



# Die Wirtschaftssenioren Alt hilft Jung

## Informationsworkshop Enterprise + Vilnius, 22. April 2015

#### Engelbert vom Kolke

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### 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. Excelworksheets 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

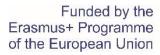
- First contact by phone or e-mail, appointment for first get-together in client's appartment (or at location of future business)
  We go to the client, not vice versa!
- Client explains his/her business idea in first session; duration 1-2 hours
- We try to work out essentials of the idea, the obstacles, 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

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## 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 councels 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
- Ministery of Commerce
- Universities
- Employment Agency / Jobcenters
- Social and charitable institutions
- Credit institutions / business development banks
- Individual entrepreneurs on request (visit: www.wirtschaftssenioren-nrw.de)







## Questions?





Contact

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