

AVGS Coaching

Your path into self-employment

Free of charge. Individual. Practical.

From the idea to your own business –
with professional guidance, financed by the Agentur für Arbeit.

120 teaching units - 6 modules - individually tailored to you

businessstart.eu

Business Start EU GmbH

What is the AVGS coaching?

You have a business idea and would like to take the step into self-employment – but perhaps you are not yet sure how to get from the idea to a finished business plan. This is exactly where the AVGS coaching comes in.

What is an AVGS?

The activation and placement voucher (Aktivierungs- und Vermittlungsgutschein, AVGS) is a funding instrument of the Federal Employment Agency. Job seekers with a serious business idea can use it to take part in professional coaching – completely free of charge. The costs are covered directly by the Agentur für Arbeit (or the Jobcenter).

The coaching at a glance

Scope	120 teaching units of 45 minutes each
Period	Flexible – by arrangement and at your own pace
Format	One-to-one coaching – in person or online
Cost	Completely free with an AVGS voucher
Result	Finished business plan, financial plan, start-up grant application and more
Provider	Business Start EU GmbH

What you have at the end of the coaching

The AVGS coaching is not a theory course. From the very first hour you work on your concrete project – and at the end you take home tangible results.

✓ Finished, bankable business plan	✓ Complete 3-year financial plan
✓ Start-up grant successfully applied for	✓ Statement of viability included (Tragfähigkeitsbescheinigung)
✓ Website live & digitally visible	✓ Well prepared for bank and agency

You already have a business plan?

Perfect – then we work on it in a targeted way. Together we revise and sharpen your plan, make it ready for banks and applications, and derive all the next steps from it. You do not have to start from scratch – you start with a head start.

The 6 modules at a glance

The coaching is divided into six modules. The order and focus are tailored individually to your situation.

Module 1 - Founder & Concept

10 units

Goal: your idea, your strengths, your market – and the path to the start-up grant.

- Market and competition assessment
- Start-up grant: requirements & application preparation
- Statement of viability: requirements & criteria
- Individual roadmap with milestones

Module 2 - Concept & Business Plan

20 units

Goal: turning your idea into a convincing, bankable business plan.

- Service portfolio, pricing models & target groups
- Market and competition analysis
- All business-plan texts for agency and bank
- AI-supported text development and optimisation

Module 3 - Financial Plan & Financing

20 units

Goal: your numbers – realistic, complete and convincing.

- Revenue and cost planning over 24 months
- Liquidity planning and credit needs
- Financial plan for start-up grant and bank
- Preparation for the meeting with agency and bank

Module 4 - Management & Digital Tools

10 units

Goal: your office runs – with lean processes and the right tools.

- Accounting software & invoicing
- Order process: from first contact to payment
- AI tools for emails, quotes & standard texts
- Overview: insurances, taxes, business registration

The 6 modules at a glance

(continued)

Module 5 - Marketing & Acquisition

25 units

Goal: how to win customers – with the right strategy for your business model.

- Marketing strategy and positioning
- Referral network and local visibility
- AI for marketing: texts, campaigns, communication
- Marketing plan for the first 90 days

Module 6 - Online Marketing & Digital

35 units

Goal: your digital presence – from the website to the first Google ad.

- Website concept, SEO & content
- Google Business profile & review management
- SEO tools: Ahrefs, Ubersuggest, Search Console
- Google Ads & content strategy with AI

Why Business Start EU?

Individual, not off the shelf

No standard programme. The coaching is tailored to your situation, your project and your current status – whether you are right at the beginning or already have a finished business plan.

Practical from the very start

We work on your concrete case from the very first hour. You do not take home a folder of theory – but real results you can use straight away.

Start-up grant & viability from a single source

Business plan, financial plan, application preparation and statement of viability (Tragfähigkeitsbescheinigung) – all under one roof. You do not have to go to different places.

Modern & digital

All tools, online marketing, digital accounting – we show you how to work efficiently and up to date from the start.

Ready for the next step?

Get in touch now for a free initial consultation. Together we check whether you are entitled to an AVGS voucher – and how we can best support your project.

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Business Start EU GmbH