

# Die Wirtschaftssenioren Alt hilft Jung

Informationsworkshop Enterprise +  
Gabrovo, 28. April 2015

Ursula Gieseler

Co-funded by the European Union



## Agenda

- ◆ Who we are
- ◆ What we do
- ◆ How we support business founders
- ◆ Constraints of our consulting
- ◆ How it feels
- ◆ Our typical client
- ◆ Typical business ideas
- ◆ Facts and figures
- ◆ Administration
- ◆ Our network partners

## Who we are

- ◆ An association of retired managers from high level positions in business or administration
- ◆ approx. 60 active consultants in North Rhine Westfalia
- ◆ founded in 1987

## What we do

- ◆ As Senior Coaches we provide our know-how and experience to business founders and small or medium size companies
- ◆ We help people to help themselves, combined with practical experience
- ◆ We are voluntary, practical, non-bureaucratic, independent
- ◆ We consult business founders individually regarding all business plan topics
- ◆ We support small/medium size companies with regards to safeguarding business, change, business optimisation, financial aspects
- ◆ We coach entrepreneurs
- ◆ We provide trainings, workshops, consultation hours
- ◆ We consult social and charitable institutions

## How we support business founders

- ◆ We assess the idea of business and help to carve out unique features
- ◆ We offer basic materials for the formulation of a business plan (incl. Excel-worksheets for the planning of cost effectiveness and liquidity)
- ◆ We support in assessing the given economical environment, in analysing markets, in developing marketing strategies and steps to win costumers
- ◆ We consult in finance issues
- ◆ We share helpful tips, based on our own experience, regarding implementation
- ◆ We somehow play the “soundboard” for the entire plan

## Constraints of our consulting

- ◆ We are neither lawyers nor tax advisors nor insurance brokers
- ◆ We support and consult, but we do not adopt the concrete creation of a business plan
- ◆ We do not guarantee success

## How it feels

- ◆ First contact by phone or e-mail, appointment for first get-together in client's apartment (or at location of future business)  
*We go to the client, not vice versa!*
- ◆ Client explains his/her business idea in first session; duration 1-2 hours
- ◆ We try to work out essentials of the idea, the obstacles, try to judge seriousness of approach, feasibility
- ◆ We normally give clients a structured word document including all chapters of a proper business plan and an Excel-tool for calculation
- ◆ We ask the client to prepare a write-up of his ideas, along our structured layout as a first step, to be sent to us via e-mail for refinement
- ◆ Once the descriptive part is done, a next meeting takes place to develop the financial (numbers) part
- ◆ First milestone is a proper businessplan, the backbone of business
- ◆ If and as required we continue to coach client for 3-6 months

## Our typical client

- ◆ There is no typical client!
  - ◆ Most clients have a voucher from Employment Agency/Jobcenter
  - ◆ Clients are aged from late twenties up to late fifties
  - ◆ Backgrounds ranging from academical degree to training in jail
  - ◆ Germans as well as migrants
  - ◆ Females as well as males
  
- ◆ Commonalities:
  - ◆ Small budget, no capital
  - ◆ Limited experience
  - ◆ Enthusiasm for their case



## Typical business ideas

- ◆ There is no typical business idea! But here are some examples:
  - ◆ Caretaker/maintenance services
  - ◆ Fitness studio
  - ◆ Online commerce
  - ◆ Foundation of a newspaper
  - ◆ Customer self cultivation of vegetables
  - ◆ Dog parlour
  - ◆ Garage
  - ◆ Restaurant/bistro
  - ◆ Cellphone repair shop
  - ◆ Social media advisor
  - ◆ IT services
  - ◆ dry walling/carpenter/booth builder
  - ◆ alternative practitioner for pets
  - ◆ ...

## Facts and figures

- ◆ In 2012, approx. 1100 consulting, thereof 60% are start-ups
- ◆ In 2013 approx. 1200 consulting, thereof 50% start-ups
- ◆ In 2014 estimated 1400 consulting, thereof 40% start-ups

## Administration

- ◆ Framework Agreement with Employment Agency / Jobcenters
  - ◆ Jobcenter assigns clients to AhJ
  - ◆ AhJ-Consultant counsels client
  - ◆ AhJ office bills Jobcenter a small fee
  
- ◆ For individual entrepreneurs one simple form (one-pager)

## Our network partners

- ◆ Chamber of Industry and Commerce
- ◆ Agency of Business Development
- ◆ Ministry of Commerce
- ◆ Universities
- ◆ Employment Agency / Jobcenters
- ◆ Social and charitable institutions
- ◆ Credit institutions / business development banks
- ◆ Individual entrepreneurs on request  
(visit: [www.wirtschaftssenioren-nrw.de](http://www.wirtschaftssenioren-nrw.de))

Questions?

## Contact

ALT HILFT JUNG NRW e.V.  
Die Wirtschaftssenioren NRW.AHJ  
Existenzgründerzentrum  
Rudolf-Diesel-Straße 3  
40822 Mettmann

Phone: 02104 8336681

Fax: 02104 8336682

E-Mail: [info@wirtschaftssenioren-nrw.de](mailto:info@wirtschaftssenioren-nrw.de)

Internet: [www.wirtschaftssenioren-nrw.de](http://www.wirtschaftssenioren-nrw.de)