Next payment
- Your chosen payment plan
- Your invoices

### *The deductible*

A cost is a cost and will always affect a business's liquidity. But when it comes to your membership, it is not quite so black and white.

Your membership is actually fully deductible – BUT ONLY IF your turnover is at least 50.000kr in the financial year in question. This unfortunately doesn't mean that you get the money right back, but that you can report your membership fee as a 'business promoting' expense in your tax assessment notice.

But why is the membership deductible? This is simply because you have access to a number of coaches, that kind of take on the rolls of advisers/consultants without actually being it – the membership is deductible regardless of if you actually use our coaches or not.

You can therefore view the expense of our membership as a deposit that you get fully refunded as long as you remember to report it of course!

Find an example of the deduction [here](#).



## SUBSCRIPTION

## Payment plans

Your membership is fully flexible. By this we mean that you at any time can up- or downgrade your payment plan as you need to – all the plans can do the same thing, it is only the payment interval/the price that varies.

If you think that it is expensive/difficult/annoying to book 12 receipts from Startup Central a year, then you can upgrade to a yearly membership, where you only have to keep track of the one receipt from us, isn't that nice and easy?

The payment plans we offer:

○ <b>Monthly</b>	○○○ <b>Quarterly</b>	○○○○○○ <b>Yearly</b>
<b>186 kr./mo</b> Full price	<b>502 kr./qtl</b> 10% discount (167 kr./mo.)	<b>1.786 kr./yr</b> 20% discount (149 kr./mo.)

## YOUR START

## Get off to a good start

You now have a good understanding of what your membership can do and how you can use it – all the way from the deduction to how to write to a coach.

Now it is up to you what is going to happen and how you want to use your membership.

What we can do is refer you to some of the content we have made over time that suits what stage you are in.

*NB! No matter which stage you are in, our coaches will always be able to help you with some sparring, you just have to ask.*



## YOUR START

***About to start a business – your startup***

You have the idea, but all/a lot of the practical stuff still needs sorting out? We have a 'startup' guide for you – you can find it here.

The startup guide tackles the most common things you have to decide and that are quite universal, regardless of which type of business you plan to start:

- *Have a detailed business plan*
- *Choose the right business type*
- *Maintain a financial overview*
- *Create an overview over statutory insurances and permits*
- *What does it cost to start a business?*

***Have just started a business – your growth***

You have the idea sorted out and have a handle on a lot of the practical things – you maybe even already have a couple customers?

Now you just need to ensure things are running as smoothly as possible. You have launched your business and are about to create a structure that supports your business in all aspects and can lift it to new heights, so you can get ready to upscale your business.

You should therefore be on the lookout for ways to streamline your business – if you save time then you save money – or at the very least you have more time to make more money.

**Areas you can look into starting/streamlining:**

- *Social media (advertising/maintenance)*
- *Collecting leads/customers*
- *Bookkeeping (accounting programs/accounts)*
- *Your experiments (price regulation/target audience analyses and segmentation)*
- *And much more*

## YOUR START

**Established business – your upscaling**

Your business is up and running, but you want to take your business to new heights. You are looking for new/more customers – or maybe a way to sell more (and more efficiently) to your existing customers?

Then consider using your access to competent sparring from our many coaches. If you ask the right questions – or at least can convey (based on your business plan) how your product/service helps your target audience, then they can help make you even sharper!

**Areas you can streamline:**

- *Long-term strategies*
- *The sales process (pipeline management etc.)*
- *Paid marketing (Facebook, Google, Instagram, Snapchat, TikTok etc.)*
- *The customer journey/UX (segmenting of target audience, website optimization etc.)*
- *Automation of processes (remove manual labor)*
- *And much more*

## CONCLUSION

**The end**

You have now finished our guide to successfully kickstart your membership. We hope that you can use this guide to get the most out of your membership – and should you still have some questions about what you can do with your membership, then feel free to reach out to us at 29 29 01 13, or at [info@startupcentral.dk](mailto:info@startupcentral.dk), in Startup Lounge or on one of our many other contact options.

We are basically always available to help you move forward. Enjoy your membership!



## INTRODUCTION

# Refresher for existing members

Hello, and welcome to your refreshment of your value-creating membership! You might be reading this because over a longer period you have not actively used your membership. Maybe you became a member to get a good deal and once you had used the deal then you kind of forgot about all the other deals and benefits you had access to. Does this sound familiar?

That is what this little refresher is for! We would like to ensure that you know exactly what you are getting for your money – it is of course better that your, although deductible, membership gets used.

Let's start!

## MEMBERSHIP

## Your membership

Your membership is a running cost, so it is important that you use it. Even though you through your membership can take advantage of a handful of deals and then never look at your membership again, it is important to point out that we are much more than a benefits and discounts club. We would therefore encourage you to stay up to date on the developments of your membership, as we are constantly adding more value to it – in the form of:

- New coaches
- New partners
- New tools
- New knowledge
- And much, much more.

**Remember you can always reach out to Startup Central if you have questions about anything regarding your membership. We are ready to help you get going or answer questions.**

Before we move on – [have you used your membership yet?](#)

(Used a partner, sent a message to a coach, used a template or a tool, used the Startup Lounge network, etc.)

- If no, [click here](#) and get sent to the basic introduction for Startup Central and your membership.
- If yes, then continue reading below.

## REFRESHER

## A quick refresher on Startup Central

Startup Central ensures you the best terms from idea to execution when it comes to starting/running a business. Our vision is to help create more businesses in Denmark – and thereby also more jobs to get an even stronger welfare society.

All of this we do by making our many membership-benefits available to the many entrepreneurs in Denmark through our platform and network; whether they are at the dreaming stage, startup stage or already are well established in the business world.

## REFRESHER

### The network, Startup Lounge

Startup Lounge is our own little network group, exclusively for entrepreneurs and businesses associated with Startup Central.

The purpose behind the network is to connect entrepreneurs, from any stage, with each other through a well-oiled community, built around the quality found in sparring, knowledge, good humor and without obvious advertisements. There is always an administrator present, who actively helps with posts and tries to keep the network clean.

Before Q2 2022 all this took place on a Facebook-group but has since been moved to our very own internal network – [find it here](#).

We highly recommend that you use Startup Lounge – through the network you can stay up to date on news, knowledge, and (without unsolicited ads) find customers and potential collaboration partners.

## REFRESHER

## Coaches

Through your membership you have the option to contact +80 strong business profiles with a wide array of skills. So, if you have any questions about anything, we would recommend that you contact a fitting coach to get an answer.

**NB! If you don't know who can answer your questions, then reach out to Startup Central – we can point you in the right direction.**

There are no limits on how often you can contact a coach, or how many you can contact. Although a coach has up to 5 workdays to answer inquiries, as they are voluntary partners with Startup Central.

Our coaches offer 1:1 sparring within all the different branches and aspects of your business from marketing and sales, to law, accounting and strategy.

You should not be concerned about reaching out to the 'wrong' person, they can just guide you on to the right person, otherwise you can contact one of the team players at Startup Central.

### How to use a coach:

1. Log on to the platform..
2. Click on the menu point '[Coaches](#)'.
3. Find the coach you want sparring from and hit '[Send message](#)'.
4. Decide if you want to send a business plan, pitch or neither.
5. Write your question in the text box and hit '[Send message](#)'.
6. Find your messages/conversations under the menu point '[Messages](#)'.
7. Await an answer from the coach – up to 5 workdays.

If the coach has not replied after 5 workdays, then contact Startup Central. Remember you can ask the same question to several coaches to get a better answer-rate.

## Partners

We have done the legwork, so you don't have to haggle over the price on the many solutions a business needs to get started/operate. As a member of Startup Central you have more than 40 different negotiated solutions to take advantage of. These partners offer everything from basic business needs (account programs, insurances, legal help) to business promoting solutions within marketing, sales and much more.

We get up to 20 new partners every year, so there are always new deals and solutions to be had as a member. So, remember to stay updated on the selection before you buy a solution somewhere else.

## REFRESHER

## Digital tools



Through your membership you have access to the tools and templates we have developed – everything from a business plan to pitch deck to budget- and marketing templates.

And although you may already have a well-established business, a business plan can always be updated as the business grows, or the market changes. Because even though you may already have a business account (which is what the business plan is often used to get), it can still be useful to keep your business plan updated for future partners or employees for a smooth onboarding process.

If you are looking for investments or plan to – then you can take advantage of our pitch deck template, a template we have used ourselves to land a 7-figure investment.

## Unique content

Through your membership you get access to exclusive videos, blogs and activities which are for Startup Central members only.

You can find these among other places here:

- Video material – webinar, sales meetings, and other video material.
- Blog posts – find them all here.
- Extra offers from members.

## SUBSCRIPTION

## The subscription

Your membership with us, Startup Central, is a subscription, that after the chosen payment plan deducts an amount from the registered payment card.

It is therefore a running cost and can in many cases be compared to a subscription for a streaming service or the local fitness center. Whether you use it every day or once a year – the membership is always ready to help you when you may need it.

You can find all your subscription information with us under:

**Login > My Profile > Settings > Subscription settings**

If you already are logged on to the platform in another window, then you can use [this link](#) to access your settings.

## SUBSCRIPTION

There you can find:

- Your personal information
- Your registered payment cards
- Next payment
- Your chosen payment plan
- Your invoices

We send reminders if your payment card is about to expire, and we will reach out to you directly if your payment card has expired.

### ***The deductible***

A cost is a cost and will always affect a business's liquidity. But when it comes to your membership, it is not quite so black and white.

Your membership is actually fully deductible – BUT ONLY IF your turnover is at least 50.000kr in the financial year in question. This unfortunately doesn't mean that you get the money right back, but that you can report your membership fee as a 'business promoting' expense in your tax assessment notice.

But why is the membership deductible? This is simply because you have access to a number of coaches, that kind of take on the rolls of advisers/consultants without actually being it – the membership is deductible regardless of if you actually use our coaches or not.

You can therefore view the expense of our membership as a deposit that you get fully refunded as long as you remember to report it of course!

Find an example of the deduction [here](#).



## SUBSCRIPTION

### Payment plans

Your membership is fully flexible. By this we mean that you at any time can up- or downgrade your payment plan as you need to – all the plans can do the same thing, it is only the payment interval/the price that varies.

If you think that it is expensive/difficult/annoying to book 12 receipts from Startup Central a year, then you can upgrade to a yearly membership, where you only have to keep track of the one receipt from us, isn't that nice and easy?

Of payment plans we offer:

 <b>Monthly</b>	 <b>Quarterly</b>	 <b>Yearly</b>
<hr/> <b>186 kr./mo</b> <small>Full price</small>	<hr/> <b>502 kr./qtl</b> <small>10% discount (167 kr./mo.)</small>	<hr/> <b>1.786 kr./yr</b> <small>20% discount (149 kr./mo.)</small>

You can at anytime pause your membership for 19 kr. a month, if you are for example taking a break from entrepreneurship, traveling, going on parental leave or something else. It is a prerequisite though that all invoices have been paid before this is an option.

We offer this option to lower your costs and at the same time save your profile. This way you ensure that your business plan, pitch deck, and conversations are saved.

## CONCLUSION

### The end

You have now finished our guide to successfully kickstart your membership. We hope that you can use this guide to get the most out of your membership – and should you still have some questions about what you can do with your membership, then feel free to reach out to us at 29 29 01 13, or at [info@startupcentral.dk](mailto:info@startupcentral.dk), in Startup Lounge or on one of our many other contact options.

We are basically always available to help you move forward. Enjoy your membership!