

	Goals and Contents	Result	Quality requirements	Enterprise services and instruments
Orientation	<p>Goals:</p> <ul style="list-style-type: none"> • Promoting capacity to act and fostering stability of decision by the young business starter • Assessment of start-up personality and ability of the person • Reflection of individual start-up requirements <p>Contents:</p> <ul style="list-style-type: none"> • general information („Check-in“) • clarification of biographic background • design of a competence profile • provision of basic information for the planning and qualification phase 	<p>Promotion of only those business starters which can provide for the start-up related competencies, social background and biographic prerequisites.</p> <ul style="list-style-type: none"> • Provision of a well-founded decision-making basis (competence profile) • Decision over entering into a concrete planning process or stopping the process (preferably by consensus). 	<p>Potentials:</p> <ul style="list-style-type: none"> • adequate office and technical infrastructure and target-group oriented style • adequate setting in terms of personnel • pedagogic/ psychological and economic qualifications • high motivation, sense of responsibility and affinity towards the target group by members of staff <p>Process:</p> <ul style="list-style-type: none"> • trustful and open atmosphere • professional application of diagnostic methods • documentation of information and results • transparency in terms of decision-making <p>Results:</p> <ul style="list-style-type: none"> • consideration of all insights and information gained during the process • best possible documentation of results according to the requirements of the following processes 	<p>Services: <i>Combination of individual and group-oriented methods:</i></p> <ul style="list-style-type: none"> • Information events • Information materials • Initial meeting • Personal advice sessions • Competence measurement procedures (z.B. Assessment-Center) • Documentation standards transparent to both business starters as well as public sponsors <p>Instruments:</p> <ul style="list-style-type: none"> • Enterprise quick assessment (Enterprise Pass) • Documentation system • Assessment-Center • Individual-Assessment (Interview)
Planning	<p>Goal:</p> <ul style="list-style-type: none"> • Competence development towards taking independent business-related action • Planning of a sustainable successful business <p>Contents:</p> <ul style="list-style-type: none"> • Feasibility check of the business idea • Assurance of expert competence in providing individual demand-driven advice and training • Support in business plan development • Provision of training offers to acquire missing expert or start-up related skills • Setting target agreements and continuous documentation of all planning steps. • Presentation of the business concept 	<p>Support for promising business concepts</p> <ul style="list-style-type: none"> • Provision of a well-founded assessment on the marketability of a business concept • Evidence on the acquisition of necessary skills • Documentation of starting position and individual planning process 	<p>Potentials:</p> <ul style="list-style-type: none"> • adequate office and technical infrastructure and target-group oriented style • adequate setting in terms of personnel • pedagogic/ psychological and economic qualifications, skills and contacts by members of staff (advisors, trainers, mentors) • strong motivation, sense of responsibility and affinity towards the target group by members of staff • provision of good work relations to other providers offering complimentary services <p>Process:</p> <ul style="list-style-type: none"> • trustful and open atmosphere • consideration of client demands (esp. setting of dates) • clear structuring / transparency of proceedings (creating understanding by business starter, learning effect) • central coordination of individual processes • flexible, individual procedure • Business starters are asked to plan their business (with support from an advisors) themselves! • Consequent documentation of all process steps <p>Results:</p> <ul style="list-style-type: none"> • Business starters fulfill all formal and skills-related requirements for the start-up phase • Understandable documentation of planning processes 	<p>Services: <i>Provision of access to comprehensive and manifold support services adapted to the individual need</i></p> <ul style="list-style-type: none"> • Individual advice, support and training • Transparent and comprehensible documentation of the process (Enterprise Pass) • Expert and sector-specific complementary services (e.g. Mentoring) • Specific microfinance offers • Integration of existing support services (e.g. Chamber of Commerce, Handicraft etc.) <p>Instruments:</p> <ul style="list-style-type: none"> • Form: clarification of assignment (Enterprise Pass) • Business plan tool • Documentation system • Templates for documentation of planning process (Enterprise P.) • Self-learning materials

Start	<p>Goals:</p> <ul style="list-style-type: none"> • Assurance start-up finances • Support for actual implementation of the business • Guarantee of compliance with all formal criteria <p>Contents:</p> <ul style="list-style-type: none"> • Financing options • Independent decision on further advisory support • Legal and organisational advice for implementation of the business concept • Conclusion of contract and agreements • Ongoing documentation of business development 	<p>Implementation of promising business concepts</p> <ul style="list-style-type: none"> • Establishment of planned business operations in compliance with all formal requirements • Transition from long-term social transfers to short-term self-employment related financial support schemes 	<p>Potentials:</p> <ul style="list-style-type: none"> • Adequate office and technical infrastructure and target-group oriented atmosphere • High mobility (advice on the spot) and timely flexibility of advisors and coaches • Assurance of adequate and up-to date qualifications, skills and contacts of members of staff (advisors, mentors, microfinance officers) • strong motivation, sense of responsibility and affinity towards the target group by members of staff • provision of targeted (micro) finance offers <p>Process:</p> <ul style="list-style-type: none"> • Trustful dealing between coach and business starter • Regular reporting on business development • Standardized, comprehensible assessment criteria • Monitoring of business and credit development • Crisis prevention and intervention u <p>Results:</p> <ul style="list-style-type: none"> • Start of the business on the market • Good overview over business development • Overview over credit repayments if applicable 	<p>Services:</p> <p><i>Assurance of an individual, demand-oriented support service for a successful implementation of the new business</i></p> <ul style="list-style-type: none"> • Provision of exclusive access to adequate financing instruments • Monitoring of business development • Creation of credit history if applicable <p>Instruments:</p> <ul style="list-style-type: none"> • „business assessments“
Grwoth	<p>Goals:</p> <ul style="list-style-type: none"> • Assurance of a successful and sustainable business development • Support in practicing regular business routines • Integration into existing networks and local business cycles <p>Contents:</p> <ul style="list-style-type: none"> • Regular support in setting up the enterprise and on specific questions (social, economic) • Ongoing documentation of business development 	<p>Sustainability of the business</p> <ul style="list-style-type: none"> • Repayment of credits • Independence of business starter from public social benefits • Fostering problem-solving capacity of the business starters • Strengthening local business cycles 	<p>Potentials:</p> <ul style="list-style-type: none"> • Adequate office and technical infrastructure and target-group oriented atmosphere • High mobility (advice on the spot) and timely flexibility of advisors and coaches • Assurance of adequate and up-to date qualifications, skills and contacts of members of staff (advisors, mentors, microfinance officers) • strong motivation, sense of responsibility and affinity towards the target group by members of staff <p>Process:</p> <ul style="list-style-type: none"> • Trustful dealing between coach and business starter • Regular contact to business starters • Transparent and efficient monitoring and credit administration procedures • Adequate crisis preventions and intervention procedures <p>Results:</p> <ul style="list-style-type: none"> • Establishment of the business and improvement of capacity to act of business starters • Good overview over business development • Overview over credit repayments if applicable 	<p><i>Provision of an individual on-going and start-up related support service, e.g. through:</i></p> <p>Services:</p> <ul style="list-style-type: none"> • project-, process-, or business related Coaching • Mentoring, access to private support services • Regular meetings of businesspeople • Monitoring of business development • Promotion of networking <p>Instruments:</p> <ul style="list-style-type: none"> • Business assessment tool • Provision of business mentors for a long-term cooperation type of relationship