



*cutting through complexity*

# SMART START

JUMP TO SUCCESS



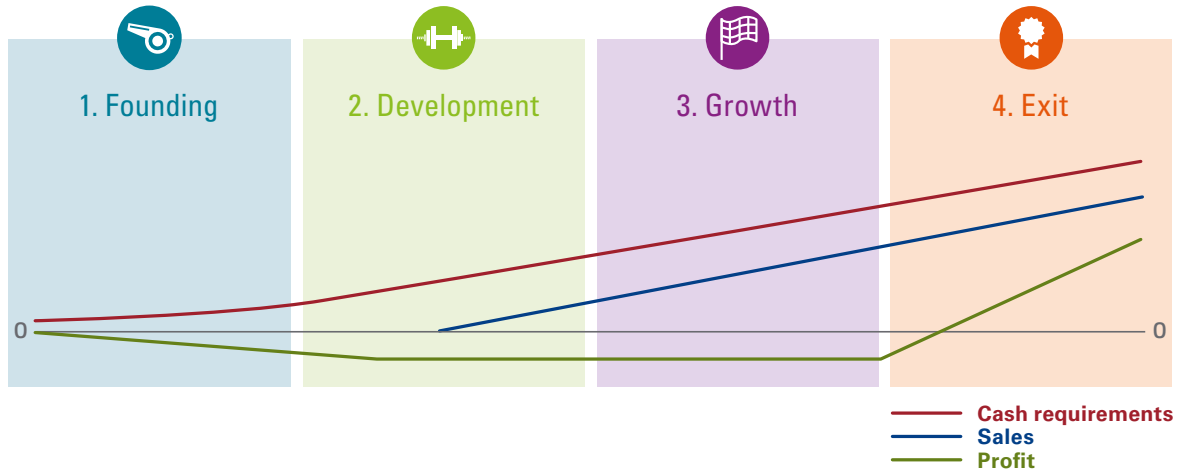
# **YOUR IDEA. YOUR CHALLENGE. YOUR SUPPORT.**

We'll help you on the way to getting  
your company up and running.

Starting your own company on the basis of a good idea and leading it to success – a demanding, creative task and an extraordinary challenge promising both excitement and satisfaction.

KPMG's Smart Start Team has set itself the task of supporting entrepreneurs in getting their businesses up and running. We know the typical challenges that arise in the lifecycle of a start-up. Regardless of whether you are just getting a good idea off the ground, looking for investors or already enjoying your first sales, our team is there to assist you with any business or legal\* issues.

# AN OVERVIEW OF THE 4 LIFECYCLE PHASES



## WE ADVISE YOU THROUGHOUT THE LIFECYCLE OF YOUR START-UP

At the beginning of every consultation, the Smart Start Team offers a structured workshop in which the founders discuss the business idea and the planning and identify the consulting needs. On the basis of this, we provide you with integrated consulting that makes our specialists available to you, for instance in the areas of:

- # Business modeling
- # Financing
- # Tax consulting
- # Accounting issues
- # Legal counseling\*

\* Legal services are provided by  
KPMG Rechtsanwalts-gesellschaft mbH.



Your business idea has been born and you want to set up your own company as quickly as possible.

**These decisions now take on the utmost importance:**

- # What legal form should your company have and where should it be located?
- # What is the best employment relationship for you and your team?
- # What social insurance status do you have as a company founder?
- # How do you register your company?
- # How is the bookkeeping set up?
- # What are the fiscal aspects that you must consider?
- # How should the business plan look?

**This is how we help:**

1 KPMG's Smart Start Team sets up an action plan with you. This includes all the essential elements: legal basis\*, registration with the relevant authorities, shareholder agreements\*, fiscal aspects of founding the company. We review possible employment contracts\*, from the C-level to freelancers and check your status with the German statutory pension insurance scheme. Beyond that, we handle your bookkeeping and clarify tax issues, for instance with payroll accounting. And of particular importance, we assist you in obtaining grants and subsidies. So with the Start Smart Team you profit right from the beginning from our network in the start-up scene and in the "old economy".



You're your own boss, your idea is becoming reality, the first customers are providing feedback and you are fighting to get the best staff. But the money is slipping away faster than you can earn it.

### These are the challenges you are now facing:

- # Which business angel or venture capital firm can help?
- # Does your business model have to be adjusted?
- # What stumbling blocks have you overlooked?
- # How do you perform a due diligence?
- # How do you protect your IP?
- # What are your terms of business?

### This is how we help:

Through the Smart Start Team you gain fast-track access to venture capital firms (VCs). And, of course, we go through your business plan once again with a fine-tooth comb. We assist you in preparing your financial data for the investor. Beyond that, we conduct so-called accounting, legal\* and tax health checks. In that way, we can detect risks, weak points or even errors prior to a due diligence. Together with the Smart Start Team, you can design employee participation programs taking legal, fiscal and accounting aspects into consideration. We'll audit your IT systems with regard to data security, safeguard the IP transmission\* and protect your brand\*. And of particular importance, we'll support you in negotiations with investors. Keep in mind that your investor's attorney is not your attorney!

2



You've marketed your first product, want to expand your product range and grow into international markets. To that end you are looking for international employees. Investors are requiring your key performance indicators (KPIs).

### The following tasks now require attention:

- # An international group structure must be established
- # Foreign legal systems become pertinent
- # Stable internal processes must be implemented
- # Additional financing must be obtained
- # You have to keep track of everything
- # International accounting procedures (IFRS) are required
- # Annual statutory audits of financial statements must be completed

### This is how we help:

Together with you, we set up systematic international structures that are tax-efficient and tailored to the company. Our international network supports you in establishing foreign subsidiaries, in the assigning staff to foreign countries or employing foreign nationals. We also review business processes, identify weak points and improve them. Whether in negotiations with investors or in the implementation of group reporting that provides the relevant KPIs, the Smart Start Team advises and supports you comprehensively. How else can we be of assistance in this phase? We advise you in acquisitions, from due diligence to negotiations to term sheets and financial statements, we implement IFRS with you and audit your financial statements (these services we provide subject to the provisions of the arms-length regulations we maintain).



You are represented in many countries, have a positive cash-flow, your product is established as a brand and now you want to make an IPO or prepare for the sale of the company.

### These steps can now be initiated:

- # Prepare the internal business processes for the capital market
- # Increase profitability
- # Professionally prepare the sale
- # Negotiate with potential strategic investors
- # Perform an IPO

### This is how we help:

The Smart Start Team now accompanies you from the initial considerations to the initial public offering (IPO) to the successful listing. Our interdisciplinary team of experts will assist you in performing a pre-IPO readiness test and in preparing the resultant timetable. In addition, we'll analyze the impact of an IPO on your business, your systems and processes and compile the IPO-relevant financial information. We'll prepare your team and company for the due diligence and accompany you throughout the entire exit process. Our mutual objective is to obtain the maximum sales price and the best exit conditions for you.

# 4



# JUMP TO SUCCESS



# HERE IS WHERE TO FIND US:

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