



A Global HR Leader, Deel, Partners with Allied For Startups to Strengthen Europe's Startup Ecosystem

[Brussels, 23 February] [Allied For Startups](#) and [Deel](#) are pleased to announce a new partnership. This collaboration brings together one of the world's leading all-in-one payroll and HR platforms with a global startup association advocating for innovation-friendly policies.

Together, they will work to strengthen Europe's startup and innovation ecosystem, ensuring Europe's startups and scale-ups can access the infrastructure, talent, and cross-border opportunities needed to grow, scale, and compete globally.

Founded in 2019, Deel was built for the way the world works today. By combining HRIS, payroll, compliance, benefits, performance, and equipment management into one seamless platform, it enables companies to hire, manage, and pay global teams with confidence – helping businesses scale smarter, faster, and in a more compliant manner.

The company was co-founded by Alex Bouaziz (CEO) and Shuo Wang (CRO) after recognising firsthand how visa constraints and fragmented labor laws prevented highly qualified talent from accessing global opportunities. Their mission from the outset was to eliminate hiring borders and empower companies to build the best teams, anywhere in the world.

Alex Bouaziz, Co-Founder and CEO of Deel, said: "As a founder, I know how much operational friction can hold teams back when they're trying to grow. At Deel, our mission is to remove those barriers, enabling startups and scale-ups to hire globally, expand faster, and stay focused on building. Partnering with Allied For Startups reflects our shared belief that innovation thrives when the right infrastructure is in place and when we actively champion those shaping the future of the economy."

Today, Deel supports over 7,000 team members across 110+ countries and has raised more than \$1 billion from leading global investors, becoming one of the

fastest-growing SaaS companies worldwide and a market leader in global HR. With AI-powered tools and a fully owned payroll infrastructure, it serves more than 40,000 customers worldwide – including companies like Shopify, Antropic, and Klarna.

Asked about the partnership, **Serena Borbotti-Frison, Director-General of Allied For Startups**, said: **“Startups are born global, but too often regulation and administrative complexity slow them down. Partnering with Deel strengthens our mission to ensure Europe remains a place where entrepreneurs can scale at home and internationally from day one. Their expertise in global hiring and compliance will be instrumental as we advocate for a more competitive, innovation-driven Europe.”**

This partnership builds on Deel’s broader commitment to strengthening the startup ecosystem through tangible support for founders scaling internationally. Recent initiatives include the recent launch of [The Pitch](#), a \$15 million global competition aimed at identifying and funding high-potential seed-stage startups across seven regions, as well as partnerships such as [Project Europe](#), where Deel provides portfolio companies with preferential pricing and dedicated support to scale internationally. Through this collaboration, Deel has supported companies like [Hacktron](#) with U.S. contractor hiring and sponsored ecosystem initiatives such as [Project Lovable](#) in Stockholm, reinforcing its commitment to strengthening Europe’s next generation of globally minded founders.

Together, AFS and Deel will work to promote policies that reduce cross-border barriers, enable global talent mobility, and create the right regulatory conditions for startups and scale-ups to thrive in Europe and at a global scale.

About Allied For Startups

Allied For Startups is a global network of startup associations. Our mission is to empower innovation and support the growth of startups by building an environment where startups can thrive, scale, and make a real impact. alliedforstartups.org

About Deel

The way the world works has changed – and Deel has built the standard to power it all. We make it effortless to hire, manage, pay, and equip any worker, anywhere. Deel is one platform for payroll, HR, benefits, mobility, performance, and device management across 150+ countries. Built on owned infrastructure, powered by AI, and supported by thousands of local experts, Deel helps businesses scale

smarter, faster, and more compliantly. Trusted by 40,000+ customers, and created to become a global brand people love. Learn more at deel.com.