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Erasmus+



022-2-AT01-KA210-ADU-000097665

Training Course facilitating

Inspiration & Empowerment

Aims & Objectives



Upon completion of this module, the learners will be able to:

- using tools to raise awareness among people with disabilities about starting a business
- using methods to develop ideas for starting a business and innovating existing business concepts
- to examine the general conditions and requirements for setting up a specific company
- to make recommendations on how people with disabilities can be accompanied and supported in setting up a business.

Key Words

Marketing

Networking

Business Model

Creativity

Sustainable

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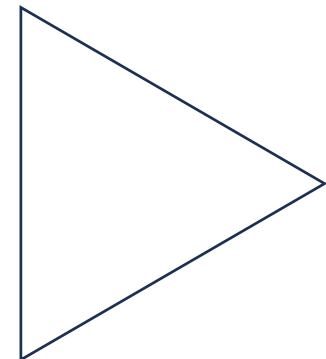
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Awareness and inspiration

Awareness and inspiration



PLAY

Testimonials

In start-up advice, “testimonials” are recommendations or reports from people who have already received support or advice from a specific start-up advice center or a start-up consultant. These testimonials serve to give potential entrepreneurs or entrepreneurs insights into the quality of the advice offered and the successes of other customers or clients.

In start-up advice, testimonials can help to strengthen trust in the services and competence of the advice center or consultant. These recommendations and testimonials are often published on the counseling agency's website, brochures, presentations, or other marketing materials to convince potential clients that the counseling is successful and helpful.

However, the introduction of inspiring entrepreneurs not only highlights the opportunities for starting a business, but also challenges and obstacles.

This ensures a realistic approach to starting a business.

Conversations

Discussions or information events that take place in different institutions, organizations or establishments serve to inform potential founders about the possibilities and requirements in connection with starting a business.

These information sessions can be held in different contexts to offer advice, information and support to aspiring entrepreneurs.

The aim of such information sessions is to inform potential founders about the various aspects of starting a business, answer their questions and put them on the right path to implementing their business idea.

This can be an important first point of contact for aspiring entrepreneurs to receive support and guidance.

Marketing

Marketing activities as part of start-up advice are important in order to publicize the services of the advice center or consultant and to address potential founders.

1. **Establish an online presence:** Create an informative and user-friendly website that presents services, reviews, testimonials and contact details. Using social media to increase online visibility is also recommended.
2. **Content marketing:** Regular publication of informative articles that offer potential founders added value and underline professional expertise.
3. **Network:** Attend events, conferences and industry meetings to build the network and meet potential founders in person.
4. **Online advertising:** Use of online advertising, such as Google Ads or social media advertising, to specifically target potential founders.
5. **E-mail Marketing:** Building a list of prospects and sending regular newsletters that contain valuable information and tips on starting a business.

Marketing

- 6. Cooperations:** Collaboration with other organizations, such as economic development agencies, educational institutions or banks, to increase awareness of the services.
- 7. Public relations:** Writing press releases or specialist articles.
- 8. Seminars and Workshops:** Offering free or paid seminars and workshops to share expertise and recruit potential founders.
- 9. Flyers and Brochures:** Create printed marketing materials that can be distributed at local businesses, events or community centers.

Choosing the appropriate marketing activities depends on your target group, budget and resources. A combination of approaches can often be most effective in making potential clients aware of your startup consulting services.

Networking

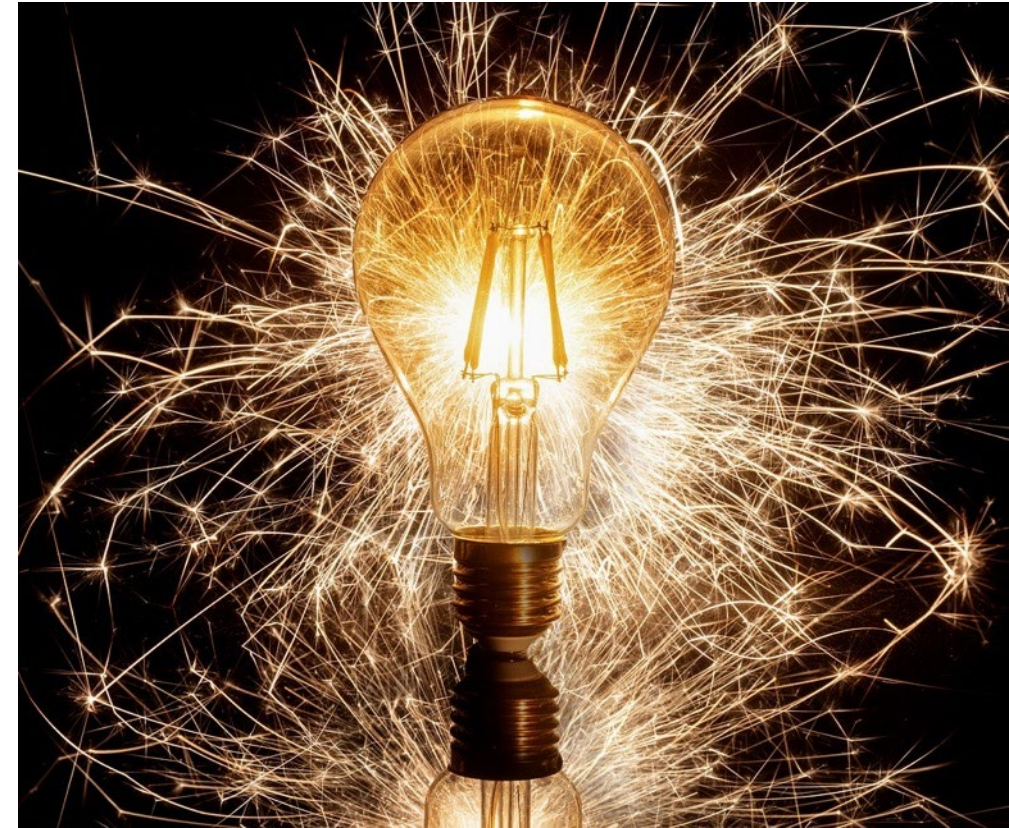
Networking is a crucial part of start-up consulting as it helps to expand the range of services, share knowledge and promote the success of the clients' businesses.

- 1. Partnerships and collaborations:** The start-up advisory institution can enter into partnerships with other organizations, such as economic development agencies, educational institutions, banks, community associations and business associations. Such collaborations can share resources, provide training and facilitate access to funding opportunities.
- 2. Industry associations and networks:** Participation in industry associations and networks allows consultants to come into contact with professionals and experts in specific industries. This can provide valuable insight and information useful in start-up advice.
- 3. Mentoring and Coaching:** Finding experienced entrepreneurs or business experts as mentors or coaches for those interested in starting a business can be an effective way to provide valuable insight and support.



Idea scouting

In the idea scouting phase, aspiring entrepreneurs are taught various approaches to developing a business idea. Depending on the stage of development of the business idea, different models or a combination of business plan developments are used. These models are used to define and represent the essential elements of a business model. The business development support uses common models such as the Business Model Canvas in conjunction with the Business Model Navigator based on the principles of the University of St. Gallen.



Creativity techniques

Here are some examples of creativity techniques that can be used in start-up consulting:

1. **Brainstorming:** This technique encourages the free association of ideas and solutions to a specific problem or business idea in a group. Participants can collect and discuss ideas without criticism.
2. **Mind Mapping:** Mind maps allow founders to structure their thoughts by visually linking key terms or concepts. This can be helpful when developing a business concept or planning company goals.
3. **Design Thinking:** Design thinking is a creative approach to solving problems and developing innovative ideas. He focuses on customer needs and perspectives and emphasizes collaboration and the prototypical approach.

Creativity techniques

- 4. SWOT Analysis:** SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) helps evaluate the potential of a business idea by identifying internal strengths and weaknesses as well as external opportunities and threats.
- 5. Prototyping:** Creating prototypes or models of a product or service can help verify feasibility and functionality and make innovative improvements.
- 6. Storytelling:** Storytelling techniques help create a compelling and engaging narrative for the business concept that appeals to potential investors, customers and partners.

Applying creativity techniques in start-up consulting can help develop innovative and compelling business ideas and solve problems in creative ways. These techniques help founders stand out from the competition and build successful companies. If there is no concrete idea but the desire to become self-employed, company succession can be considered.

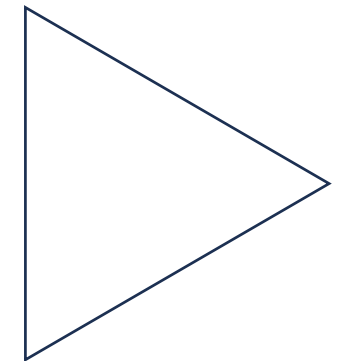
Business Model Navigator

The Business Model Navigator (BMN) by Oliver Gassmann, Karolin Frankenberger and Michaela Csik includes 55 different business models that companies can use to develop and design their strategies. These models serve as inspiration and tools for thinking about the structure and functionality of a business model.

Here are the 55 business models of the BMN in an overview [>> start video >>](#)



Sustainable development goals



PLAY

Three overlapping blue squares with rounded corners, arranged in a slightly offset stack. The top square is the most prominent and contains the text 'UNIT 3'.

UNIT 3

A large blue rounded rectangle with a slight drop shadow, containing the text 'Examination of the general conditions' in white.

**Examination of the
general conditions**

Time availability

The query of the founder's time availability in start-up consulting refers to the recording and planning of the available time resources that the founder can devote to founding and developing his company. This is an important aspect of start-up advice for various reasons:

- 1. Realistic planning:** The founder's time availability is crucial to developing a realistic business strategy and schedule for the creation and operation of the company. This helps avoid excessive stress and burnout by setting realistic expectations about workload.
- 2. Resource Allocation:** The founder's available time is a valuable resource. By accurately tracking this time, it can be used effectively for the most important tasks and priorities of starting a business.

Time availability

- 3. Scheduling:** Knowing the founder's time availability makes it possible to plan dates and milestones for the founding and growth of the company accordingly. This is important to achieve business goals and avoid bottlenecks.
- 4. Team composition:** If the founder does not have enough time to complete all the necessary tasks alone, this may reveal the need to form a team or hire employees or consultants.
- 5. Holistic approach:** Time availability can also help take the founder's entire lifestyle into account and ensure that there is enough time for personal and family matters.

Training or further education

Here are some aspects that are taken into account when examining necessary training and further education in start-up consulting:

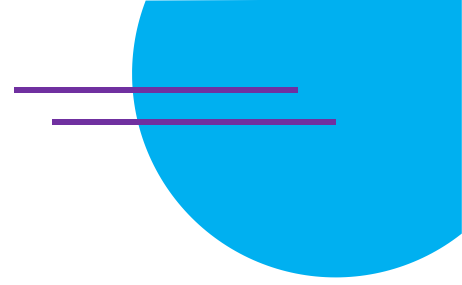
- 1. Existing qualifications:** Start-up advice often begins with an assessment of the founder's current qualifications and professional experience. This can identify which skills are already present and which areas need development.
- 2. Identification of gaps:** Based on the business idea and planned business activities, gaps in the required skills and knowledge are identified. This includes both business skills (such as financial management, marketing and sales) as well as industry-specific knowledge.
- 3. Recommendations for training or continuing education:** Based on the gaps identified, recommendations for appropriate training, continuing education or qualifications can be made. This can include both formal education and informal learning.

Training or further education

- 4. Consideration of individual learning needs:** The advice takes into account the founder's individual learning needs and time availability to create tailored recommendations.
- 5. Planning and implementation:** After identifying the necessary training and further education, the start-up consultation supports the founder in planning and implementing these educational measures. This may include obtaining certificates, degrees or qualifications.

Investigating the necessary education and training is crucial to ensure the founder has the skills and knowledge necessary to successfully run their business and overcome challenges. This helps to strengthen entrepreneurial potential and increase the chances of success.

Finance



Analyzing the founder's finances in start-up consulting is a crucial step in ensuring that the financial basis for founding and operating a company is stable.

Finance

- 1. Personal financial situation:** First, the founder's current financial situation should be examined, including income, savings, debts and obligations. This makes it possible to determine whether the founder has sufficient financial resources to support the initial phase of the business.
- 2. Start-up Capital Requirements:** It is important to determine the capital needs to start the business, including the cost of equipment, supplies, marketing and other start-up expenses.
- 3. Sources of Funding:** The advice should consider the various financing options for the business, including equity, debt, grants, investors and the founder's personal savings.

Finance

- 4. Financial Projections:** It is advisable to prepare financial forecasts to estimate the expected income, expenses and profits for the first few years of business operations. This can help identify financial bottlenecks early on.
- 5. Cash Flow Management:** Managing cash flow is crucial. This includes planning how money flows into the business and how it is used for ongoing expenses and investments.
- 6. Tax Considerations:** The tax implications of starting a business should be considered to ensure that all legal obligations are met and that no unexpected tax charges arise.
- 7. Emergency Fund:** Creating an emergency fund can help mitigate unforeseen financial difficulties or unexpected expenses.

Finance

8. **Personal Financial Planning:** Startup advice may also consider the impact of starting a business on the founder's personal finances, including securing living expenses and financial obligations.
9. **Risk Assessment:** It is important to assess potential financial risks and uncertainties and develop risk mitigation plans.
10. **Financial reporting:** Startup consulting can also determine the manner of financial reporting and control to ensure that the founder has a clear picture of the company's financial health.

Analyzing the founder's finances is crucial to identify financial bottlenecks and problems early on and ensure that the company has a solid financial foundation. It also helps develop a financial strategy and plan to achieve the company's financial goals.

Role playing game

Scenario: Assume that the person interested in starting a business has a business idea for a new café, but needs support in developing a business plan and clarifying strategic questions.

Role play process:

- 1. Introduction and goal setting:** The consultant and the person interested in starting a business introduce each other and discuss the goals of the role play. The person interested in starting a business explains his business idea and the challenges he is faced with.
- 2. Consultation:** The consultant takes on the role of the advisor and begins a conversation that would be typical of a consultation. He asks questions to find out more about the business idea, the motivation of those interested in starting a business and their goals.

Role playing game

- 3. Problem identification:** The consultant can ask targeted questions to uncover potential problems or gaps in the business idea or understanding of the person interested in starting a business.
- 4. Feedback and Recommendations:** The consultant provides feedback, advice and recommendations to refine the business idea and offer possible solutions to the identified challenges.
- 5. Clarification of doubts and questions:** Those interested in starting a business have the opportunity to ask questions and clarify any uncertainties regarding the advisor's advice.
- 6. Discussion and Planning:** The startup prospect and advisor can discuss next steps, including developing a business plan, identifying financing options, and setting short- and long-term goals.

Role playing game

- 7. Reflection:** After the role play, the person interested in starting a business and the consultant can reflect on the conversation and discuss the knowledge and skills acquired.

Role plays in start-up consulting are useful for practicing communication, improving the advisor's consulting skills and providing those interested in starting a business with practical experience in discussing their business idea. They also help to build a trusting relationship between the advisor and the person interested in starting a business, which is crucial to the advisory process.



The direct path to founding a company

If, as a result of the initial consultation, the prognosis is valid that the basic viability and sustainability of the business idea is given, the start-up roadmap is developed together.

This roadmap typically contains a step-by-step overview of the key tasks, milestones, and goals that must be achieved to successfully launch and operate the business. In addition, a short report should be prepared by the consultant.

This can be a compact and summarized assessment of a specific aspect of starting a business or a fundamental analysis of a start-up project. A short report is usually intended to provide quick orientation and enable an initial assessment of the start-up project.



Founding in the pipeline

There are various reasons why someone might not want to cancel starting a business but instead want to postpone it. This can also be the result of the initial consultation. Here are some possible reasons:

- 1. Lack of capital:** The founders do not have enough financial resources to start the company immediately. In this case, a postponement may be necessary to allow time to save or obtain financing.
- 2. Insufficient preparation:** The founders are aware that they are not yet sufficiently prepared, be it in terms of the business concept, market analysis or the necessary legal steps. You want to have more time to prepare more thoroughly to minimize risk.
- 3. Personal circumstances:** Personal circumstances such as health problems, family obligations or other priorities may require delaying the start of the business.

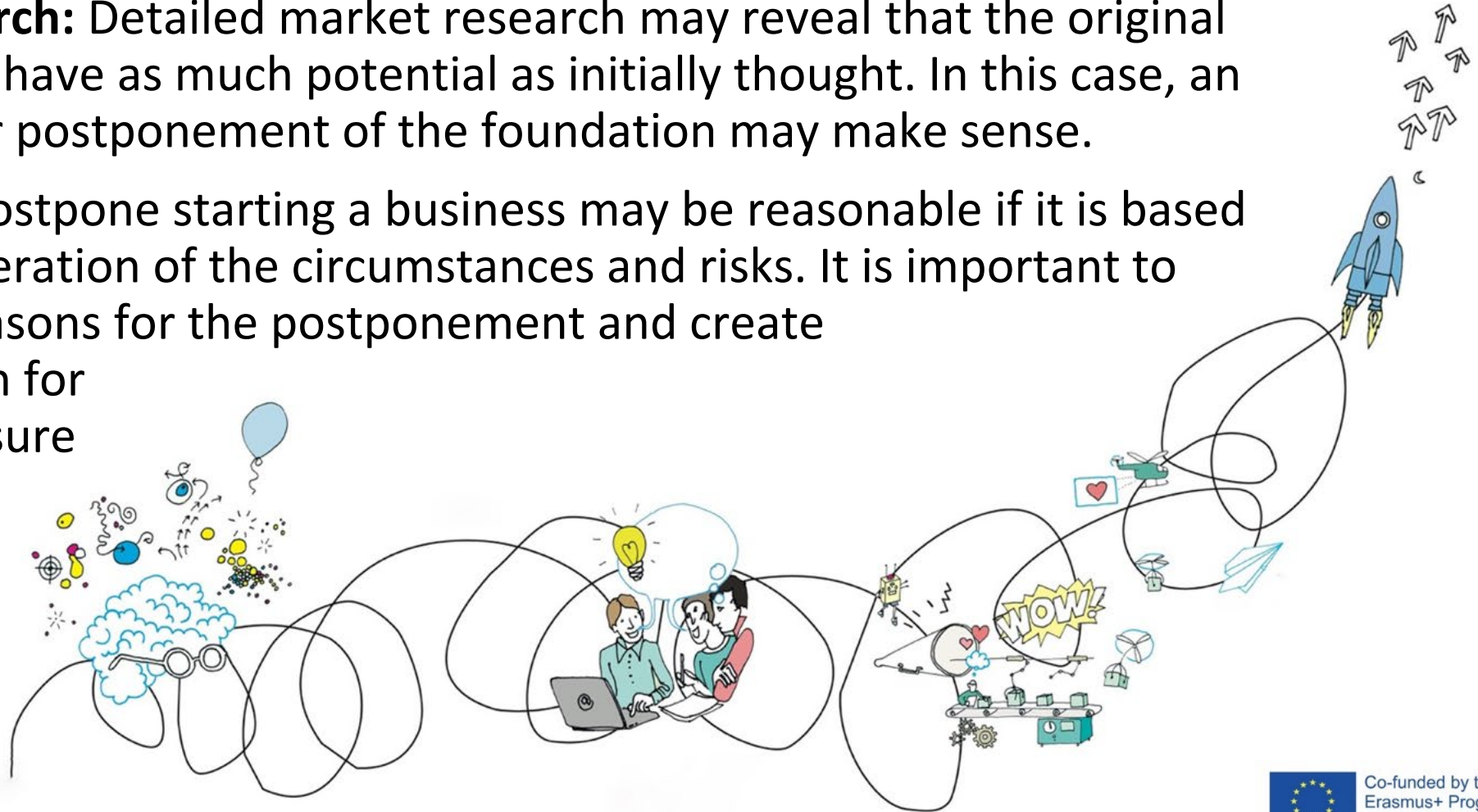
Founding in the pipeline

- 4. External factors:** External factors such as economic uncertainty, political changes or market trends can influence the decision. In uncertain times, it may make sense to wait before starting a new business.
- 5. Lack of partners or expertise:** If the startup requires a team or specific expertise that is not currently available, the postponement may be necessary to find the right partners or acquire the necessary knowledge.
- 6. Technological developments:** In some industries, it may make sense to wait for technological developments that could improve the business concept.
- 7. Legal or regulatory challenges:** If the proposed business area involves complex legal or regulatory requirements, it may take time to overcome these hurdles.

Founding in the pipeline

- 8. Market research:** Detailed market research may reveal that the original idea does not have as much potential as initially thought. In this case, an adjustment or postponement of the foundation may make sense.

The decision to postpone starting a business may be reasonable if it is based on careful consideration of the circumstances and risks. It is important to document the reasons for the postponement and create a clear action plan for the interim to ensure that the startup is successful at a later date.



Avoiding starting a business

If the initial consultation does not reveal the viability or sustainability of the business idea or if the personal requirements are not compatible with starting a business, it is not recommended to start a business.

It is self-explanatory that only one recommendation can be made and it is ultimately the decision of those interested in starting a business whether and how they want to proceed.

In the event of advice, those interested in starting a business should receive other support. This means leading the discussion about alternatives to secure one's livelihood.

Existing contacts with employment agencies and job centers, but also with chambers and companies, are helpful here.

Avoiding starting a business



This can involve handing out information material, for example from the employment agency (information about job profiles and further training), referring people to contact points with appropriate advice, or accompanying those interested in starting a business to their appointments at the employment agency/job center in order to work together there to discuss their further career, act.

Synopsis

Now that you have completed this module, you should be able to:

- You know how to raise awareness of entrepreneurship among people with disabilities
- You are able to develop new business ideas
- You know which general conditions must be met
- You should be able to guide the people you are advising on the right path when making a decision

List of References

- KfW Bankengruppe: KfW is a German development bank that supports startups and entrepreneurs. The website provides information on various funding programs, financing options, and practical tips for starting a business. Visit their website at: <https://www.kfw.de/>
- IHK (Chambers of Industry and Commerce): Local IHKs offer support and advice for startups. They can help with questions regarding startup, financing, legal forms, taxes, and much more.
- GründerZeiten: GründerZeiten is an online magazine for entrepreneurs and provides information on various aspects of starting a business, success stories of founders, tips, and resources: <https://www.existenzgruender.de/DE/Mediathek/Publikationen/Gruender-Zeiten/inhalt.html>
- Deutsche Gründer- und Unternehmertage (deGUT): deGUT is a trade fair and conference for startups and entrepreneurs: <https://www.degut.de/>
- The Business Model Navigator: <https://businessmodelnavigator.com/about>
- Sozialverband VdK Deutschland: VdK is a major social association in Germany that advocates for the rights of people with disabilities. They offer consultation and information on self-employment and business startup: <https://www.vdk.de/deutschland/pages/themen/behinderung/73503/behindertenpolitik?dscc=ok>
- Department of Economic and Social Affairs: The 17 Goals: <https://sdgs.un.org/goals>



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for your attention!

