

*Somewhere?*

Entrepreneurs are a special breed. They feel an urge to do things differently and start something new. And while they must be willing to accept risk and failure, they have high hopes and ambitions for the growth journey ahead. It's their fuel.

These people find great motivation in being their own boss and the success that potentially awaits at the end of the rainbow. But entrepreneurs are also driven by the benefits they create for others and society at large. They are in the business of solving problems.

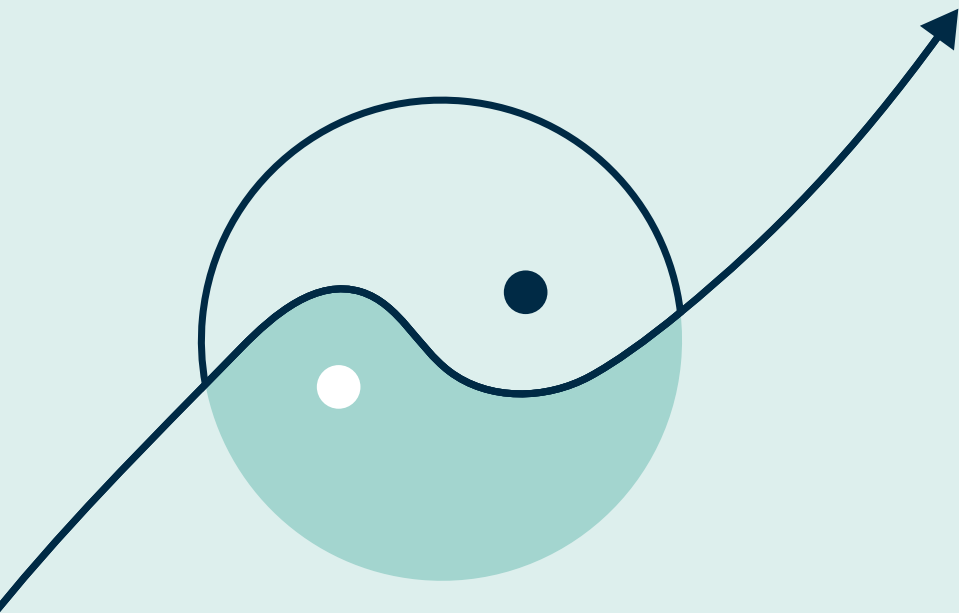
The journey is seldom easy and rarely happens overnight. So, entrepreneurs need to be short-term impatient but have a long-term view.

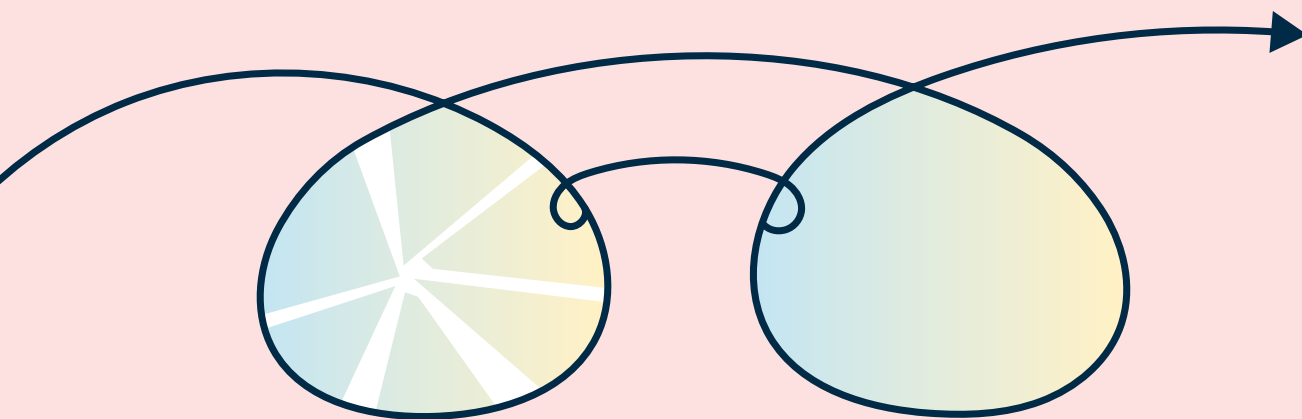
Our job is to support entrepreneurs and help them grow. So, we do our best to understand their needs and share the learnings we get from one business to another. This is what drives us.

Welcome to Danske Bank Growth-isms.

## *When climate changes, business changes.*

The green transition is a commercial opportunity for entrepreneurs to provide ideas that make it possible. Today's problems are not solved with yesterday's solutions.



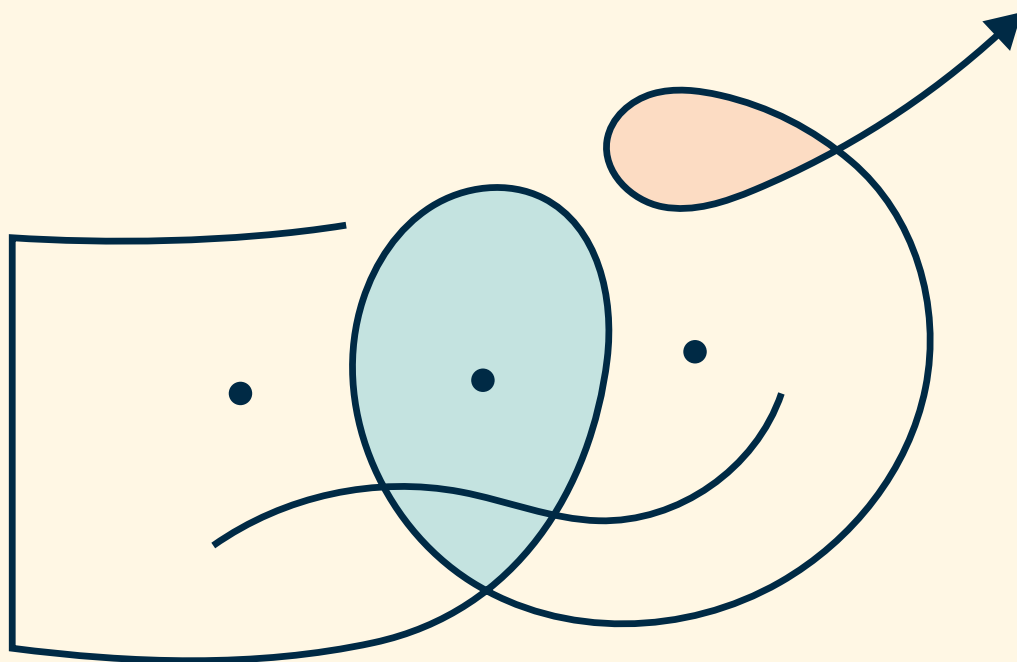


*Always look for trouble.*

If you're not fixing a problem, you will ultimately lose out. Luckily, the world is full of problems.

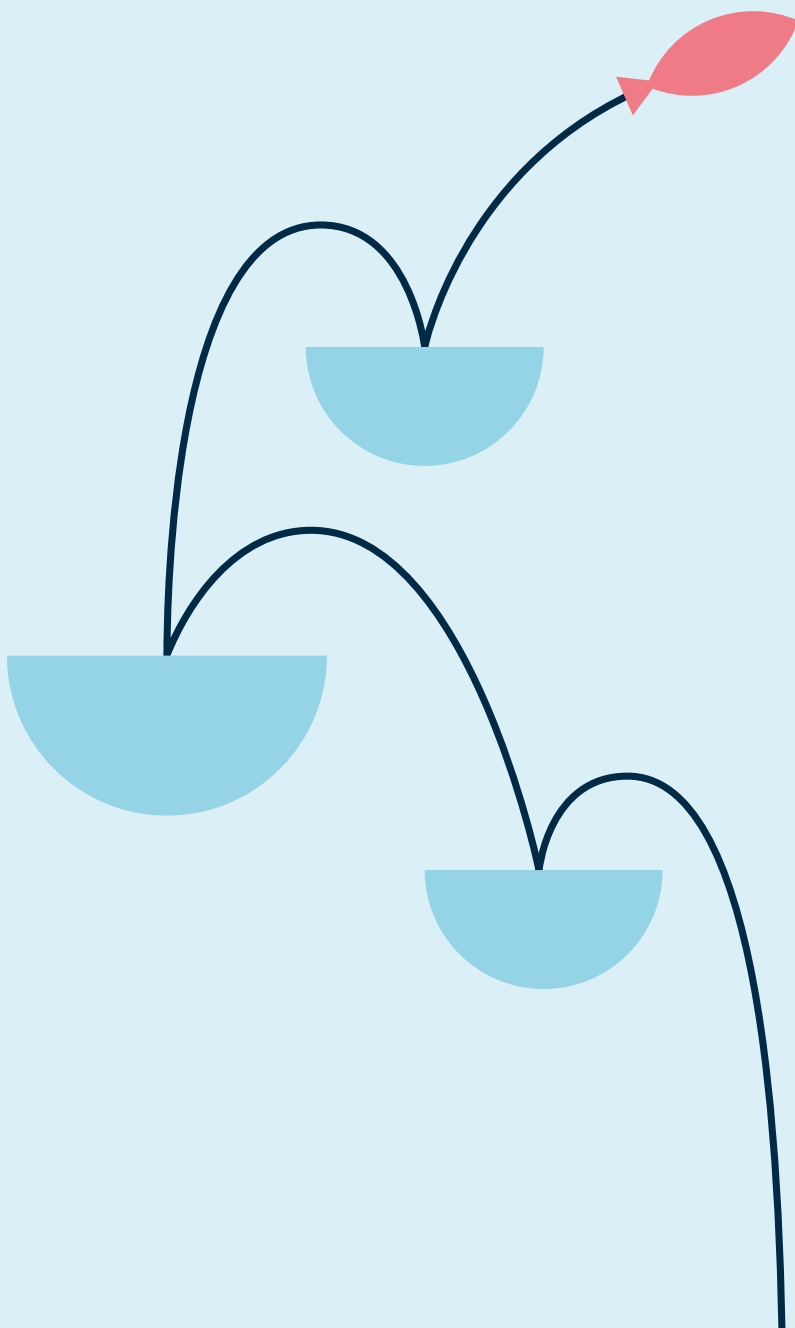
*Find comfort among those  
who agree with you  
– growth among those who don't.*

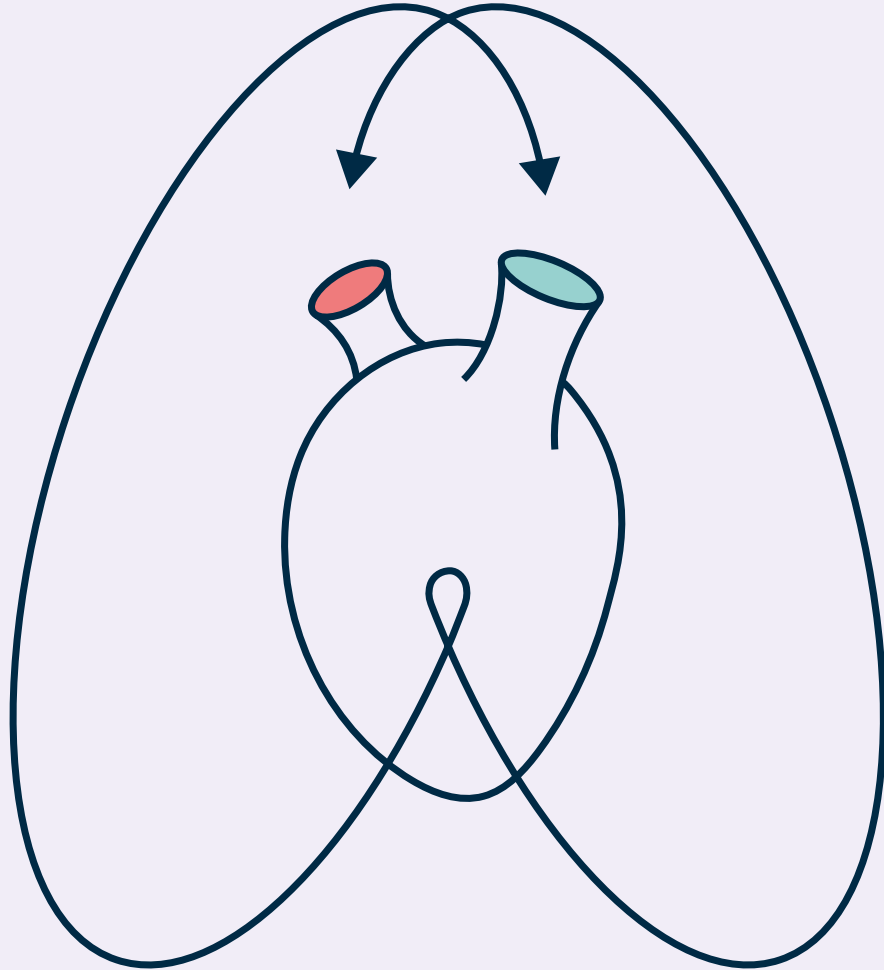
Studies show that diverse leadership teams drive performance. Diversity is not a buzzword – it's a growth word.



## *Be a salmon.*

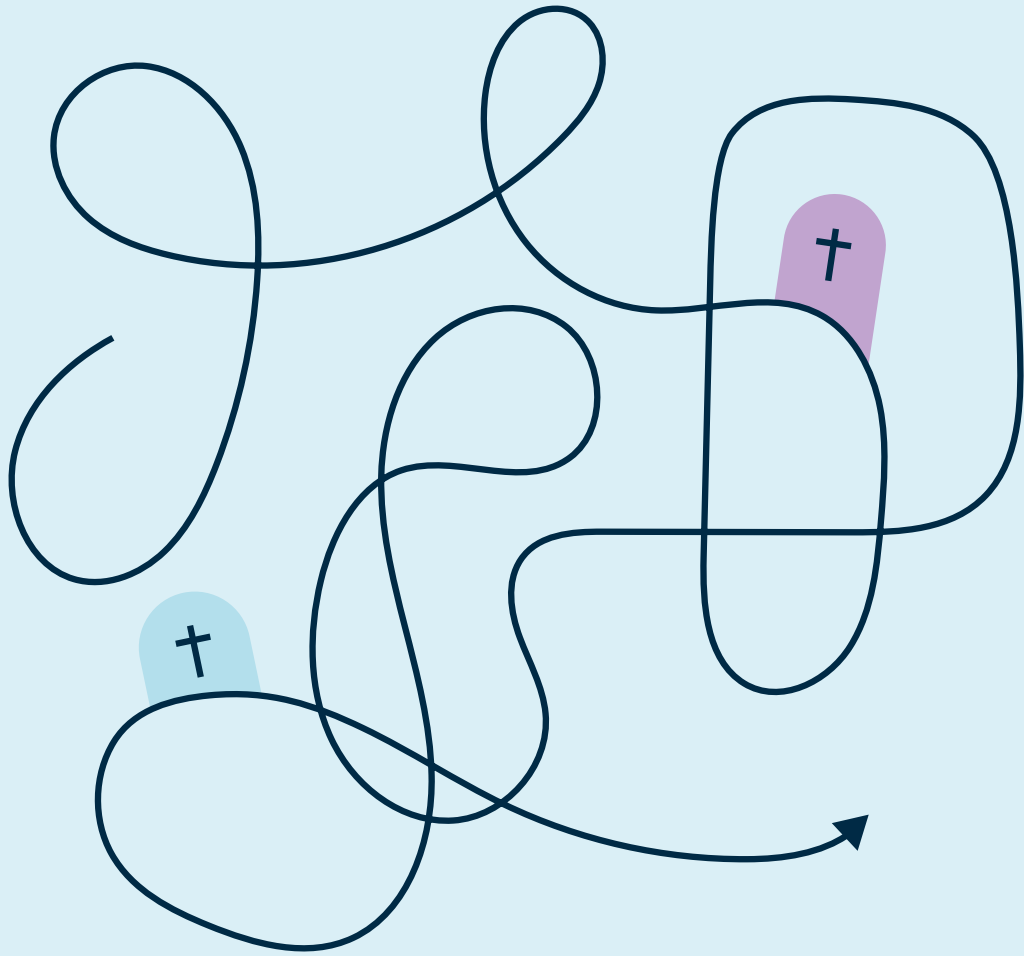
Going against the stream takes a certain kind of fish. Just keep moving forward, so you don't get caught.





## *Cash flow is king.*

38% of startups fail because of cash flow problems. Keep an eye on your liquidity and spend wisely.



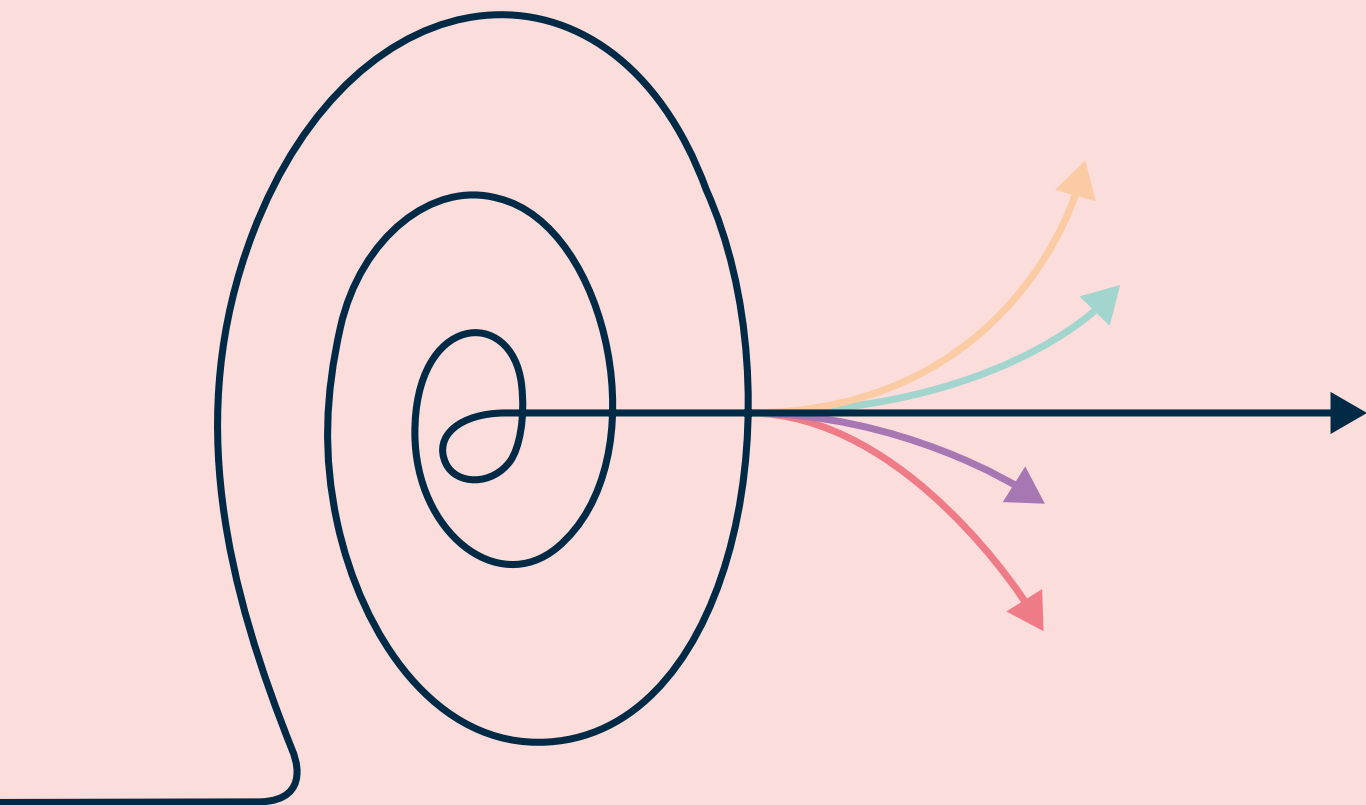
## *How to get lost on the way to the startup graveyard.*

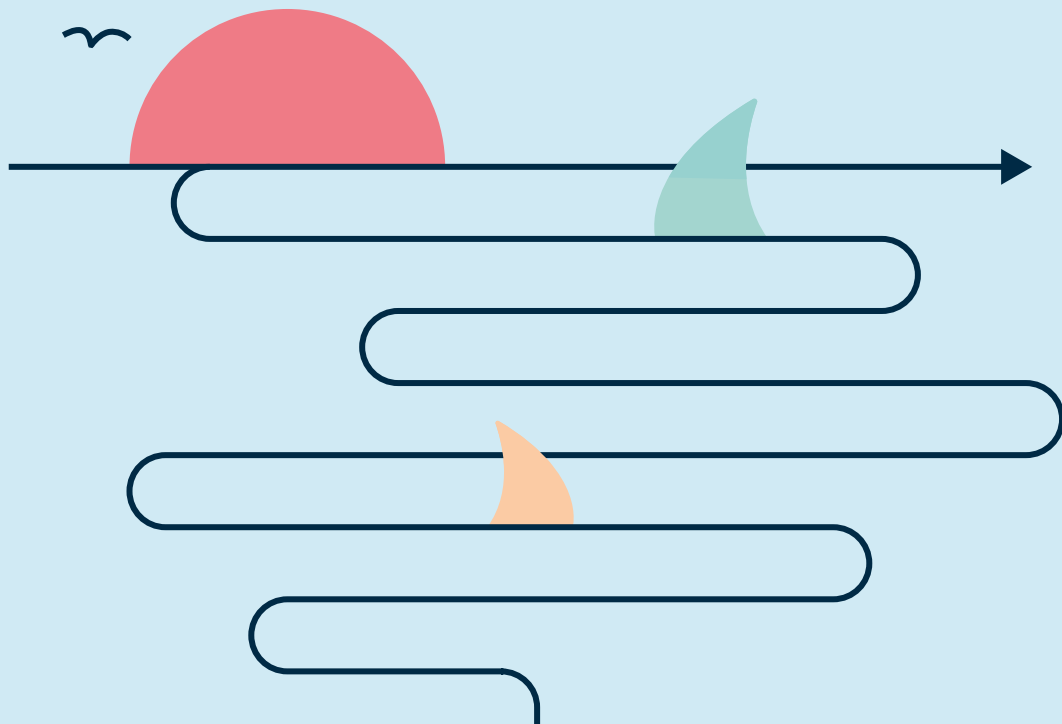
Losing your way is not always a bad thing. To escape the graveyard, make sure to set goals and partner with the right people. Get the timing right. Don't run out of money.



*Speed is relative.  
Direction is absolute.*

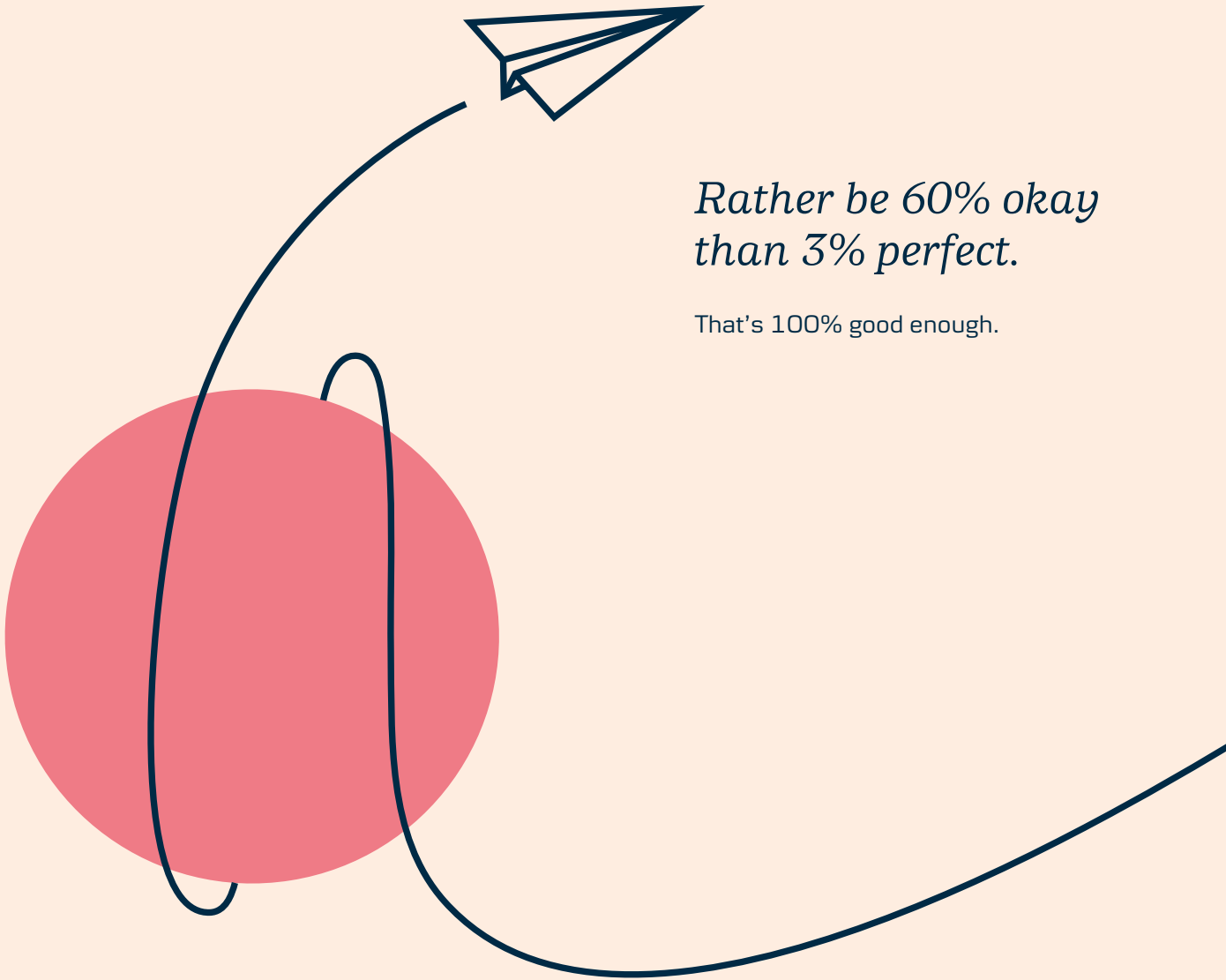
It's not just about how fast you go, but also where you're going. Sometimes you need to slow down to get there in time.





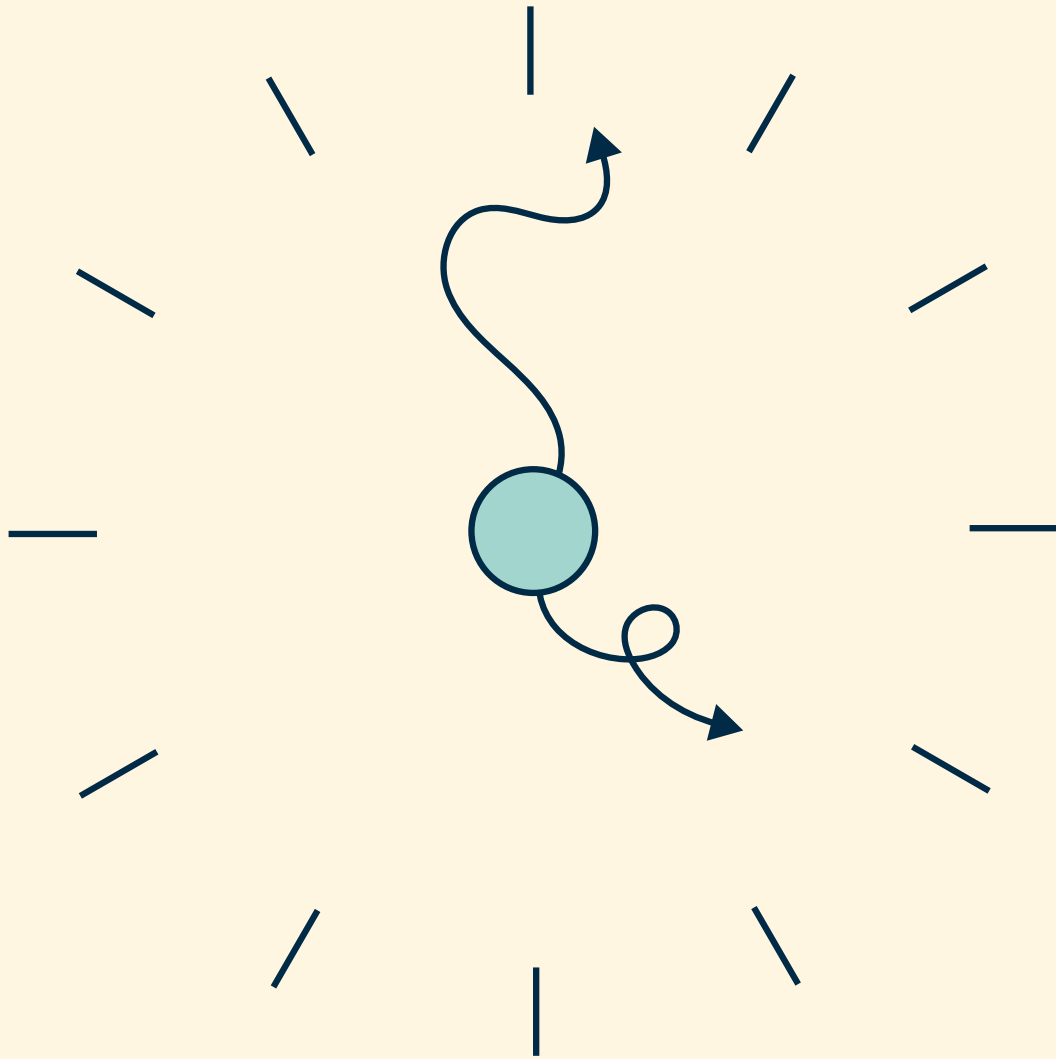
*What got you here,  
won't get you there.*

Scaling up a business takes a different mindset than starting one. You need other competences around the table and the courage to fire yourself as CEO.



*Rather be 60% okay  
than 3% perfect.*

That's 100% good enough.



## *Most overnight successes take a really long night.*

Experience shows that it takes around three years for a startup to become a scaleup and seven to nine years to reach an exit. So, don't stay up and wait for it to happen. word.

*Avoid hot air.*

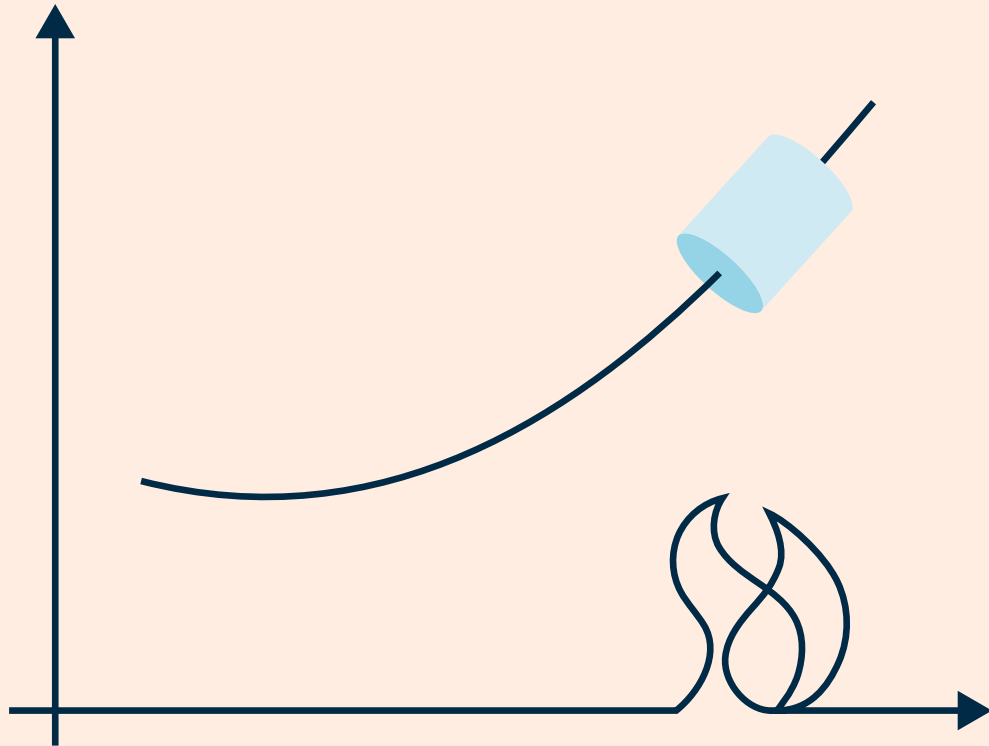
Reach for the sky but stay grounded.



*Best time to ask for money  
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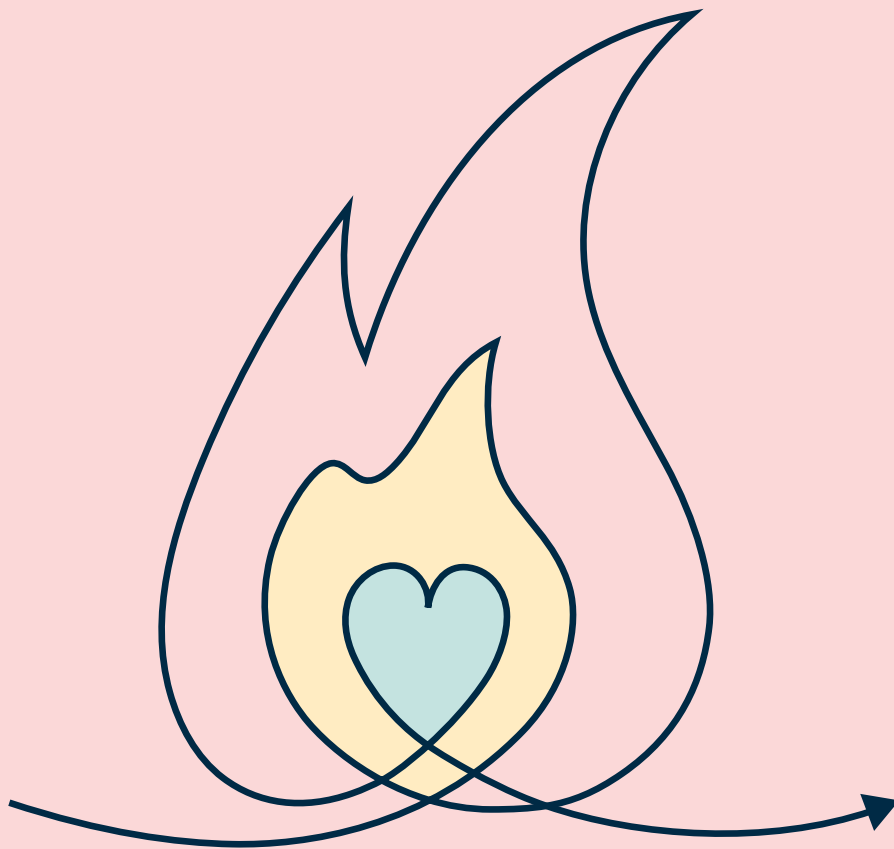


*Avoid getting hit by  
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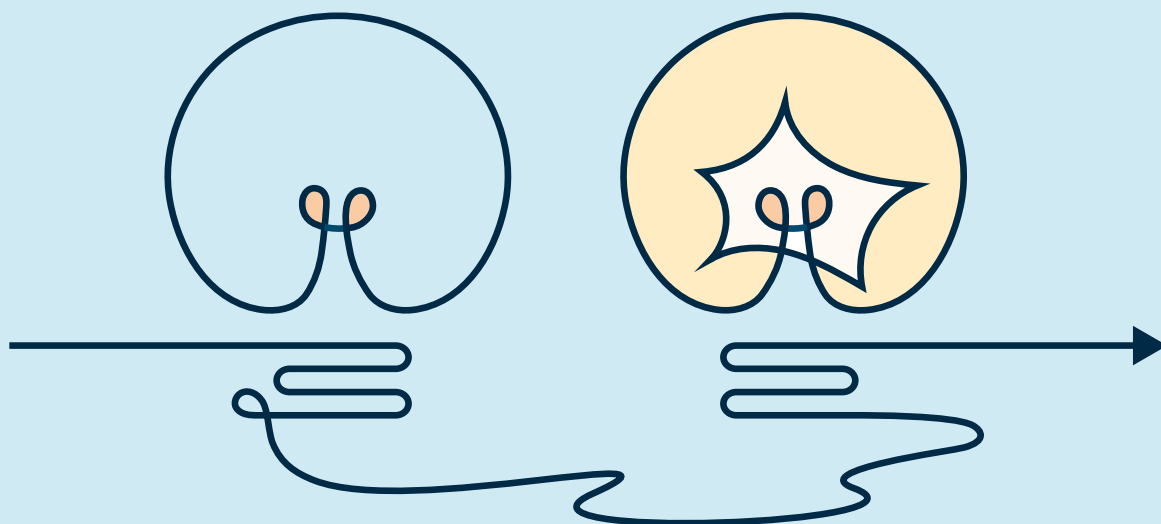
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Otherwise, you might get burned.

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Before you push the 'GO' button, make sure you get feedback from real customers who truly love your product. High-fives from your mum won't help you.





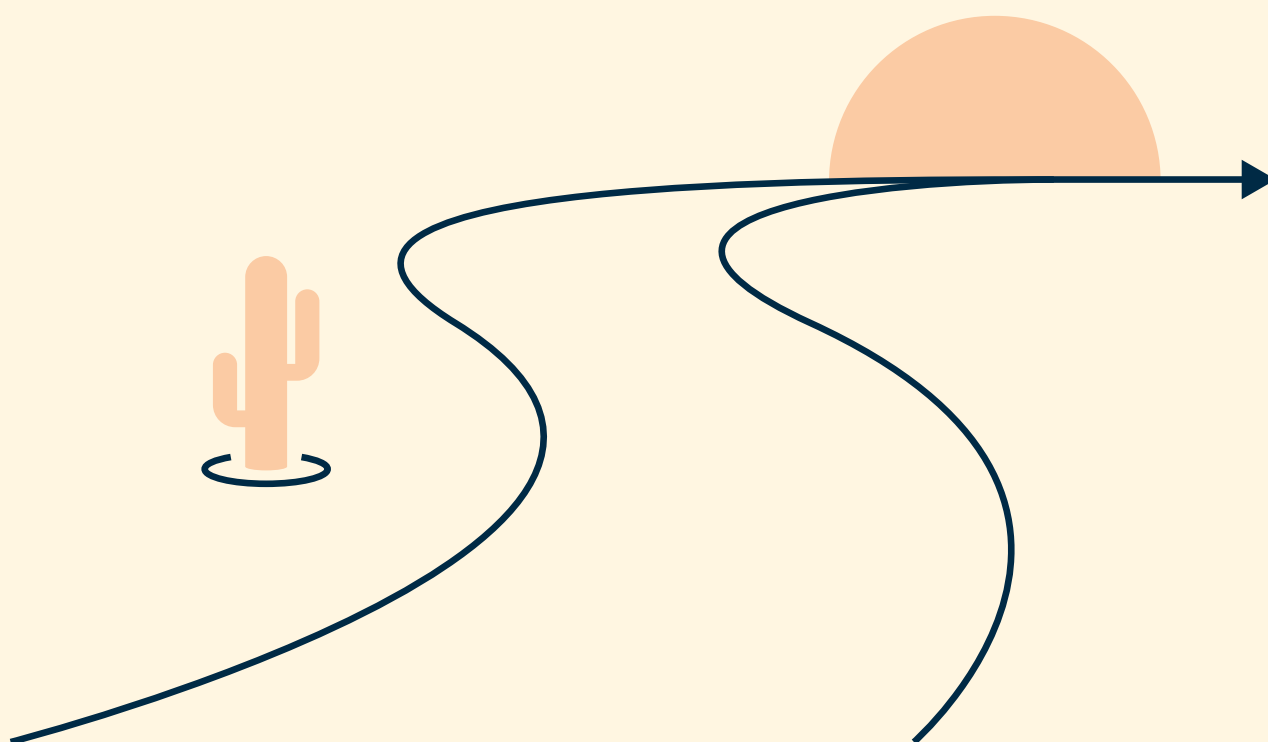


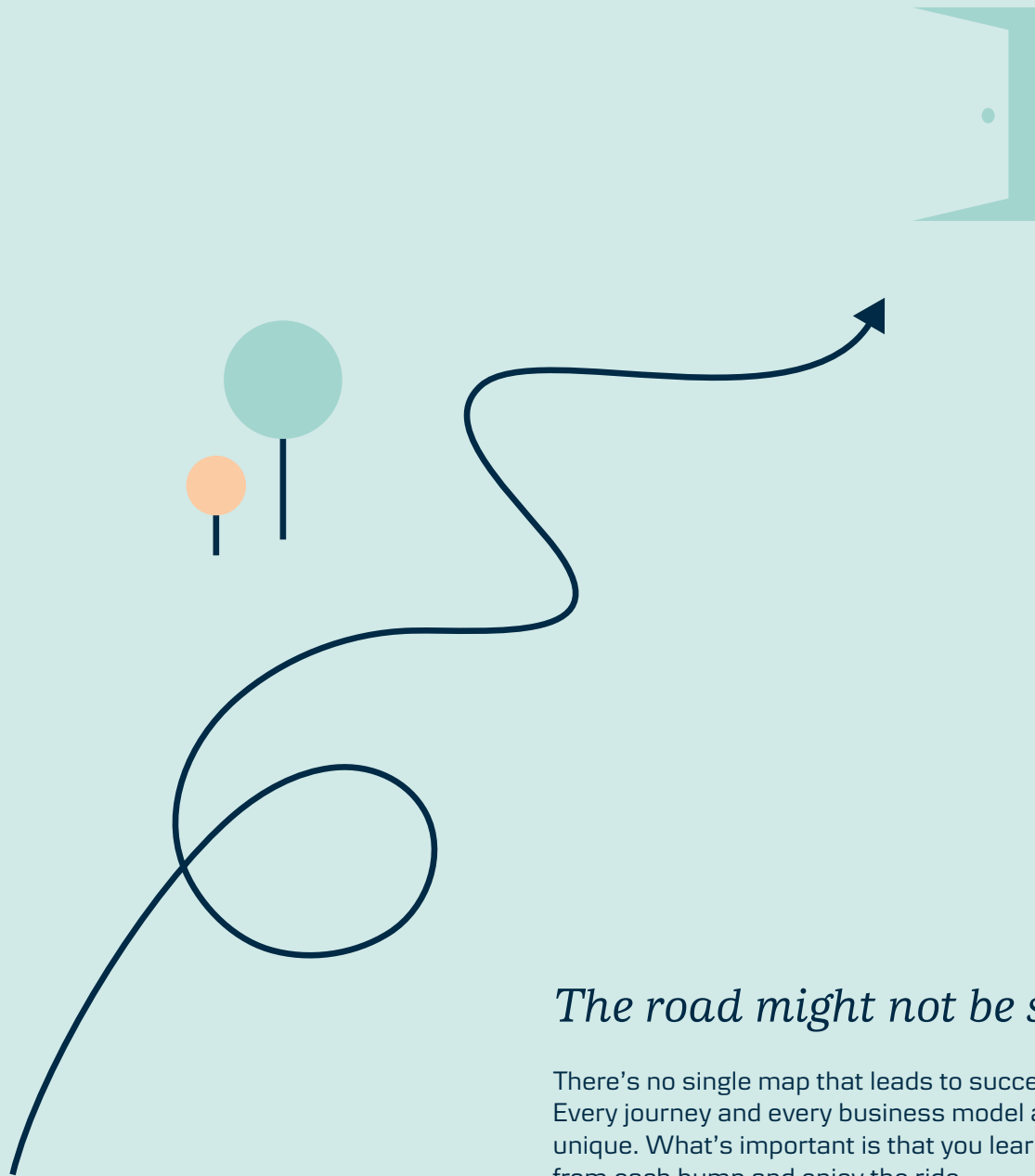
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Learn from others. Give something back.  
Sharing is growing.

*There are no traffic jams  
along the extra mile.*

Put in the extra effort to improve your skills and your offering. The road to the customers' hearts is all yours.

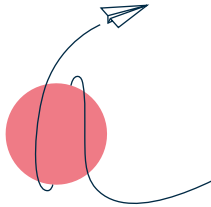




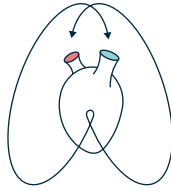
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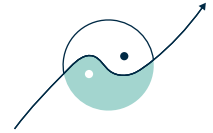


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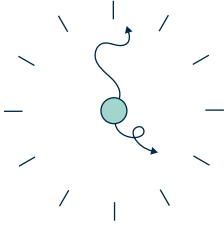
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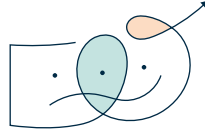
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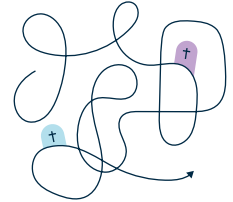
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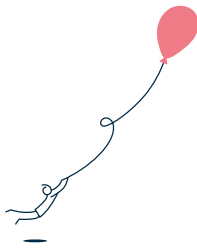


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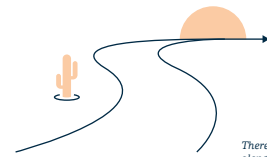


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# Danske Bank Growth-isms

Insights from venture backed companies.

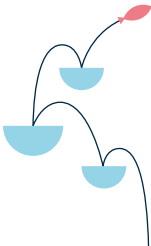


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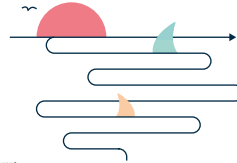
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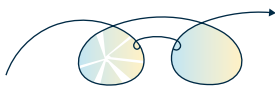
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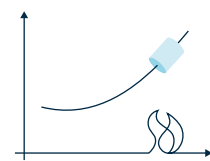
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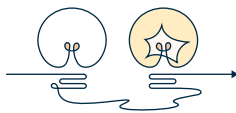
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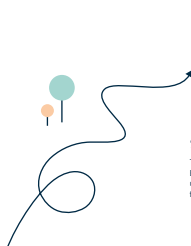
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