



Can a winning team scale  
in Denmark?



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# Pleo is a simple spending solution for companies



Company cards for employees

The laptop screen displays the Pleo app interface with the following data:

Merchant	Date	Amount	Category
Amazon	18 Aug 2016	200 \$	Software
Starbucks	12 Aug 2016	150 \$	Meals and drinks
Easy Park	11 Aug 2016	280 \$	Travel
Campaign Monitor.com	18 Aug 2016	255 \$	Software
Skype.com/gorbill	18 Aug 2016	29 \$	Phone and internet

The smartphone displays a Starbucks receipt for 200.00 kr, with a total of 200.00 kr and a balance of 0.00 kr.



Real-time spending overview



Automated expense reporting



Pleo team

2016: 14 employees, just 1 Dane

2017: 40 employees, 18 Danes

2018: 100 employees, ? Danes

2019: 250 employees, ? Danes





Can Pleo scale to 250 in Denmark?

How has Pleo scaled so far?

Hire Danes?

Hire Danes?



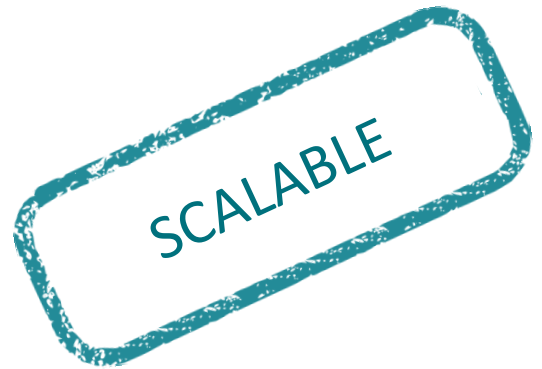
Hire foreigners based in Denmark?

Hire foreigners based in Denmark?



Hire foreigners remotely?

Hire foreigners remotely?





Hire foreigners to relocate to Denmark?

Hire foreigners to relocate to Denmark?





HOTEL →

← HOTEL

Denmark offers a crappy package deal!

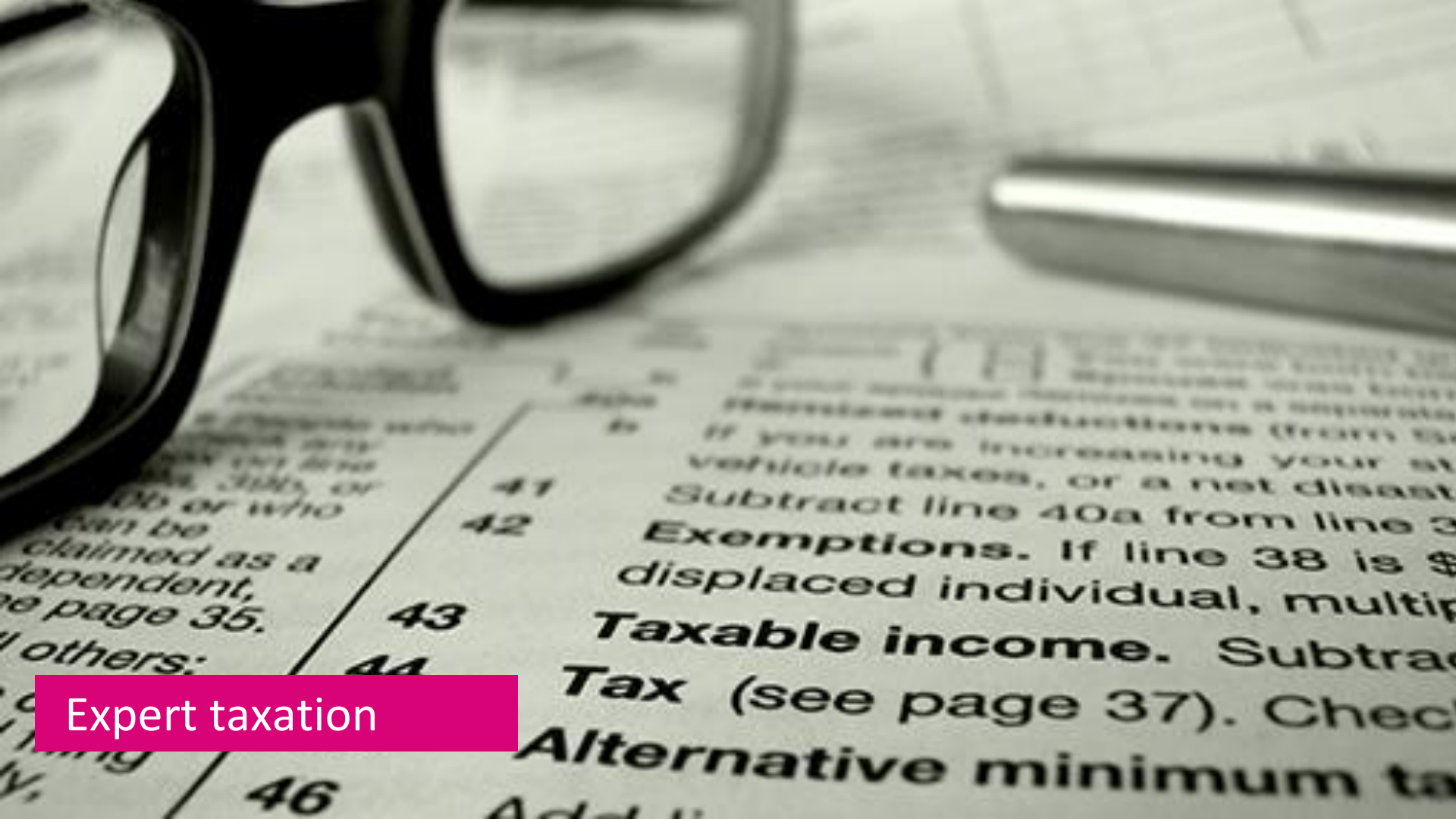
Got it! – there's a problem. Give me the solution



# Marketing of Copenhagen as a Tech-hub



Tech campuses and shared living



Expert taxation

# Thank you!

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