

# Founder Coaching

Foresight from the start



ANDERSBERATER  
/NNEN

# Module business plan



## Coaching for business plan

Two features of business development are the Business Plan and the Business Model Canvas. In this module, you will learn about both to decide which one you want to use.

Even though you don't have to plan everything and ultimately can't plan everything, it is good to have a framework in which your business should develop.

On an important note: for the Gründungszuschuss (start-up grant for Arbeitsagentur clients) and the Einstiegsgeld (start-up grant for Jobcenter clients), you always need a business plan, and we help you create it.

### Founder coaching contents

- Creation of Canvas Model
- Text component of Business plan
- Numerical component of Business plan
- Business forms
- Legal forms
- Accounting and taxes
- Insurances
- Subsidies and Financing
- Tragfähigkeitsbescheinigung (Certificate of viability)

#### **43 personal coaching sessions of 45 minutes in 6 weeks.**

The appointments are scheduled individually with flexibility and can be conducted online from the comfort of your home.

**Maßnahmenummer: 922 / 110 / 25**



**Book a free consultation now**

# Module marketing and sales



## Coaching marketing and sales

Marketing and sales are perhaps the two leading disciplines of all entrepreneurial activities and skills. After all, this is where you show who you are and see what the market thinks of you and your products. You need a strategy and a system that you can follow.

### Founder coaching contents

- Industry-check
- Market research
- Competitor analysis
- Customer benefit
- Market development strategy
- Pricing/Models
- Sales planning
- Communication strategy
- Corporate identity
- Corporate design and website development
- Social media strategy

#### **43 personal coaching sessions of 45 minutes in 6 weeks.**

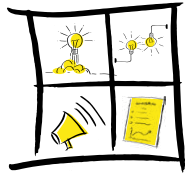
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# Module ALL IN ONE



## All IN ONE - Founder Coaching

From founder coaching to self-employment.

This module is suitable for those who want to start a business, and for already active entrepreneurs and self-employed people. We deal with strategy, business models, and your motives as a founder or entrepreneur. We go into detail about you and your situation.

Do you want to be better organized? Do you want to develop a new product? Do you need a new effective strategy? Whatever your concern is, we will get you what you need to get on track.

### Founder coaching contents

- Development of business idea
- Fit of business idea and purpose
- Competitor analysis
- Customer benefit
- Market development strategy
- Business Model Canvas
- Business forms
- Legal forms
- Insurances
- Subsidies and Financing
- Text component of Business plan
- Numerical component of Business plan
- Tragfähigkeitsbescheinigung (Certificate of viability)
- Corporate Identity
- Corporate design and website development
- Social media strategy

**63 Individual coaching sessions of 45 minutes in 8 weeks.**

The appointments are scheduled individually with flexibility and can be conducted online from the comfort of your home.

**Maßnahmenummer: 922 / 110 / 25**



**Book a free consultation now**

# Module ANDERSBERATER kreativ



## andersberater kreativ - Coaching for creative people

**"Your profitability is not as high as your creativity?"** - that doesn't have to be the case if you're set up correctly.

We help you better combine passion and profitability. The arts and creative industries are special and work differently than other markets in many ways.

If you want to find your place in the "creative economy", you need your own strategy. We work with you to develop your own personal approach and find a way of working that suits you.

Our solution is: Artistically free, financially independent!

Let's tackle it!

### Career coaching contents

- Recognizing the artistic potential and strengthening self-esteem
- Sharpen your profile
- Find work methods that suit you
- Authentic self-marketing
- Self-organization
- Presence and presentation
- Elevator pitch for creatives
- Dealing with failures
- Improvement of acquisition and communication strategies
- Development and optimization of portfolio and application documents
- Business correspondence with potential project partners and employers
- Strategic development of industry-specific networks
- Professional re-orientation

**50 personal coaching sessions of 45 minutes in 12 weeks.**

The appointments are scheduled individually with flexibility and can be conducted online from the comfort of your home.

**Maßnahmenummer** 922 / 110 / 25



**Book a free consultation now**

**We are happy to advise you**

**030 64073290**

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# Process



1.  **Book an appointment**  
Book an appointment online or call us..  
030 64073290  
[www.andersberater.de](http://www.andersberater.de)
2.  **Initial consultation**  
During our free initial consultation, we clarify what topics you would need help with. By phone, zoom or in **our office**.
3.  **Module selection**  
Together, we select a module and **tailor it to you and your needs**. Content from other modules can also be integrated.
4.  **AVGS (Arbeits- und Vermittlungsgutschein).**  
You get it from an employment agency or a job center. We fill out the AVGS and send it to the corresponding employment agency or job center. Seven days after we filled out the AVGS, we start the coaching. **You will not incur any costs.**
5.  **Individual coaching**  
With our one-to-one coaching you will be supported by our trained specialists. We develop a stable foundation for your business. After a successful time with us, you will obtain a certificate of viability for the application start-up grant or entry fee.



**Book a free consultation now**