

On the road to a stronger business: ADE as a co-pilot in entrepreneurship and connection

Client: Eline Massin
Sector: Strategy, marketing & sales

As a strategic business coach, Eline guides entrepreneurs towards building more profitable and sustainable businesses. Her focus lies in answering strategic questions, strengthening marketing, and optimizing sales processes.

What makes her approach unique is her emphasis on connection and human interaction—something that also shines through in initiatives such as her podcast “Met Eline in bed”, inspiring retreats, and the community “Terraswijken”.

The Challenge

Since 2020, Eline has been active as an independent entrepreneur. In the early years, she worked with another accountant, but something was missing: **personal contact, genuine involvement, and a partner who truly thinks along with her.** Through word of mouth—one of her very first clients, who is still a loyal client today—she found her way to ADE.

Why ADE Consultants?

For Eline, direct contact was decisive. **“I needed someone who was not only available, but who would also actively think along with me,”** she explains. She found that at ADE. With a dedicated account manager who is always approachable and the user-friendly Yuki platform, she feels supported and in control. **“I’m not always the most organized with receipts, but with Yuki I can quickly track what’s missing—that gives me peace of mind.”**

Although the transfer from her previous accountant was anything but smooth, she felt guided and supported throughout the process by the ADE team. **“They really got me through it.”**

Working with ADE

What Eline especially values is the transparent communication and strong sense of teamwork within ADE. **“You can tell they discuss your file internally, whether you’re in touch with Ellen, Charlotte, or Eldira. That creates trust.”** She also considers the monthly newsletters an added value: clear, accessible, and tailored to the needs of entrepreneurs like her.



The onboarding at ADE went smoothly and immediately gave her the sense that her entire business was being mapped out—from payroll to mobility. “There is room for consultation, for testing ideas, and for finding solutions. That makes all the difference.”

The impact on Eline’s business

She strongly believes in staying self-critical but sees ADE as a valuable sparring partner. “Especially for entrepreneurs who don’t want—or can’t—follow everything themselves, ADE brings peace of mind and clarity. That creates space to grow.”

Lessons for other entrepreneurs

Although her collaboration with ADE is still relatively new, Eline already feels she made the right choice. “I know I need to be careful not to put all my eggs in the accountant’s basket. But thanks to the real-time insights via Yuki, I can follow along myself too—and that reassures me enormously. ADE feels like a trustworthy partner.”

Would you recommend ADE?

“So far: absolutely,” says Eline. “I’ve only been working with ADE for a few months, but I’m already looking forward to looking back a year from now to see how many steps we’ve taken together.”

Looking ahead

Eline is curious about what the future holds—for both her clients and her own company. “I still have many plans and ideas. It feels good to have a partner like ADE on board for that journey.”

