



## **QUALIFICATION FOR BUSINESS START-UP ADVISORS**

### **Module 1: The Consultation Process**

- The 4-phase model of the start-up advice
  - Orientation and Profiling
  - Planning and Training
  - Implementation / Start
  - Consolidation and Growth
- Introduction into the consultation process (needs assessment, goal setting)
- Target groups and specific services (sensitising for different conditions and requirements)
- Framework of advice (e.g. advice as a freelancer vs. consultants within an organisation)
- Ensure the quality of the process
- Basics of the consultancy agreements
- Methods and Tools

### **Module 2: The entrepreneur**

- Characteristics and skills of an entrepreneur (the so-called "entrepreneur figure")
- Founding motives
- Opportunities and risks of a foundation
- Methods and Tools

### **Module 3: The advisor**

- Necessary soft skills (communication, active listening, questioning techniques, time management, etc.)
- Resources and benefits of self-reflection (How much sense do supervision, collegial exchange, customer feedback, etc. make?)
- Methods
- Attitude / Relationship to client



## COMMUNITY OF PRACTICE ON INCLUSIVE ENTREPRENEURSHIP WORKGROUP QUALITY MANAGEMENT

### Module 4: The enterprise

- Existing legal forms and their advantages and disadvantages
- Formal requirements of entrepreneurship in general and certain sectors in particular
- Securing the enterprise (insurance)
- Securing the entrepreneur (Social Security)
- Relevant institutions and information services
- Aspects of choice of location
- Taxation aspects
- Principles of contract law

### Module 5: The Market

- Define the target customer group
- Market and competition analysis
- Market positioning
- Marketing mix

### Module 6: The Company's daily life

- Tax and commercial accounting obligations
- Establishment of business operations (documentation, accounting)
- Assessment of the economic basis of balance sheets and profit and loss accounts
- Human Resources: notification obligations, labour contracts, termination arrangements, personnel records
- Principles of personnel management: division of labour, responsibilities, field of responsibilities

### Module 7: Financing

- Existing funding programmes
  - Public and private funding opportunities for founders
  - (Micro-) credit offers for founders
- Use of credits / grants
  - Requirements and conditions for existing services
  - Conditions for use of (micro) credit



## COMMUNITY OF PRACTICE ON INCLUSIVE ENTREPRENEURSHIP WORKGROUP QUALITY MANAGEMENT

- Requirements for a credit application
- Presentation of a credit application
- Credit agreement: rights and obligations
- Contact points and information services

### Module 8: Financial planning

- Revenue and cost planning
- Liquidity planning
- Capital demand planning
- Determine the carrying capacity

### Module 9: Practice module [draft]

- Practice with senior consultants
- x own consultation processes attended by a senior consultant<sup>1</sup>
- Supervision and peer consultation
- Consultation documentation / report
- Customer feedback
- etc.

---

<sup>1</sup> Documentation using a questionnaire