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Training Course facilitating

**How to create more opportunities for disabled persons /
supporting disabled people on how to become self-employed**

Aims & Objectives



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

- to take on the role of a startup guide.
- apply different coaching methods
- to support special start-up projects.
- to provide support for start-up projects beyond coaching.

Key Words

Coaching

Entrepreneurship

Financing

Founding

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Definition

A "Startup Guide" is a person who provides aspiring entrepreneurs and startups with helpful information and guidance to facilitate the process of starting and growing a business.

A startup guide is therefore a contact person and at the same time a contact and confidant when supporting the start-up of a company.

A startup guide should be able to provide basic information about starting a business and the startup idea.

This can include defining a company goal, target group analysis and identifying the market.

A well-trained startup guide can help aspiring entrepreneurs turn their ideas into reality and better meet the challenges of starting and growing a business.

Tasks of a startup guide

- 2. Legal and bureaucratic aspects:** Information on the legal requirements associated with starting a business, such as the choice of business structure, taxes and permits.
- 3. Financing and Raising Capital:** An overview of the different financing options for startups, including equity, debt, crowdfunding and investors.
- 4. Marketing and Sales:** Tips for developing a marketing strategy, customer acquisition and brand building.
- 5. Team and human resources management:** Information about forming and leading a team, hiring employees and motivating employees.
- 6. Risk management:** Advice on identifying and managing risks in the corporate context.

Tasks of a startup guide

7. **Technology and digitalization:** Advice on using technology and digital tools to improve business processes and scale the business.
8. **Scaling and Growth:** Strategies and tips for scaling your business and overcoming the challenges associated with growth.
9. **Case Studies and Success Stories:** Practical examples and startup success stories that inspire and provide valuable insights.
10. **Resources and Support:**
A list of resources and support organizations, such as incubators, accelerators, mentors and government programs, that startups can use.



Group coaching

In group coaching sessions, in which several founders work together on their business ideas and are trained using different methods, the founders are taught entrepreneurial skills in order to clarify the requirements for starting a business.

This delivery can take place in a hybrid format, as required, or entirely online or offline.

The group coaching sessions provide extensive theoretical knowledge, including: **marketing, legal principles, accounting, business ideas and business plans, organization and personnel, financial planning, liquidity planning, forms of financing, sales training and controlling.**

Different methods and formats are used to capture the entire spectrum of learning types (visual, auditory, verbal, tactile), including lectures, presentations, role plays, group and individual work, panels, moderations or teaching discussions. The formats cover the different teaching methods – performing, dialogic and elaborative.

Group coaching

The use of different media as teaching, learning, teaching and working tools should also cater for the different types of learning.

The coaches must be able to find and apply the appropriate method/format for the respective learning content and group composition.

The topics of the group coaching can be based on the different business models. Each group coaching session covers a module of the corresponding model to be used.

The coach's task is to establish parallels and connections to the individual models. In addition to training entrepreneurial skills, the aim of group coaching is to develop the first basic principles of the business plan.

Group coaching

These workshops can be offered with the same content in concerted crash courses, i.e. not just on individual weekdays, but on consecutive days.

Startup camps can also be offered. Here the founders can be given the opportunity to break away from their everyday lives and to develop a holistic concept for their independence through the possibility of staying overnight and being fed at the place of learning.



Individual coaching

The individuality of each start-up project can still be done justice to with individual coaching.

As part of start-up advice, “individual coaching” refers to a form of advice and support in which a person interested in starting a business or founder is accompanied and advised individually and one-on-one by an experienced consultant or coach.

This type of coaching aims to consider the individual's specific needs, challenges and goals and offer tailored solutions and support.



Individual coaching

Here are some important aspects of individual coaching in start-up consulting:

- 1. Individual support:** Individual coaching is aimed at addressing the founder's individual concerns and questions. This enables tailored advice based on the individual's unique needs and goals.
- 2. Personal development:** In addition to business development, individual coaching also focuses on the personal development of the founder. This can include strengthening leadership skills, self-confidence, time management and stress management.
- 3. Confidentiality:** One-on-one coaching provides a confidential environment where the founder can speak openly about their plans, challenges and concerns without fear of judgment or disclosure.

Individual coaching

- 4. Flexibility:** Coaching can be tailored to the founder's individual schedules and needs, allowing for flexibility in advice.
- 5. Problem solving and strategy development:** As part of individual coaching, problems and challenges are analyzed, solutions are developed and strategic approaches are developed to achieve the founder's goals.
- 6. Mentoring and Guidance:** An experienced coach can also take on a mentoring role, providing valuable insight, industry knowledge and advice to help the founder make important decisions and developments.
- 7. Clear goals and tracking:** In individual coaching, clear goals are set and progress is continuously tracked to ensure that the set milestones are achieved.

Individual coaching

- 8. Motivation and support:** One-on-one coaching can also help maintain the founder's motivation and provide them with a supportive and encouraging environment during the start-up phase.

Individual coaching in start-up consulting is an effective way to offer founders tailor-made and personal support to successfully implement their business ideas. It can be crucial in overcoming challenges, developing skills and achieving goals.

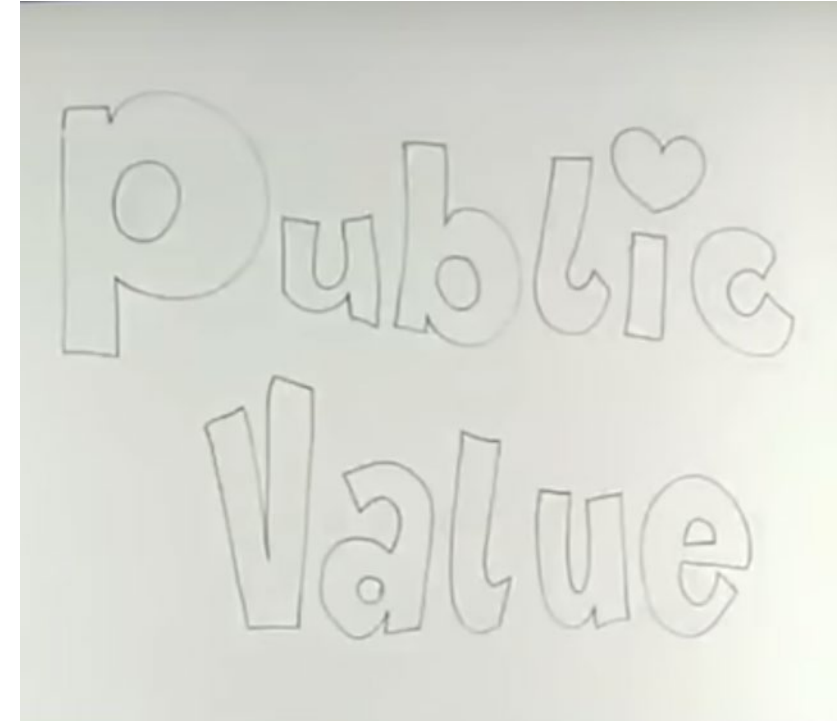


Social entrepreneurship

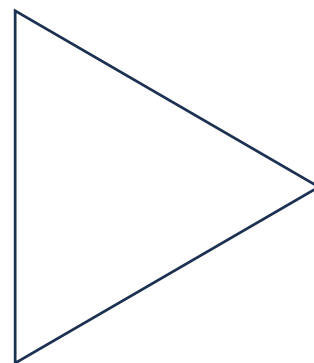
In view of the new challenges in the social and ecological areas, social enterprises are playing an increasingly important role.

Social enterprises thus make an important contribution to certain regions. Social entrepreneurship therefore requires special treatment when it comes to empowering the founders in the context of coaching and general support, as it is no longer possible to think only within the classic sole proprietorship or typical capital company.

New formats will be used, such as “Systainchange – pitch your green idea”. With the help of a playful format, start-ups from these areas can be put to the test and further developed.



Female entrepreneurship



PLAY

Female entrepreneurship

Various measures can be taken to promote start-ups by women:

1. **Access to finance:** Women should have easier access to finance, including grants, loans and venture capital.
2. **Mentoring and support:** Mentoring systems and professional support can help women develop their entrepreneurial skills and thrive in the business world.
3. **Education and training:** Educational programs and training should support women in the areas of business management, financial management and business planning.
4. **Networking:** Women should have the opportunity to network and build valuable relationships in professional networks and business circles.

Female entrepreneurship

- 5. Promote role models:** Successful female entrepreneurs can serve as role models and encourage other women to enter the corporate world.
- 6. Policy measures:** Governments can take policy measures to promote gender equality in business, including quotas and tax incentives for female founders.
- 7. Corporate culture:** Companies can promote an inclusive and equal corporate culture that encourages women to pursue leadership positions.

These measures can promote women's start-up activities, which is not only beneficial for the women themselves, but also for society and the economy as a whole.

Successors

Company succession is an important aspect in the context of the economy and business world that is of great importance.

It refers to the process by which management and control of an existing business is transferred from one generation to the next.

This can be done within a family, to employees or external interested parties.



Successors

The importance of business succession cannot be understated, and here are some reasons why it is so important:

- 1. Preservation of values and traditions:** Succession in a company makes it possible to continue the values, culture and traditions that have been developed over the years. This can help preserve the company's identity.
- 2. Securing jobs:** Successful company succession can help maintain jobs in the region and contribute to economic stability. When a company closes, jobs can be lost.
- 3. Continuity and stability:** Succession ensures that the company can continue to operate instead of closing due to the departure of the founder or previous owners. This contributes to stability in the business world.

Successors

- 4. Innovation and Growth:** A new generation of leaders or owners can bring fresh ideas, energy and innovation to the company, which can contribute to growth and competitiveness.
- 5. Retaining expertise:** Founders and owners often have specific industry knowledge and experience that is invaluable. Through orderly succession, this knowledge can be passed on to the next generation.
- 6. Tax advantages:** In some countries there are tax incentives and benefits for business successions, which can make the process more financially attractive.
- 7. Customer relationships and trust:** An established company will often have built loyal customer relationships. Continuing the business through a trustworthy successor can maintain customer trust.

Successors

- 8. Social Benefits:** Business succession can have a positive impact on the community and economy by creating jobs, promoting prosperity and contributing to sustainable economic development.

It is important to note that business succession is often a complex and carefully planned matter involving legal, financial and organizational aspects. Effective preparation and communication are crucial to ensure a smooth transition. Companies should address the issue of business succession at an early stage and consider professional advice in order to make the process successful.

The task should be to find and form the right match and to place the company succession on a solid basis. In reference to the previous point, female company successions in particular should also come into focus. This should be done with the help of the aforementioned awareness-raising measures.



Financing

Here are some of the most common financing options that can be discussed during start-up advice:

- 1. Equity:** This involves investing personal savings and assets to finance the business. It may also include the involvement of friends and family members.
- 2. Bank Loans:** Founders can consider bank loans to raise capital for their business. This can be in the form of business loans, business loans or other loan products.
- 3. Crowdfunding:** Crowdfunding platforms allow founders to raise capital from a wide range of people (the “crowd”). This can be done through platforms such as Kickstarter, Indiegogo or specialized crowdfunding websites.
- 4. Angel Investors:** Angel investors are wealthy individuals who invest capital in startups. They can also provide valuable resources and experience.

Financing

- 5. Venture Capital:** Venture capital firms invest in companies with high growth potential. They not only provide financial resources but also strategic support.
- 6. Business Angels:** Similar to angel investors, business angels are experienced entrepreneurs or executives who invest in new companies and often serve as mentors.
- 7. Funding programs:** State or regional funding programs often offer grants or interest reductions for start-ups, especially in technology and innovation.
- 8. Business loans:** Some countries have special programs and lending institutions that focus on financing small and medium-sized enterprises (SMEs).
- 9. Bootstrapping:** This means starting the business with limited financial resources and funding it from the revenue it generates itself.

Financing

- 10. Partnerships and joint ventures:** Founders can look for partners or companies that will contribute capital and invest in the company.
- 11. Leasing and Renting:** Instead of purchasing assets, founders can lease or rent them to conserve capital.
- 12. Crowdfunding:** Similar to crowdfunding, but investors receive shares in the company in return.
- 13. Corporate Bonds:** In some cases, companies may issue bonds to raise capital.

Choosing the appropriate financing option depends on many factors, including the type of business, capital requirements, risk profile and the founder's personal preferences. Start-up advice helps founders determine the best financing options and develop strategies for raising capital.

Funding programs

"Funding programs" in the context of start-up advice refer to state, regional or private programs and initiatives that serve to provide aspiring entrepreneurs with financial support, resources and incentives to develop their business ideas and launch them successfully.

These programs can play a critical role in encouraging business startups and helping founders overcome financial hurdles.



Funding programs

As part of the start-up advice, various aspects related to funding programs can be addressed, including:

- 1. Program evaluation:** The advice can help identify relevant funding programs and initiatives that are suitable for the founder. This includes assessing the requirements and criteria for participation in the programs.
- 2. Financing options:** Advice can help founders identify financing options, grants, loans and investments made available through funding programs.
- 3. Application process:** Founders can receive support in creating and submitting funding applications. This includes explaining the required documents and steps in the application process.

Funding programs

- 4. Advice on funding:** Founders can be informed about how they should use funding to achieve their company's goals and how to demonstrate the use of the funds.
- 5. Tax advantages:** Part of the advice can consist of informing founders about tax incentives and benefits associated with certain funding programs.
- 6. Ongoing Compliance:** The consultancy can monitor ongoing compliance with the terms and requirements of funding programs to ensure that founders are using the funds properly.
- 7. Evaluation and reporting:** Founders can be supported in creating reports and measuring success within funding programs to ensure that goals are achieved.
- 8. Additional resources:** Advice may point to other resources and services beyond support programs, such as training, mentoring and networks.

Funding programs

- 9. Long-term strategies:** Advice can also help develop long-term financing strategies and business plans that take into account the use of funding.

Funding programs can be valuable support for founders, especially when it comes to overcoming financial hurdles and accelerating growth. Startup advice plays an important role in orienting founders towards relevant funding programs and maximizing the benefits they can offer.



Institutional advice

- 1. Incubators and Accelerators:** These organizations offer specialized programs to support startups in their early stages. They typically offer mentoring, training, office space, and sometimes financing in the form of investments or loans.
- 2. Co-working spaces:** Co-working spaces are shared offices that startups and entrepreneurs can use. These environments encourage knowledge sharing and collaboration between like-minded people.
- 3. Industry-specific networks:** Depending on the industry, there are specialized networks and associations that offer startups targeted support. For example, there are networks for the technology industry, healthcare, education and more.

Institutional advice

- 4. Investor networks:** Business angels, venture capital firms and investor networks can offer startups financial support and advice.
- 5. Mentor networks:** These networks provide experienced entrepreneurs and executives as mentors to advise and support startups.
- 6. Online communities and forums:** The Internet offers numerous online communities and forums where founders can share their knowledge, ask questions and find support.
- 7. Innovation Centers and Hubs:** These physical or virtual spaces serve as a focal point for startups to collaborate, host events, and access resources.
- 8. Business Networks:** General business networks such as chambers of commerce and business associations can also provide support for startups.

Institutional advice

- 9. Social media and online platforms:** Platforms like LinkedIn, Twitter and other social media are great places to network, find industry experts and gain visibility.
- 10. University and research networks:** Academic institutions and research institutes can support startups through access to research results, expertise and potential team members.

Synopsis

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

- to step into the role of a startup guide
- Apply different coaching methods
- also to support special start-up projects
- to provide support beyond coaching



List of References

- Bundesministerium für Wirtschaft und Energie (BMWi): The official website of the Federal Ministry for Economic Affairs and Energy (BMWi) provides extensive information on starting a business in Germany, including guides, brochures, checklists, and up-to-date information on legal and economic aspects: <https://www.existenzgruender.de/>
- 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/>
- Unternehmenswerkstatt: Unternehmenswerkstatt is an initiative of the Federal Ministry of Education and Research (BMBF). It offers information, online courses, and practical tools for aspiring entrepreneurs. <https://www.gruendungswerkstatt-deutschland.de/>
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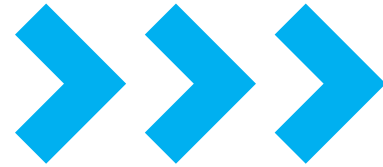


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