

Nascom

entering phase 3 of rapid growth

Nascom designs digital campaigns and applications for mobile phones and websites that range from touchscreen apps to e-shops. "All kinds of digital experiences," says CEO Filip Coenen. "When you need digital interaction – with your customers, suppliers or employees – think of Nascom." We spoke with Mr. Coenen about his company's Fast50 experience.

Nascom has been operating since 2001 – what are the company's challenges today?

Filip Coenen: "We're starting our 3rd iteration of growth: we began as a pure production company (developing products on assignment, without sales, without overall project management, etc.); then, when we had grown to about 25 people, we went into a more proactive mode (adding proactive sales among other things); and now we have added a more consulting approach, so that we can estimate the impact of a project on our customer's core business and guarantee the ROI."

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Filip Coenen, CEO Nascom



Overcoming Belgian modesty

What do you think of the entrepreneurial conditions in Belgium?

"I think there are a lot of possibilities in Belgium – although I must say that we're not too good at marketing the things we invent. When you look at other cultures, you see that pioneering companies that invent something claim their market and publicise what they are good at. For some reason, Belgians don't do that as a rule, which slows down our time-to-market with new developments."

Nascom remained financially independent until last year, when you invited a VC company to become a shareholder and support your further growth in a sustainable way.

"We've also developed a long-term strategy together – which is a very important evolution. VCs, if I may say so, often have a very short-term perspective – but we've developed an 8-year plan with our VC partner. They're focused on the return on their investment, of course, and we're in charge of the content of what we do – which is the way it should be, in my opinion."

And the Fast50 initiative?

"For us, it's an acknowledgement of the things we've been achieving over this past decade, and we're grateful for the exposure and the acknowledgement of our efforts. As one of the fastest growing technology companies in the Benelux – and fourth fastest Belgian company – we've earned a spot in this year's Deloitte Benelux Technology Fast50. We've grown over 400% over the past five years, which is one of the criteria for nomination." Beautifully said: clear and direct, with just enough, but not too much, modesty.