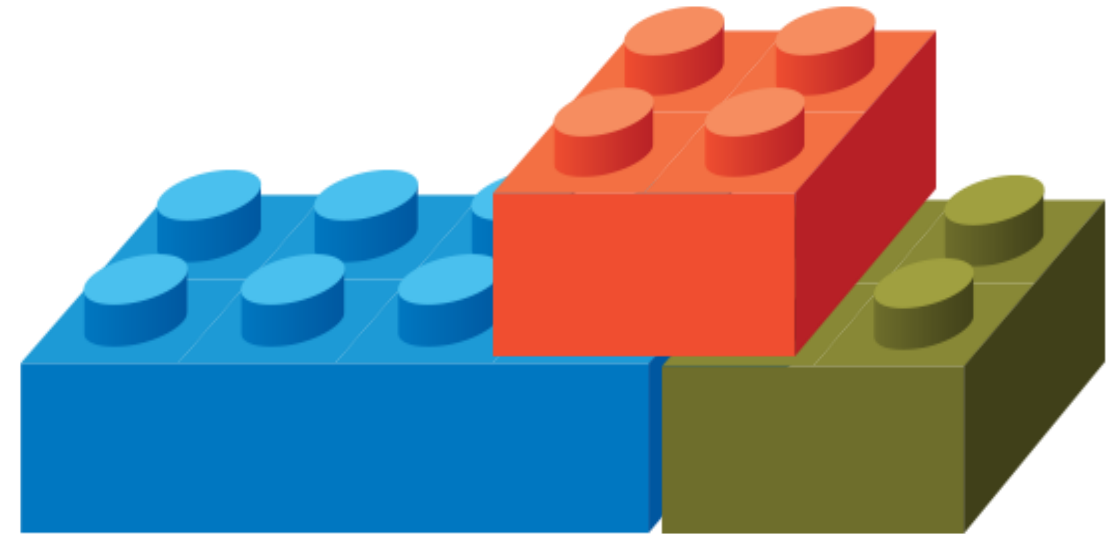


# CRAYON's TRAINING COURSE

Creativity in Action to promote YOung eNtrepreneurShip

Project number 2015-1-ES01-KA203-016056

## MODULE 5: BUSINESS CREATION STEP BY STEP



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

**“AS A STARTUP CEO,  
I SLEPT LIKE A BABY.  
I WOKE UP EVERY  
2 HOURS AND CRIED.”**

**BEN HOROWITZ, ANDREESSEN HOROWITZ**

**startup  
STATEMENTS**



# Business Creation **STEP BY STEP**

## JUSTIFICATION

Once we have initiated the process to achieve the competences that are desirable in an entrepreneurial context, and defined the business/project we want to initiate, it's time to make the first steps to put it in practice.

When the moment to initiate a project has arrived there are legal and financial information we must be aware of. This type of information will be different depending on countries and regions, and because of this reason information provided here will be very generic.



# Business Creation **STEP BY STEP**

## OBJECTIVES

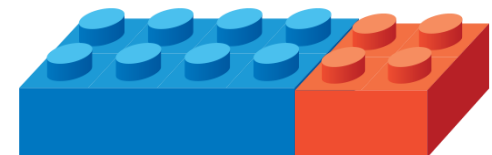
- The objective of Module 5 is to provide information tools that are needed to initiate the final steps for starting the business.
- This module comprises information about type of business and steps for creating a firm in different countries, information for funding and some practical information for branding.



# Business Creation **STEP BY STEP**

## TYPES OF BUSINESS

- A business is an entity being formed and administered as per commercial law in order to engage in business activities, charitable work, or other allowable activities.
- There are many types of business entities defined in the legal systems of each country.



# Business Creation **STEP BY STEP**

## **TYPES OF BUSINESS**

### **Macedonia**

- A.D./А.Д. (Акционерско Друштво/ Акционерско друштво): ≈ plc (UK) or Joint-stock company
- D.O.O./Д.О.О. (Društvo so Ograničena Odgovornost/ Друштво со ограничена одговорност): ≈ Ltd. (UK)
- D.O.O.E.L./Д.О.О.Е.Л. (Društvo so Ograničena Odgovornost od Edno Lice / Друштво со ограничена одговорност основано од едно лице): type of DOO with a single member
- K.D./К.Д. (Komanditno Društvo /Командитно друштво): ≈ limited partnership
- K.D.A./К.Д.А. (Komanditno Društvo so Akcie /Командитно друштво со акции): ≈ limited partnership with shares
- J.T.D./Ј.Т.Д. (Јавно Trgovsko Društvo /Јавно трговско друштво): ≈ General partnership



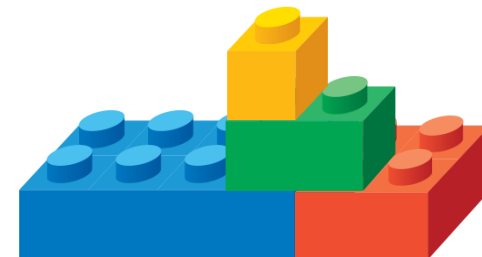
# Business Creation **STEP BY STEP**

## TYPES OF BUSINESS Spain

There are many legal options when you want to initiate a business, from a single form (i.e. Autonomous) to many others that imply a minimum number of two members.

You can find the description of all the different options in the following page of the Ministry of Economy, Industry and Competitiveness:

<http://www.creatuempresa.org/es-ES/PasoA Paso/Paginas/FormasJuridicas.aspx>



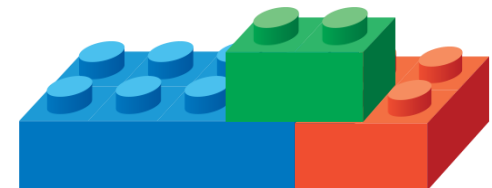
# Business Creation **STEP BY STEP**

## **TYPES OF BUSINESS**

### **Greece**

Greek law provides for two main structures for the purpose of carrying on a business for economic gain: companies whose principal feature is the absence of personal involvement and partnerships whose main characteristic is the personal element involved. Apart from these business organizations, provision is also made for single traders, joint ventures, and branch offices and foreign companies. These shall be examined in turn.

You can find the description of all the different options in the following page:  
[www.helleniccomserve.com/settingupbusinessgreece](http://www.helleniccomserve.com/settingupbusinessgreece)





# Business Creation **STEP BY STEP**

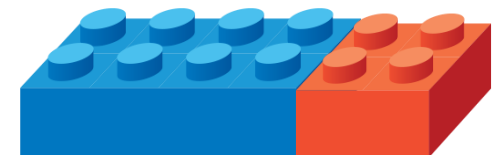
## TYPES OF BUSINESS Netherlands

The Netherlands has several kinds of legal forms (*rechtsvormen*) for businesses. These structures can be divided into two groups:

### **Unincorporated business structures (*Rechtvormen zonder rechtspersoonlijkheid*)**

In these [unincorporated legal forms](#) you (and your private assets) are liable for the debts of your business.

- › *Eenmanszaak*: sole trader / one person business
- › *Vennootschap onder firma (VOF)*: general partnership
- › *Maatschap*: commercial / professional partnership
- › *Commanditaire vennootschap (CV)*: limited partnership



# Business Creation **STEP BY STEP**

## **TYPES OF BUSINESS**

### **Netherlands**

The Netherlands has several kinds of legal forms (*rechtsvormen*) for businesses. These structures can be divided into two groups:

#### **Incorporated business structures (*Rechtsvormen met rechtspersoonlijkheid*)**

In these incorporated legal forms you and your private assets are, in most cases, protected from the debts of your business.

- › *Besloten vennootschap (BV)*: private limited company (ltd. or Inc.)
- › *Naamloze vennootschap (NV)*: public limited company (plc or Corp.)
- › *Coöperatie en onderlinge waarborgmaatschappij*: cooperatives and mutual insurance societies
- › *Stichting*: foundation
- › *Vereniging*: association



# Business Creation **STEP BY STEP**

## TYPES OF BUSINESS Netherlands

Links to documents and source:

<http://www.iamexpat.nl/career/self-employment/setting-up-a-business-in-the-netherlands>

english.rvo.nl

<https://www.kvk.nl/english/>

<http://www.iamexpat.nl/career/self-employment/legal-forms/no-legal-form-required>



# Business Creation **STEP BY STEP**

## THE PROCESS

### Macedonia

- It all starts in **The Central Register of Republic of Macedonia**
  - registering the company with the Trade Register,
  - providing the LLC statistic number,
  - opening the LLC bank account,
  - registering the company in the Public Revenue Office–Tax Office, and
  - publishing the LLC formation notice on the Central Register’s Web site ([www.crm.com.mk](http://www.crm.com.mk)).
- Registration of LLCs must be conducted in electronic form with the assistance of authorized registration agents
  - The electronic registration is free.



# Business Creation **STEP BY STEP**

## THE PROCESS

### Macedonia

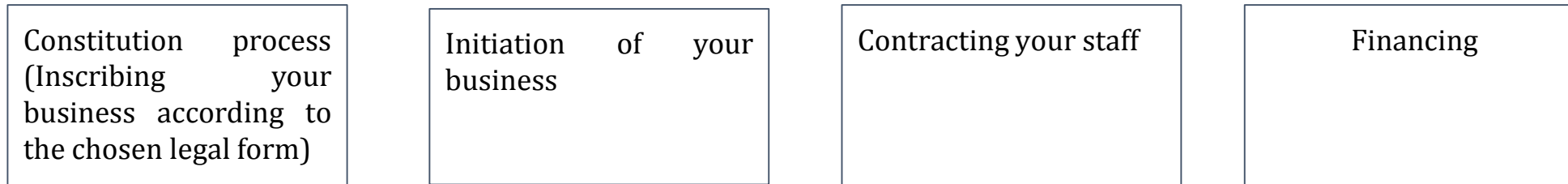
- There is a connection between the **Central Registry** and the **Employment Agency** which allows registering of first employment of directors through CRM and registering employees with the social fund.
- The founders shall transfer the amount of the principal capital on a temporary account in a commercial bank of their choosing.
- After the registration is completed the bank account of the newly founded company shall be opened.



# Business Creation STEP BY STEP

## THE PROCESS Spain

The following chart shows the different processes we will need to go through when starting our business. Within each heading all the different formalities you we will need to go through are explained.



All these details can be found in the following page of the Ministry of Economy, Industry and Competitiveness: <http://www.creatuempresa.org/es-es/pasoapaso/paginas/creatuempresapasoapaso.aspx>



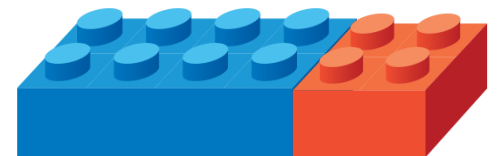
# Business Creation **STEP BY STEP**

## THE PROCESS

### Spain

It is possible to make on the internet many of the necessary formalities to start a business. In this link we can find all the online possibilities we have depending on the legal form of our business.

<http://www.creatuempresa.org/es-es/pasoapaso/paginas/creatuempresapasoapaso.aspx>

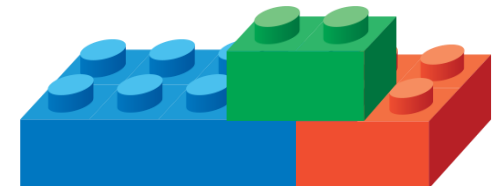


# Business Creation **STEP BY STEP**

## THE PROCESS Greece

In this link you can find all the necessary information you need depending on the legal form of your business.

[startupgreece.gov.gr/procedures-laws-regulations](http://startupgreece.gov.gr/procedures-laws-regulations)



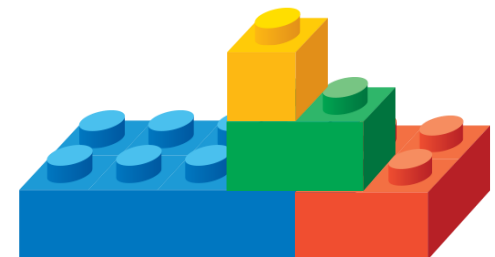


# Business Creation **STEP BY STEP**

## THE PROCESS Holland

Website Chamber of Commerce: <https://www.kvk.nl/english/>

Website Netherlands Enterprise Agency: [english.rvo.nl](https://english.rvo.nl)



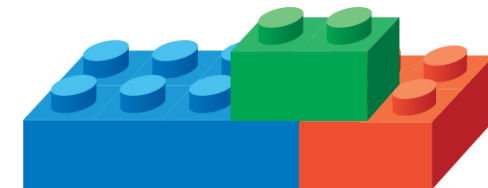
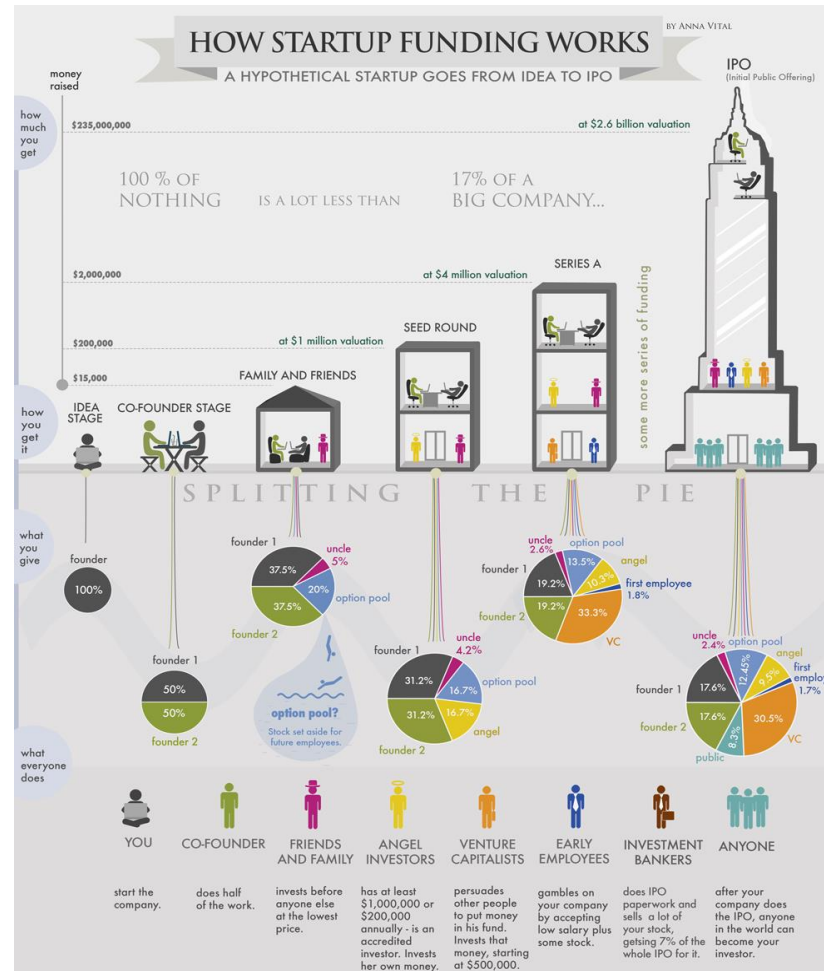
# Business Creation STEP BY STEP

## GET FINANCED

Self-funding  
Crowdfunding  
Business Incubators  
& Accelerators

Angel Investment  
Venture Capital  
Bank Loans

Government  
Programs  
Winning Contests  
Other options

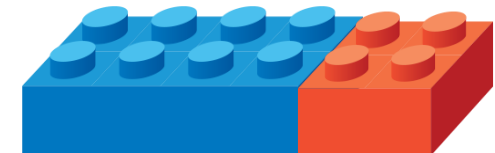


# Business Creation **STEP BY STEP**



## **GET FINANCED Macedonia**

- Fund for Innovation and Technological Development
- Different calls by different ministries:
  - Ministry of economy
  - Ministry of Agriculture, Forestry and Water Economy
  - Ministry of Local Self-Government
- Agency for promotion of entrepreneurship
- Ministry of Labour and Social Policy - Program for Social Innovation (employment and social innovation - EaSi)
- Regional Development Bureau



# Business Creation **STEP BY STEP**



## GET FINANCED Macedonia

- Support from international financial organizations:
  - IPARD
  - UNDP in the former Yugoslav Republic of Macedonia
  - Macedonia - U.S. Agency for International Development – USAID
  - European Bank for Reconstruction and Development (EBRD) Enterprise Growth Programme (EGP)
  - Crimson Development Fund
  - Dutch Economy and Trade Support Programs and Instruments
  - Swiss Agency for Development and Cooperation
  - JASMINE - Joint Action to Support Micro-finance Institutions in Europe



# Business Creation **STEP BY STEP**

## GET FINANCED Spain

- The General Direction of Industry and Small and Medium Enterprises have the following funding instruments and programmes: <http://www.creatuempresa.org/es-ES/PasoA paso/Financiacion/Paginas/Financiacion.aspx>
- ICO. <https://www.ico.es/web/ico/lineas-ico>



# Business Creation **STEP BY STEP**

## GET FINANCED Greece

Funding opportunities can be reached through national and european programmes. All the updated information is available here:

- [startupgreece.gov.gr/Funds4U](http://startupgreece.gov.gr/Funds4U)
- [www.enterprisegreece.gov.gr/en/greece-today/why-greece/access-to-financing](http://www.enterprisegreece.gov.gr/en/greece-today/why-greece/access-to-financing)



# Business Creation **STEP BY STEP**

**GET FINANCED**  
**Holland**

Website Chamber of Commerce

[HTTP://www.kvk.nl/english/](http://www.kvk.nl/english/)

Website Netherlands Enterprise Agency

[english.rvo.nl](http://english.rvo.nl)



# Business Creation STEP BY STEP



## Ways of naming your business



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# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### BE ENTICING

Your logo must appeal to your target audience.

#### Example Target Audience



Single Man in his 20s

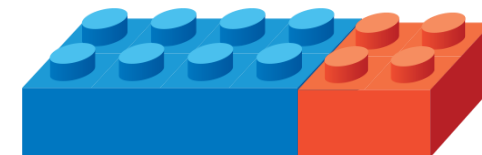
- Working full-time
- High school educated
- Loves sports
- Adventurous



Masculine and powerful



Fun and cute



# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### BE UNIQUE

Avoid obvious design choices  
and clichés.

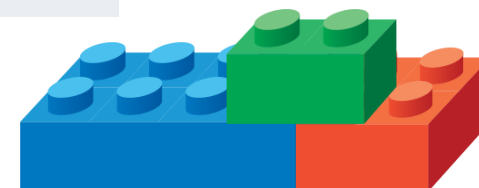


A global brand's logo should never be a globe.  
An air travel company's logo shouldn't be an airplane.

Make your logo memorable.



Design your logo distinctively so that it catches prospects' eyes, even in a sea of other logos.



# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### BE TIMELESS

Make your logos eternally relevant.

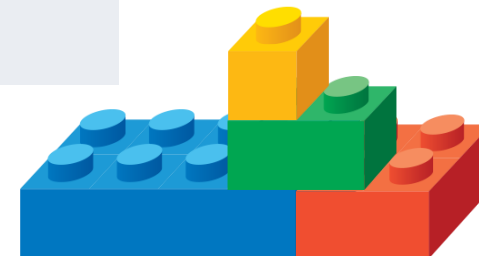


Great logos are timeless and age like a fine wine.

Avoid trendy fonts and design elements.



Trends die out fast. Brush script fonts and 3D designs now look tired and outdated.



# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### BE NEW

Strive for boldness with your design.      Don't follow trends, create them.



People should be transfixed by your logo's uniqueness.

It is always better to be the trendsetter than to be the copycat. If you chase trends, you'll always be a few steps behind.



# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### BE SIMPLE

Don't be too busy.

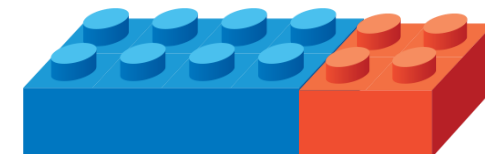


Remember, less is more.

Say one thing. Have one message.



Focus on a single, clear concept, not multiple messages at once.



# Business Creation **STEP BY STEP**

## BE CONSISTENT

USE YOUR DESIGN TO REINFORCE YOUR BRAND



Apple's Symbol  
Represents knowledge



Burger King's Combination Mark  
Resembles a hamburger





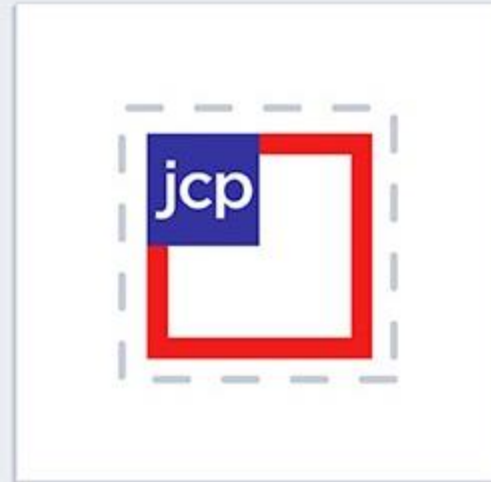
# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### TAKE ADVANTAGE OF SHAPE PSYCHOLOGY



Circles  
Community  
Unity  
Complete



Squares  
Balance  
Professionalism  
Security



Triangles  
Power  
Masculinity  
Stability



# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

### USE FONTS TO CONVEY THE RIGHT EMOTIONS

Disney's brand is based on creating happiness through fun, magical experiences.

The word 'Disney' written in a playful, cursive, black font. The 'D' is large and stylized, and the letters are connected in a way that conveys a sense of fun and whimsy.

Fun and creative font

The word 'DISNEY' written in a formal, all-caps, serif font. The letters are widely spaced and have a classic, dignified appearance.

Elegant and dignified font





# Business Creation **STEP BY STEP**

## HOW TO CREATE A LOGO

RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE	BROWN	BLACK
Energetic, sexy, bold	Creative, friendly, youthful	Sunny, inventive, optimistic	Growth, organic, instructional	Professional, medical, tranquil,	Spiritual, wise, imaginative	Rural, historical, steady	Credible and powerful
