

Plamena is a female serial entrepreneur who runs [Codher](#). She started her first business when she was 17 in Bulgaria. Since then she has founded two companies in Denmark...



Why did you chose Denmark as the place to start your business?

I came here for education in 2010. I'm a tech person - I graduated with PBA in Web development.

I was not thinking about starting a business, but suddenly I came up with an idea in 2014; a digital agency that provides high quality web services, for low prices called PCMpire. I had to close it in 2015. Right after I came up with the idea of Codher.

I have never followed a business program and I had no information on starting a business in Denmark. I started working really hard on cracking the code to doing business in Denmark.

I attended A LOT of events. It was insane networking back then. I remember going to a networking-events from 9:00am – 8:00pm. I went to these to hear the stories of other

entrepreneurs, to figure out how to start a business and to meet people. They were always very helpful.

It was basically three months of networking, and I still do a lot of that. You know books can help you, but real life experience is more efficient.



Why did you stay here after you ended your education?

I got a job, but I found out it was not for me to sit in front of a PC making other peoples' dreams come true. So, I quit and started pursuing mine.



How did you handle starting a business in Denmark?

When I started I didn't know anything about the startup community which is huge in Denmark! I didn't even know what an incubator was!

I attended something called "Start Here" organized by municipality of Copenhagen which is a free event where entrepreneurs talk about their businesses. During one of these events I heard about incubators. Then I went to an incubator to get some knowledge about how to get in.

In 2015 I became part of an incubator, and I learned so much. I knew nothing about what I

was going into.

I met amazing people who shared same interests.

It's motivating and inspiring to see how fellow entrepreneurs are working hard in turning their idea into business, and the incubators have mentors who helps you out and shows you the way with consulting, mentoring and stuff like that - all for free!



Do you still speak to the people you met in the incubator?

Yeah, we're helping each other out still. When I joined back then all my team members were with tech background, I had no people with business knowledge. We teamed up with one of the Startups in the incubator that were doing consultancy. They were all graduates with business background, so our agreement was - they help us gain business insights, and we help them with development of their online platform.

Everyone is so helpful in the startup community, because all are on the same level; they just have an idea, they want to turn into reality. Even though some are growing faster and already making profits of their idea, they are still up for helping others out. They know what it is, and what you have to go through to achieve your goals.

It's really is amazing how close the startup community here is.



Was starting your business in Denmark easier or harder than expected?

I actually thought it would be much harder,

but there are so many resources and opened doors to reach to, and so many people ready to help you out, so it wasn't that hard for me.

I was afraid as I did not know anything about regulations and rules in regards to establishing a business in Denmark. I have learned a lot while being part of the incubator and also realized how important it is to have a team member who knows about rules as that makes the whole process so much easier and smoother.



Was anything in particular unexpected?

Everything! It was though amazing how simple it was to register a company in Denmark. Register online and you are ready to do business in few hours!



What was your biggest mistake?

Not having the right team behind me.

I have learned that the success of a Startup depends on the ability of the founder(s) to attract a great team around them.



How's your team now?

I have my dream team now!

They're all amazing! They all have knowledge they want to share and a passion for technology. We are together in a cause and I couldn't be more grateful for their dedication. It has been an amazing one year with these people.

Would you have done anything differently in hindsight?

I would definitely think twice, when forming the team. Am I having the right people? Are they as passionate about this idea as I am?

I would also have liked to do a better market research on the business. Lots are jumping into ideas without having a lead, sometimes this is a great if your idea is unique, but sometimes you need to dig a bit deeper.



Are you happy with having your business in Denmark?

Definitely – it's the best place! I have a company in Bulgaria, and now I'm running my 2nd business in Denmark and I find that it's much easier to get going with your idea here.

And Denmark is a great market – of course this depends on your idea – but it really is.

I enjoy my time in Denmark and I plan to stick around a bit longer, as we have great plans for Codher's future.



Why do you think your business is thriving in Denmark?

I think we established Codher at the right place and at the right time. Last year "Women in tech" was one of the most talk- about subjects and we realized there were no organizations in Denmark to support and inspire women to get into IT. Denmark is generally lacking women in technology! I think that's why we're doing well. It's all about the idea, the team and the right timing.

How would you advise an international wanting to start a business in Denmark?

I'm actually mentoring young entrepreneurs, and I always tell them one thing: Don't think, Act!

The more you think, the more doubts and fears you are bringing in, and at some point you give up because of all these thoughts in your head. JUST GO FOR IT!

Network a lot. Attend every single event that would help you developing your idea.

I actually met my co-founders at a networking event. I shared my idea during an event, they loved it and wanted to help me develop it. You never know whom you're going to meet at these events- you might meet your new Co-founder/Partner/Investor.

Also, get mentoring, build a team, but while doing so be careful – make sure these are people as excited about your idea as you are.

Join an incubator – in these shared offices there are entrepreneurs, sharing the same passion, going through the same challenges as you and ready to help you out.

THANKS SO MUCH,
PLAMENA!