

# Sustainable entrepreneurship, straight from the tent: **Jef's business journey**

Client: Obvious Outdoor  
Sector: Outdoor equipment

Starting your own business during a pandemic? For Jef, founder of Obvious Outdoor, it turned out to be the perfect timing. In the midst of the COVID period, he felt the urge to create something with more social value. Despite having no prior experience in the industry, he kept coming back to one passion: outdoor equipment.

## The challenge

What started with old scout tents that he repurposed into his very first collection quickly grew into a full-fledged brand with a clear mission. His second collection gained significant media attention and became a milestone in his entrepreneurial story.

But like with every growth journey, the moment of reorientation came. After a few years of running the business, Jef hit the limits of his circular approach. Now he's looking ahead to a new chapter, where functionality and sustainability play an even bigger role.

## Why ADE Consultants?

The path to ADE began through a friend who had also just started a business. In a Facebook group, the name ADE Consultants came up, and Jef decided to reach out. "It clicked immediately," he recalls. "I haven't regretted it for a second since."

From day one, he received guidance: from sole proprietorship to company formation, supported by Ellen and the entire team. "Everything went very smoothly—I never felt alone in the process."



## The collaboration

What Jef values most about ADE Consultants is the personal approach. “You get a dedicated client partner, and whenever extra expertise is needed, Ellen steps in herself. That way, you always know who to turn to, and that gives a lot of confidence.”

He also emphasizes the way communication is handled: open, calm, and without pressure. “There’s never a stressful atmosphere, and that’s incredibly reassuring as an entrepreneur.”

## The impact on Obvious Outdoor

Thanks to ADE, Jef can continue focusing on his mission and his next steps. “A good accountant is so important. Their support saves me money, but even more importantly, it saves me time and energy. They fully take care of the accounting side and provide advice when it really matters.”

## Lessons for other entrepreneurs

He wholeheartedly recommends ADE Consultants. “I’ve already recommended you several times to other entrepreneurs. For those who are still hesitating, I’d say: a good accountant is crucial. And with ADE, you don’t just get the right expertise—you get real commitment too.”

## Conclusion

*Entrepreneurship is about trial and error. “I’ve had a tough year,” Jef shares, “and that’s exactly when Ellen gave me incredible support.” For him, that help in difficult times made all the difference.*

*Obvious Outdoor proves that sustainable entrepreneurship isn’t only about materials—it’s also about building lasting partnerships. With ADE Consultants by his side, Jef looks to the future with confidence.*

