

## **Annex 3 - Background information about Startup Denmark**

Startup Denmark is a start-up visa scheme by the Danish Government that allow entrepreneurs outside the EU and EEA to relocate and establish high-impact start-ups in Denmark. The program is co-led by the Ministry of Industry, Business and Financial Affairs and the Ministry of Immigration and Integration. Applicants apply through the submission of a business plan which is evaluated by an expert panel. If the expert panel approves the business plan, the applicant is eligible to apply for a residence and work permit as a self-employed entrepreneur at the Danish Agency for International Recruitment and Integration. The permit is granted for a period of up to two years with the possibility of extending the permit with three years at a time.

### **Target group**

Startup Denmark is for self-employed persons and the scheme allows non-EU and non-EEA citizens to submit a business plan as a single applicant or as a team consisting of up to three persons. Non-EU and non-EEA citizens have the opportunity to submit a business plan in collaboration with EU/EEA citizens. EU/EEA citizens do not need residence and work permits for Denmark due to the EU rules on free movement of labour. Startup Denmark is for innovative and scalable businesses with a significant growth potential. Certain businesses such as restaurants, retail shops, and smaller import/export enterprises are generally excluded from applying under the scheme.

### **Authorities and involved actors**

#### *The Startup Denmark Secretariat at the Danish Business Authority*

The Startup Denmark Secretariat at the Danish Business Authority (hereinafter *the secretariat*) is responsible for appointing and servicing the expert panel (the expert panel is described below), including screening of all applications before evaluation is carried out by the expert panel. Applications outside the target group, cf. above, incomplete applications and applications written in any other language than English will be rejected by the secretariat. The secretariat hosts the web portal [startupdenmark.info](http://startupdenmark.info) which encompasses an application module and information about the visa scheme.

#### *The Startup Denmark expert panel*

The expert panel is composed of approximately 20 experienced and independent business consultants. At the moment these are employees from the municipal business promotion centre's. The business consultants are divided into smaller expert groups when evaluating the business plans. In accordance with the Danish Aliens Act, each application must be evaluated by a minimum of three experts. The expert panel evaluates the business plans based on five criteria:

1. How innovative is the business model?
2. How attractive is the market?
3. How capable is the applicant or team?

4. How scalable is the business model?
5. Can this start-up be recommended for Startup Denmark?

Applications are given scores from 1 to 5 for each of the five evaluation criteria. For an application to be approved by the expert panel, it must obtain an average score of minimum 3.0 for all five criteria and at least 4.0 in the recommendation criteria. Each expert evaluates an application, whereupon the scores given by the experts will be added up, and the average of the scores make up the final scores.

*The Danish Agency for International Recruitment and Integration*

When an application is approved by the Startup Denmark expert panel, the entrepreneur(s) will be issued a personal letter of approval by the Startup Denmark secretariat, that they can use to apply for a residence and work permit at the Danish Agency for International Recruitment and Integration.