Who we are & What we do
Quick facts

- Tailored staffing solutions within the Healthcare Industry
- Temporary, permanent, and contract staffing options
- Executive search and recruitment
- Annual turnover of 8,6 million Euro
- 90% of our business come from public procurement
Pros and Cons of Public Procurement for Startups
The Pros

1. **Revenue Stream**: Public procurement contracts can provide a stable and significant source of revenue for startups, helping them establish a consistent cash flow.

2. **Credibility**: Winning government contracts can enhance a startup's credibility and reputation, making it more attractive to other potential clients and investors.

3. **Market Access**: Government contracts can open new markets and industries that may have been difficult for startups to enter otherwise.

4. **Long-term Relationships**: Successful public procurement contracts can lead to long-term relationships with government agencies, potentially resulting in repeat business.

5. **Learning Opportunities**: Engaging in public procurement allows startups to learn about complex procurement processes and gain valuable experience for future endeavors.
The Cons

1. **Complexity**: Public procurement processes are often complex and time-consuming, which can be challenging for startups with limited resources and experience.

2. **Regulatory Burden**: Government contracts come with strict regulations and compliance requirements that can be burdensome for startups.

3. **Upfront Costs**: Startups may need to invest in compliance measures, certifications, and documentation to meet government procurement requirements.

4. **Resource Intensive**: Participating in public procurement can divert significant resources from other aspects of a startup's operation.

5. **Limited Innovation**: Public procurement may prioritize low-cost solutions over innovative and cutting-edge offerings, potentially limiting the startup's ability to showcase its unique value.

6. **Bureaucracy**: Dealing with government agencies often involves navigating bureaucratic hurdles, leading to potential delays and frustrations.
Let’s get real
How we do it at Mediate...

- Time Management: we always start too late
- High entry barriers: we struggle to meet requirements or compliance standards
- Complex paperwork and legal requirements: kills my spirit
- One tiny mistake and over night we lost 17% of our business

But...
- Practice makes perfect
- Just won one big contract
Conclusion
In conclusion

- Can offer valuable opportunities for startups
- It also presents challenges that require careful consideration and preparation
- Startups must weigh the potential benefits against the resource-intensive and regulatory burdens they may encounter when pursuing government contracts
Thank you!