

SETTING UP YOUR OWN COMPANY

Use the market potential as your own boss

The idea of building your own company and bringing a product or service to market is often a great opportunity, but it also carries risks!

In the context of the increasing flexibility of the labor market (digitization, social change, project work and part-time work) - especially in the case of a job loss - there is often a desire to go into self-employment.

We have developed a special program in which we bring in our own experience as entrepreneurs. We know what it takes and what needs to be considered in order to be successful as a long-term entrepreneur. In addition, we are in contact with various successful company founders and managers.

Program content and goals

The modular program starts with a professional situational analysis. Here we discuss the motivation and the business idea with its market opportunities.

The aptitude assessment then leads to decision-making – whether to found your own company or to find a suitable job.

For business creation, the following must be identified:

- Market potential
- Potential customers
- Partner(s)
- Competition

The **business plan** and **marketing concept** are the cornerstones on which self-employment is built. You benefit from our financial and marketing expertise.

Questions regarding the legal form of the company, choice of location, infrastructure, employees, partners, as well as precaution and insurance are also included in the program. We recommend, depending on the situation, involving other experts.

As a consultant and sparring partner we accompany you during your first steps as an entrepreneur.

You define the priorities of the program according to your individual needs.