

Start-up Project – Overview

Preparation for your appointment at the Jobcenter

Personal details

Name: _____

Customer number (Jobcenter): _____

My start-up project

Planned activity, services and target group:

The exact shape of the field of activity will be specified during the planned start-up coaching. Initial ideas and considerations have already been outlined and will be structured into a viable concept during the coaching.

Preparation so far

- First consultation with an experienced start-up consultant
- Initial assessment of the basic market opportunities and target groups
- Access to professional financial-planning software for the business plan
- Initial thoughts on the service offering, pricing and customer acquisition
- Recognised the need for structured guidance through start-up coaching

Requested funding

As part of preparing my start-up, I would like to make use of the Jobcenter's funding options – in particular:

- **An AVGS voucher** for professional start-up coaching at an approved provider
- Start-up allowance (Einstiegsgeld, §16b SGB II) for financial security during the start-up phase
- Material cost support (§16c SGB II) for necessary purchases (e.g. equipment, tools, vehicle, marketing)

Start-up coaching via AVGS

Through AVGS-funded start-up coaching I receive the following support:

- A viable business plan including a qualified statement (Tragfähigkeitsbescheinigung)
- Professional financial planning with specialised start-up software
- Positioning & offer development – a clear profile for the market
- Price calculation – economically viable pricing
- Creating a website & online presence
- Customer acquisition – internet, platforms and networks
- Marketing & visibility – regional marketing, referrals
- Financial & liquidity planning – overview of income and costs
- Authorities & formalities – business registration, tax office, insurances

Start-up consultancy: I am already in contact with an experienced start-up consultant who has many years of experience in start-up advice and uses professional financial-planning tools. The coaching could be carried out via an AVGS voucher with this consultant.

Start-up consultancy contact

Consultant:	Tobias Spaeth
Company:	Business Start EU GmbH
Address:	Rudolf-Diesel-Strasse 11, 69115 Heidelberg
Website:	www.businessstart.eu

This document serves as a basis for discussion at your Jobcenter appointment. The final decision about funding lies with the responsible placement officer.