

Business Plan



The (planned) name of the company:

CodFleet

The entrepreneur's name:

Yash Hitesh Panchal

Contents

<i>Business Plan</i>	1
Background information	3
1. Business idea	4
2. Your skills	4
3. SWOT analysis	5
4. Products and services	6
5. For whom, and why?	7
6. How will I proceed?	7
7. Business environment	8
8. Sustainable development and corporate responsibility	9
9. Vision	10
10. Other considerations	10
11. My company	11

Background information

Industry: RegTech (Regulatory Technology) – Compliance Infrastructure for Workforce & Contractor Ecosystems
Company structure: Limited Liability Company (Osakeyhtiö, Oy)
Address: Selkämerenkuja 18 C49, 00180 Helsinki, Finland
Postal code: 00180
City/town: Helsinki
Year the company was founded: 2025
<p>Number of staff: 1 founder (full-time equivalent) at the start.</p> <p><i>The product is developed by the founder's core team based in India, working under structured collaboration and confidentiality agreements (e.g. NDAs). The team currently consists of five members covering design, frontend, backend, full-stack development, and market research.</i></p> <p><i>There are no employees in Finland at the initial stage. Building a local team in Finland is planned only after the validation phase and confirmed market demand.</i></p>
Website address: www.codfleet.eu www.codfleet.com www.codfleet.fi
Business ID: Pending — CodFleet Oy will be registered by advice of Advisor as we plan to apply for Start-up Grant
<p>Owners of the company and ownership shares as percentages:</p> <ol style="list-style-type: none"> Yash Hitesh Panchal — 100%

1. Business idea

Briefly describe your business idea. Imagine that this is the first time you are telling an outside audience what kind of business you are setting up. What does the company sell, who are its customers, and how do the sales take place? If your company has its own facilities, where are they located? Provide a concise, straightforward and accurate description. Please enter your text in the box below.

CodFleet addresses a clear structural gap in Finland's contractor and gig workforce market.

Companies increasingly rely on short-term and task-based independent contractors, but face practical problems related to documentation checks, insurance validation, regulatory compliance, and administrative overhead. At the same time, many freelancers struggle to access verified work opportunities due to unclear compliance requirements, fragmented processes, and lack of structured entry pathways.

CodFleet provides a digital, compliance-first marketplace that enables companies to engage verified independent contractors in a legally clear and transparent manner. The platform automates the validation of essential requirements such as business ID, insurance, permits, and work-right documentation. This reduces administrative burden while helping companies avoid misclassification and compliance risks.

Companies post task-based opportunities with defined requirements. Freelancers apply voluntarily, and once both parties agree on terms, the task proceeds without additional paperwork. Task details, documentation status, and payment records are visible through a central dashboard, improving transparency for all parties.

CodFleet also supports workforce development by integrating skill-up pathways. Freelancers can access training and certification programs through partner vocational institutions, enabling them to qualify for higher-value tasks. This creates a structured link between companies, freelancers, and education providers, supporting regional labour supply and skills availability.

In addition to B2B contractor engagement, CodFleet includes a consumer service section where individuals can request everyday services such as home maintenance or assistance. Only freelancers with the required documentation and certifications can offer these services.

CodFleet operates as a neutral digital marketplace with a subscription-based service fee model for companies and freelancers, scaled by usage. Payments are processed digitally, and compliance processes are centralised. The company operates from Helsinki and is designed to scale within Finland and the EU while remaining aligned with local labour and consumer regulations.

1. Your skills

Entrepreneurship is about believing in your own skills. What kind of educational and professional background (or similar experiences) do you have that will help you become an entrepreneur? If your skills are based on hobbies or other expertise, please write in your own words what makes you a competent entrepreneur in this industry. Do you have prior entrepreneurial experience, or have you completed entrepreneurship training? Please enter your text in the box below.

I have over five years of professional experience in talent acquisition, operational management, and project coordination across IT, manufacturing, and service industries. My background includes leading recruitment teams, managing end-to-end hiring processes, and working closely with both technical and non-technical stakeholders.

I have hands-on experience in sourcing, screening, and onboarding freelancers and employees at multiple levels, including senior and executive roles. Through this work, I have developed strong practical knowledge of contractor documentation, compliance requirements, insurance handling, and regulatory risk — particularly the challenges companies face when engaging external workforce in a compliant way.

Operationally, I have managed payroll coordination, invoice processing, vendor management, and HR policy documentation. I have also led large-scale operational projects, including a national election logistics deployment involving over 40,000 hardware units, which required strict planning, risk management, and cross-team coordination under regulatory constraints.

This combination of recruitment operations, compliance workflows, and execution-focused project management directly supports my ability to build CodFleet. CodFleet is designed to solve real, observed problems in contractor engagement by providing Finnish companies with a structured, legally compliant platform for accessing flexible workforce without employment misclassification risks.

I approach entrepreneurship in a disciplined and responsible manner, focusing on compliance, transparency, and long-term sustainability. I actively seek expert input where required and continuously develop my skills to ensure that CodFleet operates in line with Finnish and EU regulatory standards.

2. SWOT analysis

SWOT analysis allows you to examine the factors for success and risks in your business.

<p>The entrepreneur's strengths</p> <ul style="list-style-type: none"> • Strong understanding of regulated markets (labour law, compliance, payments) • Ability to design legally compliant platform architectures • High persistence and resilience in early-stage environments • Long-term commitment to building a structurally sustainable business 	<p>The entrepreneur's weaknesses</p> <ul style="list-style-type: none"> • Limited enterprise sales and institutional negotiation experience • Early-stage dependency on founder for strategy and execution • Need for stronger financial and governance structures as scale increases
<p>Market opportunities</p> <ul style="list-style-type: none"> • Increasing regulation of platform work creates demand for compliant solutions • Structural mismatch between labour supply and short-term workforce demand • Rising HR, legal, and administrative costs for companies • Strong alignment with public employment, tax, and compliance objectives 	<p>Market threats</p> <ul style="list-style-type: none"> • Competition from established staffing agencies • Slow adoption due to legal risk sensitivity of customers • Low trust caused by previous gig-economy abuses • Regulatory changes that may require model adjustments

3. Products and services

List your main products and/or services and their price (hourly rate, contract price, etc.); describe how they benefit your customers and whether you have any particular competitive advantage over other operators in the industry. Competitive advantage can come from, for example, up-to-date training, language skills, pricing, the novelty value of a product or a particular feature, etc. Please type the text in the boxes below.

Product/service 1: CodFleet Platform (B2B Contractor Marketplace)

Description

CodFleet is a digital compliance-first marketplace that enables companies to engage verified independent contractors for task-based and short-term work. The platform automates document verification, compliance checks, task workflows, and payment settlement, reducing administrative burden and legal risk for companies.

Price (VAT 0%)

Subscription-based service fee, scaled by company usage level:

€249 – €4,999 per month depending on task volume and spending tier.

Competitive advantage:

- Built specifically for Finnish and EU regulatory requirements
- Strong focus on contractor compliance and misclassification risk avoidance
- No employment-like control, no working-hour tracking
- Faster onboarding compared to traditional staffing or manual contractor handling

Product/service 2: Freelancer Access & Compliance Management (CodFleet)

Freelancers use CodFleet to access verified task opportunities and manage compliance documentation (business ID, insurance, permits, certifications) through a single platform. This lowers entry barriers and enables legal participation in the labour market.

Tier-based monthly service fee based on freelancer earnings:

Price of the product/service (VAT 0 %) : Tier-based monthly service fee based on freelancer earnings:

Price: 49.99 & 149.99

Competitive advantage:

- Centralised compliance handling

- Clear visibility of eligibility and requirements
- Access to verified companies only
- Reduced paperwork and administrative complexity

Product/service 3: CodGo Consumer Services Marketplace (B2C)

CodGo is a consumer-facing section of the platform where individuals can request everyday services such as home assistance, maintenance, or support tasks. Only freelancers who meet predefined compliance and safety requirements can offer services.

Price of the product/service (VAT 0 %)

Post-service transaction fee per completed task (paid after service delivery).

Competitive advantage:

- No advance payments or deposits
- Safety-gated access to home-entry services
- Transparent post-service payment model
- Clear separation between platform and service execution

Product/service 4: Skill-Up & Certification Pathways (Supporting Service)

CodFleet provides structured skill-up pathways by connecting freelancers with vocational institutions and training providers. This enables freelancers to obtain certifications and qualify for higher-value tasks.

Price of the product/service (VAT 0 %)

Free access to pathways; training costs paid directly to education providers.

Competitive advantage:

- Direct link between skills, certification, and work access
- Supports workforce development and labour supply
- Strengthens regional skills availability

4. For whom, and why?

Who is your customer? Is your service aimed at consumers (B2C) or businesses (B2B)? How will you reach your customers, and who would be your ideal customer? Please enter your text in the boxes below.

Customers:

CodFleet's primary customers are **Finnish SMEs and mid-sized companies** that use short-term contractors or freelancers for operational, blue-collar, and task-based work.

Secondary users are **independent freelancers and contractors** who seek verified work opportunities and a legally compliant way to offer their services.

CodFleet also includes a **consumer-facing segment (CodGo)** for private individuals requesting everyday services, but the core business focus is B2B.

Customers' purchase motives:

Companies choose CodFleet to:

- reduce legal and compliance risk when using freelancers
- simplify contractor verification (permits, insurance, documentation)
- avoid employment misclassification and administrative overhead
- access a flexible workforce without long-term commitments

Freelancers use CodFleet to:

- access verified companies and legitimate work opportunities
- manage compliance requirements in one place
- enter the Finnish labour market legally and safely

Customers' purchase criteria:

Companies evaluate CodFleet based on:

- compliance with Finnish and EU labour regulations
- transparency of contractor engagement
- ease of onboarding and administration
- predictable, usage-based pricing

Freelancers evaluate CodFleet based on:

- access to real, verified work opportunities
- clarity of requirements and eligibility
- fairness and transparency of platform rules

Customer risks:

- companies continuing with informal or manual contractor processes
- hesitation to adopt new platforms due to regulatory sensitivity
- freelancers lacking required documentation or permits

CodFleet addresses these risks by positioning itself as a **compliance-first, low-risk alternative** to traditional freelance platforms and informal contracting practices.

5. How will I proceed?

Sales and marketing

Defining your customer's needs. How do you make sales in practice? How do I reach my customers/target group? Will you conduct market research before starting your business? What marketing channels/tools are you planning to use? How will you handle marketing? Who will create your website and initial marketing materials? Are you planning to use social media marketing? What is your company's image/brand? Please enter your text in the box below.

Defining customer needs

CodFleet is designed to address workforce shortages, task fulfillment delays, and compliance risks faced by Finnish businesses operating in shift-based and route-based work. Rather than assuming customer needs, CodFleet's approach is to **validate these needs through structured employer discovery once the MVP is ready**.

The core customer needs identified through preliminary market research and regulatory analysis include reliable task fulfillment, legal clarity, and flexibility without increasing employer liability.

How sales will be conducted in practice

Sales are planned to follow a **pilot-first, validation-driven model**. Initial employer engagement is intentionally designed **not to begin with long-term contracts**, but with controlled task pilots that allow both parties to validate operational reliability and compliance alignment.

Business development activities will start with **structured discovery conversations**, followed by limited-scope pilots to test demand, workflows, and documentation before any scale-up.

Customer reach and target group engagement

Customers will be reached through a focused and targeted approach, including:

- Early-stage digital awareness and interest capture
- Direct outreach to selected companies for discovery discussions
- Professional networks and referral-based introductions

The emphasis is on **quality validation and relevance**, rather than mass-market acquisition.

Market research before and during launch

Market research is planned as a **continuous process embedded into the launch phase**, rather than a one-time activity. Planned research methods include:

- Structured employer discovery interviews
- Analysis of regional interest and inbound signals from awareness campaigns
- Data gathered from controlled task pilots once the platform is live

Insights from this research will directly inform service design, pricing logic, and regional rollout priorities.

Marketing channels and tools

Initial marketing will focus on low-risk, validation-oriented channels:

- CodFleet website for information, interest capture, and pilot onboarding
- Professional platforms such as LinkedIn
- Direct email communication with selected companies
- Case-based content developed after pilot outcomes

Paid advertising is planned only for **limited awareness testing**, not for immediate sales conversion.

Marketing management and materials

Marketing strategy, messaging, and content direction will be managed internally to ensure regulatory consistency and clarity. The website and initial materials are produced in-house, with selective external support used only when necessary.

Social media marketing

Social media is planned as a **supporting awareness channel**, not a primary sales tool. The focus is on professional platforms and regional visibility rather than aggressive lead generation.

Company image and brand

CodFleet is positioned as a **modern, compliance-first workforce coordination platform**. The brand emphasizes trust, transparency, legal clarity, and responsible execution, deliberately avoiding gig-economy narratives or growth-at-all-costs positioning.

Production and logistics

If you are selling goods, where will they come from, how will the logistics be handled, etc.?

CodFleet does not sell physical goods and does not manage physical logistics, vehicles, or equipment. Work is performed independently by freelancers at customer locations. CodFleet's role is limited to task coordination, compliance support, and workflow transparency.

Distribution network

Market entry and distribution network:

Market entry is planned to begin in Finland through a **phased and validation-led approach**:

- Early awareness and interest capture across selected regions
- Planned direct employer discovery discussions to validate operational needs
- Controlled task pilots following MVP and compliance readiness
- Gradual conversion into structured commercial relationships based on pilot outcomes

Services are designed to be distributed directly through the CodFleet platform. Strategic partnerships with educational institutions and workforce training providers are **planned** to support freelancer readiness, skills alignment, and future regional expansion.

Target market and target groups:

Primary target market

Finnish small and medium-sized enterprises operating in logistics, food service, facility services, and other subcontracted or task-based operations that require flexible workforce capacity while maintaining regulatory compliance.

Secondary target groups

- Larger operators and organizations seeking compliant, task-based workforce coordination without increasing employer liability
- Educational and training institutions collaborating to align skills development with real market demand and workforce preparedness

International expansion is **not part of the initial operating scope** and is considered only after successful validation, operational stability, and regulatory alignment within the Finnish market.

6. Business environment

Description of your business environment. Please enter your text in the boxes below.

CodFleet operates in the Finnish blue-collar labour and services market, where companies, freelancers, and institutions face a structural mismatch between labour supply and demand.

Finland simultaneously experiences:

- Open vacancies in essential blue-collar sectors (logistics, cleaning, care, facility services, seasonal work),
- Elevated unemployment, and

- Tightening labour, immigration, and compliance regulations.

The business environment is characterised by:

- Increasing regulatory scrutiny of platform work and subcontracting models,
- A strong national focus on combating the grey economy,
- Demographic pressure caused by population ageing,
- A growing dependency on legally compliant work-based immigration.

CodFleet positions itself as infrastructure, not as a staffing agency or employer, enabling legally compliant task-based work between independent professionals and companies.

Competitors. Who are your competitors?

CodFleet does not compete directly with one single category but operates at the intersection of several existing models:

1. Digital on-demand work platforms

Examples include platforms that offer rapid workforce access through apps, often positioning themselves as staffing or employer-of-record solutions.

Limitation: *These models typically involve employer responsibility, staffing classification, or blurred worker control, which increases legal exposure for companies and limits scalability under tightening regulation.*

2. Gig-economy delivery platforms

Courier-based platforms serving food and local commerce delivery.

Limitation: *They are usually **single-sector**, heavily regulated, and exposed to misclassification, account-rental, and platform-work scrutiny.*

3. Traditional staffing and recruitment agencies

Established operators providing temporary or leased labour.

Limitation: *High overhead, slower processes, limited flexibility, and increasing cost pressure for SMEs.*

4. Informal and grey-market arrangements

Cash-based or undocumented work common in cleaning, logistics, and household services.

Limitation: *High legal risk, reputational exposure, and incompatibility with Finland's compliance culture.*

CodFleet does not replicate these models and is not designed to replace them directly.

Competitive environment. The most important question is, how will you differentiate yourself from other operators in the same industry?

CodFleet differentiates itself through **structural positioning**, not price competition.

Key differentiation points:

1. Compliance-first architecture

- CodFleet is built to operate within Finnish labour law, immigration rules, tax transparency, and EU platform-work direction.
- The platform does **not** act as employer, supervisor, or staffing intermediary.

2. Marketplace, not manpower

- Independent professionals operate under their own legal status.
- CodFleet provides verification, documentation, and task-matching infrastructure only.

3. Audit-ready design

- Clear task records, invoicing trails, and documentation suitable for corporate audits and public scrutiny.

4. Sector focus aligned with national demand

- Blue-collar sectors identified as persistently hard to fill (logistics, cleaning, care support, facility services, seasonal work).

5. Risk reduction for companies

- CodFleet reduces exposure to misclassification, undocumented work, and compliance failures.

6. Scalable across sectors

- Unlike vertical-locked platforms, CodFleet supports multiple blue-collar categories under one compliant system.

Other external parties and partners that are important to your company (e.g. subcontractors)

CodFleet's ecosystem depends on cooperation with several external actors:

● Educational institutions

Vocational schools, universities of applied sciences, and training centres supporting skills-to-work pathways.

● Independent professionals / freelancers

Legally registered individuals operating as independent service providers.

- **Corporate clients (SMEs and larger firms)**
Especially in logistics, facility services, cleaning, and support functions.
- **Public sector & institutions (indirect)**
Through alignment with employment, integration, and labour-market policy objectives.
- **Payment service providers & invoicing infrastructure**
Ensuring compliant, transparent financial flows.

CodFleet deliberately avoids dependency on labour subcontractors or staffing chains.

Risks in your business environment. Are there any foreseeable changes in the business environment or major megatrends that could change purchasing behaviour?

Regulatory and policy risk

- Ongoing reforms related to platform work, immigration rules, and labour protection.
- CodFleet mitigates this by designing its model to avoid employer control and staffing characteristics from the outset.

Economic cycles

- Vacancy volumes fluctuate with economic conditions.
- CodFleet mitigates this through multi-sector coverage rather than reliance on a single industry.

Market misunderstanding

- Risk that CodFleet is incorrectly perceived as a staffing agency or gig platform.
- Addressed through clear positioning, contractual structure, and public-facing communication.

Labour supply constraints

- Skills gaps and language barriers can limit immediate availability.
- CodFleet addresses this through partnerships with education and training institutions rather than lowering standards.

Public trust and reputation

- High sensitivity in Finland around worker protection and household services.
- CodFleet mitigates this through verification, documentation, and transparent operations.

Megatrends affecting purchasing behaviour

Several long-term trends directly support CodFleet's relevance:

- **Population ageing** → increasing demand for services and support roles.
- **Compliance tightening** → companies seek legally safe alternatives to informal work.
- **Digitalisation of work procurement** → preference for structured platforms over ad-hoc hiring.
- **Labour migration governance** → need for documented, lawful work pathways.
- **Grey economy reduction efforts** → push towards tax-visible, auditable transactions.

These trends indicate that demand will shift **away from informal and high-risk models** toward structured, compliance-first solutions.

CodFleet operates in a regulated, compliance-driven Finnish labour environment and differentiates itself by providing infrastructure for legal, task-based blue-collar work—reducing risk for companies, improving access for independent professionals, and aligning with national labour and integration objectives.

7. Sustainable development and corporate responsibility

Sustainable development refers to development that gives equal consideration to the environment, the economy and human beings, and ensures the possibility for present and future generations to live good lives. Businesses also have a moral responsibility to operate sustainably. Sustainable business practices, also known as corporate responsibility, mean that your company takes into account the ecological, economic and social impacts of its activities.

Sustainable business practices can create new business opportunities, generate cost savings and competitive advantages, and affect factors such as access to and the terms of financing. Companies that operate in genuinely sustainable ways are respected.

Corporate responsibility requires planning, systematic monitoring, operational assessment, continuous development and reporting. Think about how you will consider and implement the following elements of corporate responsibility in your company's operations and processes. Please enter your text in the boxes below.

i) Environmental responsibility (e.g., climate change mitigation, sustainable use of natural resources, utilising recycling/the circular economy, responsibility for the environmental impact of the full life cycle of a product or service, monitoring and reporting)

CodFleet operates as a fully digital platform with no physical production or logistics. The environmental impact of the business is therefore limited and actively managed.

- All services are delivered digitally, reducing the need for physical infrastructure, travel, and paper-based processes.
- Cloud-based systems are used to minimise hardware dependency and enable efficient resource use.
- Administrative processes such as invoicing, documentation, and reporting are fully electronic.
- Environmental responsibility is monitored by tracking digital infrastructure usage and avoiding unnecessary physical operations as the company scales.

As the company grows, environmental impact will continue to be reviewed, especially in relation to infrastructure choices and partner selection.

ii) Social responsibility (e.g., staff training; occupational safety; employee well-being; equality in the workplace; working conditions in supply chains; the principle of equal opportunity; human rights issues, such as child labour; monitoring and reporting)

Social responsibility is a core element of CodFleet's business model, as the platform operates at the intersection of companies, independent contractors, and consumers.

- CodFleet promotes fair and transparent cooperation between companies and freelancers by enforcing clear task descriptions, voluntary participation, and documented agreements.
- Occupational safety responsibilities are clearly separated and communicated, ensuring that companies and consumers provide safe environments and that freelancers are informed of risks before accepting tasks.
- The platform does not monitor working hours, performance, or behaviour in an employer-like manner, protecting individual autonomy and privacy.
- Equality and non-discrimination are supported through neutral access rules, clear eligibility criteria, and the prohibition of discriminatory task requirements.
- Data protection and privacy are handled in accordance with GDPR and the Finnish Working Life Privacy Act, with strict data minimisation and access controls.

CodFleet's social responsibility is embedded directly into platform rules, rather than handled as a separate policy.

iii) Economic responsibility (e.g., profitability, competitiveness, preventing corruption, generating well-being for stakeholders, monitoring and reporting)

Economic responsibility is essential for long-term sustainability and credibility.

- CodFleet operates with a transparent revenue model based on service fees, without handling client funds directly, ensuring financial clarity and regulatory compliance.
- The platform supports legal contractor engagement, helping companies reduce compliance risks and improve cost predictability.
- Anti-fraud measures, identity verification, and audit-ready documentation protect all parties and support trust in the marketplace.

- Profitability, cost control, and responsible growth are prioritised to ensure the company remains financially stable without relying on unsustainable practices.
- Corruption, hidden fees, and misleading practices are actively avoided through clear pricing, documented processes, and traceable transactions.

Economic responsibility is monitored through regular financial reviews, compliance checks, and risk assessments aligned with Finnish regulations.

8. Vision

A long-term vision for your company. For example, how do you see your business in the next three to five years? Please enter your text in the boxes below.

Describe the future outlook (e.g., technology, competition) and direction of development in your industry. And does your company perhaps have plans to internationalise in the future?

Over the next three to five years, CodFleet aims to become a **trusted, compliance-first workforce infrastructure platform** in Finland, starting with blue-collar and operational roles and gradually expanding into adjacent task-based work categories.

In the short term, the focus is on **building a stable and profitable core operation** in Finland by proving that compliant freelancer engagement can scale sustainably without regulatory risk. CodFleet's priority is not rapid expansion, but **operational reliability, strong unit economics, and long-term trust with companies, freelancers, and institutions.**

In the medium term (3–5 years), CodFleet is expected to:

- Serve a **significant number of recurring business clients** across logistics, warehousing, retail support, facilities, and operational services
- Operate with **predictable cash flow and a diversified client base**, reducing dependency on any single platform or company
- Act as a **bridge between freelancers, companies, and public institutions**, supporting workforce participation, legal clarity, and skills alignment

Long-term, CodFleet is positioned to function as **infrastructure**, not just a marketplace — enabling compliant workforce access for companies while protecting freelancer autonomy and legal status.

Industry outlook, technology, and competition

The workforce and platform economy is undergoing structural change. Across Finland and the EU, there is increasing scrutiny on:

- Misclassification of workers
- Platform control and algorithmic management
- Tax, social security, and pension compliance

At the same time, companies continue to face:

- Labour shortages in operational roles
- Rising compliance costs
- Difficulty sourcing short-term or flexible labour without legal risk

This creates a clear opportunity for **compliance-first, transparent platforms**.

Technologically, CodFleet will continue to develop:

- Automated onboarding and verification
- Clear task definitions and contractual boundaries
- Data-driven matching that supports efficiency without exerting employer-like control

Competition in this space exists, but many platforms struggle to adapt to tightening regulation. CodFleet differentiates itself by **designing the business model around legal clarity from the start**, rather than retrofitting compliance later.

Internationalisation outlook

CodFleet's primary focus for the initial years is **Finland**, due to:

- A clear regulatory framework
- Strong institutional structures
- An urgent need for compliant workforce solutions

International expansion is considered a **future option**, not a short-term requirement. Any expansion beyond Finland would be:

- Gradual
- Regulation-driven
- Focused on countries with similar labour and compliance environments

Rather than rapid geographic expansion, CodFleet's strategy is to **build a model that can be replicated**, once it is fully validated and stable in its initial market.

CodFleet is building a long-term, compliance-first workforce platform that prioritises sustainability, legal clarity, and operational discipline over rapid but fragile growth.

9. Other considerations

Permits and notifications:

CodFleet operates as a digital marketplace and commercial agent and does not perform regulated professional work itself. Based on the current business model, no sector-specific operating permits are required at the company level.

The company ensures compliance by:

- registering the business correctly in Finland
- meeting standard tax, accounting, and reporting obligations
- complying with GDPR and Finnish data protection requirements
- using licensed third-party payment service providers for all payment processing

If regulatory requirements change or new activities are added, the need for permits or notifications will be reviewed before implementation.

Insurance policies and contracts:

CodFleet maintains insurance coverage appropriate to its role as a platform operator.

- General business liability insurance
- Cyber and data protection insurance

Freelancers and companies are responsible for maintaining their own insurance coverage relevant to the tasks they perform or commission. CodFleet verifies insurance documentation where required for access to certain task categories but does not provide insurance for task execution.

Contractual relationships are governed through:

- platform terms of service
- independent contractor agreements
- consumer service terms (CodGo)
- data processing and privacy agreements

All contracts clearly define responsibilities and limit CodFleet's liability to its role as a marketplace.

Immaterial rights:

CodFleet owns the intellectual property related to:

- the platform software
- user interfaces and system architecture
- branding, trademarks, and digital content

Users retain ownership of their own content and documents submitted to the platform, subject to platform usage rights necessary for service delivery and compliance.

No transfer of intellectual property occurs between freelancers, companies, and CodFleet unless explicitly agreed in writing.

Entrepreneurial support network. Do you have mentors, entrepreneurial friends, etc., in your immediate circle from whom you can get help if needed?

At the moment, I do not have an active formal mentor relationship. However, I have previously participated in mentorship programs and worked closely with experienced professionals in earlier roles, which has shaped my approach to building structured and compliant businesses.

Currently, I actively leverage AI-based tools to support strategic thinking, framework development, and decision validation, which helps maintain momentum and discipline in the early stages. In addition, I have a small circle of entrepreneurial peers with whom I hold regular weekly discussions focused on problem-solving, idea validation, and progress review.

I am also working closely with a dedicated technical team, collaborating continuously to translate the business vision and compliance requirements into a functional prototype. As the company grows, I am open to engaging formal mentors and advisors where it adds clear value to execution and governance.

10. My company

What kind of company are you starting? What is its name, and where does it come from? Have you already thought about your company structure? What kind of domain will you reserve for your website? Do you need business facilities, or have you already found them? Do you need employees? Have you already assessed your insurance policy and accounting needs?

Here, you can also consider and verbally explain your financing needs for the start-up phase of your company, what equipment you may already have at your disposal or that you own, and what your main investment needs are to get your business up and running. Your own estimate of how long it will take to achieve a profitable business. Please enter your text in the box below.

1. What kind of company am I starting?

I am starting **CodFleet Oy**, a Finnish limited company (Oy) operating in **RegTech (Regulatory Technology)**. CodFleet focuses on building compliance infrastructure for workforce and contractor ecosystems.

The company is based on my direct observation of structural gaps in how task-based and contractor work is coordinated and verified in a legally compliant way. CodFleet is designed as a **digital marketplace and compliance platform**, not as an employer, enabling transparent interaction between companies and independent contractors.

The company has been structured from the beginning to support future scalability, partnerships, and institutional collaboration.

2. Business model and operations

CodFleet operates as a digital platform providing compliance-first access, verification, and coordination mechanisms for workforce engagement, in line with Finnish and EU regulations.

The business follows a **remote-first model**. No dedicated office space is required at launch. Operations are managed from a home office, and all services are delivered digitally or through direct client interaction where necessary.

The company does not require specialised physical infrastructure. I already own the essential IT equipment, which keeps initial capital requirements low.

3. Team, employment, and external resources

In the initial phase, CodFleet operates with a lean structure:

- Founder-led execution
- Contract-based technical and operational support as needed

No permanent hires are planned at the start. Hiring decisions will be made gradually once revenue and operational demand justify expansion.

4. Insurance, accounting, and compliance readiness

Accounting, statutory insurance, and regulatory obligations are planned and managed in accordance with Finnish requirements. These functions are designed to scale proportionally with business activity.

Compliance-by-design is a core principle, reflected in both the product architecture and operational decision-making.

5. Financing and investment approach

The start-up phase is supported through:

- Founder's own investment
- Potential strategic investors (non-binding)
- Public support instruments and grants, where applicable

The MVP development is already financially secured through founder resources. External funding, if used, will support market entry and scaling after validation.

6. Profitability outlook

CodFleet is designed with a lean cost structure, targeting profitability within approximately 12 months of active operations. This is enabled by low fixed costs, founder-led execution, platform scalability, and phased growth.

7. Strategic positioning

My long-term objective is to establish CodFleet as a foundational compliance layer for workforce and contractor engagement. The initial focus remains on controlled execution, regulatory alignment, and sustainable business fundamentals before expansion.

Logos:



© Copyright Business Helsinki