

Betao Group

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Portail Auto-Entrepreneur's Proposals for Administrative Simplification

Stockholm, Friday, February 21st, 2024



On November 15th, 2023, the French Ministry of Economy initiated nationwide consultation to simplify the day-to-day lives of auto-entrepreneurs. Following that initiative, Portail Auto-Entrepreneur filed a report to the Ministry with the goal to go further in the simplification process and offer concrete solutions.

Portail Auto-Entrepreneur, a Legitimate Player Advocating for Entrepreneurs' Needs

With 10+ years of experience, and 500K "auto-entrepreneurs" supported, the opportunity to submit this project to the Ministry of Economy was a historical moment in "auto-enterprise."

With a team of nearly 40 “auto-entrepreneurship” expert advisors, we are in daily contact with entrepreneurs. We address their questions and guide them at every stage of their entrepreneurial journey. Our presence also extends to an online community of 80K+ members on social media platforms, thus fostering the exchange of experiences and advice among entrepreneurs. Within this framework, we have leveraged our position as a historical player and major contributor to the Guichet Unique to actively participate in the national consultation launched by the Ministry of Economy. We got in touch with [Make.Org](#), which allowed us to open a certified account, submit proposals related to the current concerns of self-employed individuals, and extensively promote this consultation.

On the occasion of the 15th anniversary of the auto-entrepreneur status, representing over 63% of businesses created in France, we aim to intensify our efforts. We submitted a report to the ministry outlining some of the daily challenges faced by our clients and by ourselves as a representative.

Our Ambition: Advocating for the Voice of Auto-Entrepreneurs

We aim to amplify the voice of auto-entrepreneurs by sharing their strategic challenges and introducing concrete solutions.

Our report highlights the difficulties faced by micro-entrepreneurs in the context of their administrative procedures.

Audrey Lagerqvist, Betao’s COO says:

“With the COVID-19 crisis, models of work have evolved significantly, and the French have found in the auto-entrepreneur status a new way to approach their professional lives. For some, it is a means to supplement their income, for others, it is a way to pursue their passion, and for yet others, it is a means to gain flexibility and better organize their family life. Auto-entrepreneurship is therefore a significant lever in the social model of tomorrow. However, for this status to fully fulfill its mission of “simplifying access to entrepreneurship,” it is necessary to remove the administrative barriers that still too often punctuate the entrepreneurial journey and prevent our entrepreneurs from focusing on the development of their businesses.”

Our Assessments and Proposals

The recommendations of this report focus on two main aspects: the challenges related to the implementation and interpretation of the Pacte law, as well as suggestions for further simplifying administrative procedures for businesses.

The 2019 Loi Pacte introduced the Guichet Unique with the aim of simplifying companies' administrative procedures by centralizing and streamlining processes. However, in practice, the validation practices of these procedures are not uniform, varying from one department to another. It is necessary to standardize practices on a national scale.

Therefore, we propose the creation of an actual “Guichet Unique,” which would simplify administrative procedures by centralizing all necessary formalities.

This process consolidation was also widely supported during the nationwide consultation; it represented one of the most favored elements by voters.

Finally, we suggest using the Guichet unique as a lever to automate and simplify procedures for self-employed individuals.

Reducing the procedures required by auto-entrepreneurs would further the logic of simplicity at the heart of the micro-enterprise status. We hope that the government fully embraces the logic of simplicity.

This list of issues is not exhaustive but reflects some of the obstacles identified during our 10 years of experience. We are committed to offering solutions to improve the daily lives of self-employed individuals.

About Betao Group

Betao is a French-Swedish company, which focuses all its energy on making life easier for French entrepreneurs. Betao found its inspiration from the intuitive process of starting a company in Sweden. Betao simplifies the process for French entrepreneurs by helping them fill out all the correct forms to get started with their companies. They also provide customer support, online training, as well as expense tracking and invoicing tools. Since the company was founded they have managed to help more than 500,000 entrepreneurs launch and manage their businesses.

The company is based in Stockholm but has its customers in France. Yet Betao is neither French nor Swedish: the company has more than a dozen different nationalities represented within its staff.

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