

Successfully Self-Employed.

At the beginning there is an idea and many questions: Do I have what it takes to be an **entrepreneur**? Do I get a **start-up grant**? Does my plan also convince the **bank**? The **start-up coaching** imparts the necessary **skills for successful self-employment** and is aimed at people with a **specific business idea**. So we support you:

Review of the founding idea – reality check

- ✓ SWOT analysis of the founding idea
- ✓ From ancillary business to full-time self-employment
- ✓ Reflection on willingness to take risks, willpower, self-management etc.

Concrete planning – build a foundation

- ✓ Development of your market positioning and a market entry strategy
- ✓ Creation of a business plan
- ✓ Product development and competitiveness review
- ✓ Identification of the customer base and their needs
- ✓ Development of marketing, pricing and acquisition strategies
- ✓ Basic knowledge of business / tax law

Do you lack the necessary clarity and power for your business idea?

FEEL FREE TO CONTACT US.



Defining an implementation strategy – how to get there

- ✓ Review of profitability
- ✓ Long-term financial / investment planning including examination of debt servicing ability
- ✓ Personnel planning, organization, legal form
- ✓ Concrete action plan
- ✓ Issuance of the load capacity certificate

Personal accompaniment = real enrichment

We set the priorities tailor-made - be it personality-related topics, the concrete implementation or tricky details and decisions.



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HOW DOES THE SUPPORT THROUGH THE AVGS VOUCHER WORK?



FOUR STEPS FOR YOUR INDIVIDUAL START-UP COACHING

STEP 1:

Consultation at the employment agency / job center

The employment agency / job center will advise you on the terms and conditions under which funding for coaching is possible. If the framework conditions are met, you will receive your personal work and placement voucher (AVGS) with a free choice of provider.

STEP 2:

Get in contact with us

You can arrange a free preliminary talk with us by phone or email (contact@sequoya.de). In addition to getting to know each other, this serves to classify your coaching concerns and to clarify the application process with you.

STEP 3:

Start career coaching

Career coaching starts with discussing the specific course of the coaching units. We plan these with you individually and according to your needs. Depending on the approval, the coaching can be carried out for a maximum of three months. The aim is to get back into working life and to participate successfully in working life.

STEP 4:

Billing of your activation and placement voucher (AVGS)

After submitting the AVGS, we will settle the accounts directly with the employment agency. So you don't have to worry about any formalities.

OUR PLUS:

Our coaches are available to you as contacts throughout the entire coaching process. You will have access to our internal website pages, which contain numerous exercises and useful tips. Sequoya also offers career and onboarding coaching via activation and placement vouchers (AVGS).

CONTACT US!

We look forward to meet you
Heike Sohna and team

Start-up coaching
measure number:
962/161/21



Carrier approval
according to AZAV

Contact person Heike Sohna

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