

C³ START – Training Modules

The Entrepreneur

- Introduction to business planning
- Personal entrepreneurial competencies
- Enterprise analysis

The Business Idea

- Brainstorming
- Macro/micro screening
- SWOT Analysis

Market Analysis and Marketing

- Market analysis
- Market potential
- Marketing mix, costs and strategy

Production

- Production and technology planning
- Production capacity
- Calculation of production costs/break even
- Analysis

Organisation & Management

- Forms and legal status of companies
- Organisational structures

Financials

- Basic business mathematics
- Capital requirement and financial planning
- Profit and loss calculations
- Cash flow

Field Work

- Elaboration of a Business Plan
 - Business idea
 - Marketing plan
 - Production plan
 - Organisation & management plan
 - Financial plan
- Business Plan Presentation to Bank
 - Project packaging
 - Presentation



C³ TRAINER

TRAINING AND MODERATION TECHNIQUES



C³ START

BUSINESS START-UP & PLANNING



C³ GROWTH

CONSULTANCY FOR SUSTAINABLE ENTERPRISE GROWTH



C³ CREDIT

CREDIT APPRAISAL & MONITORING



C³ CRISIS

TURN-AROUND MANAGEMENT OF ENTERPRISES IN CRISIS



C³ COMPLIANCE

MANAGING SOCIAL AND ENVIRONMENTAL STANDARDS



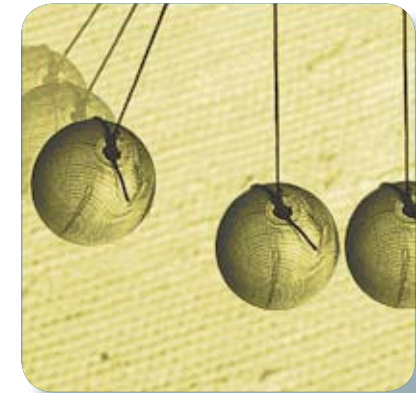
C³ ASSOCIATE

STRATEGIC AND FINANCIAL PLANNING FOR ASSOCIATIONS



C³ LOCAL

MULTI STAKEHOLDER PROCESSES FOR LOCAL ECONOMIC DEVELOPMENT



C³ START
Business Start-up & Planning



Why C³ START?

... signifies capacity development for entrepreneurs and would-be entrepreneurs.

... offers a tailor-made training during which every participant not only works on the development of his/her entrepreneurial competencies, but also develops a fully-fledged business plan.

... is also a tool for trainers and consultants working with existing or potential entrepreneurs, or for those intending to promote entrepreneurial thinking and behaviour.

Target group

It is the owner and/or enterprise manager who ultimately shoulders the responsibility for any capital invested and the jobs created through a new business venture. **START** enables potential and existing entrepreneurs to make sound decisions, as it is them that have to understand the underlying principles and strategies to enable their business to be successful.

In order to increase outreach and impact, training and business planning knowledge can also be conveyed to persons professionally involved in training and advising existing or would-be entrepreneurs throughout their start-up phase.

Training for success

To have completed a **START** course involves having acquired entrepreneurial experience prior to entering the 'real' market place. Trainees learn to recognise critical success factors and to develop sound strategies. They build-up individual competence to deal with drawbacks, and become familiar with the importance of critical indicator values and exit strategies.

Didactic plus

START consists of different training modules that can be selected and adjusted to suit the specific needs of any group of trainees. If desired, the educational know-how can be conveyed to future trainers together with a series of customer-oriented exercises and comprehensive instructions for facilitators.

Training through action learning

START adopts a highly participatory training approach consisting of action-oriented sessions with simulation exercises, group work, case studies and field work. Modern adult training methods safeguard sustainable learning progress. The field work includes amongst others company visits, market research and business plan preparation.

IT-tool for start-up assessment and benchmarking – BLUES[®] (optional)

If required and suitable, the C³ training course can be enriched by the IT-based benchmarking tool BLUES[®].

Brain Logistics' Start Up Evaluator is a web enabled analytical benchmarking database of key data extracted from start-up companies. Participating start-up companies receive the possibility to feed into the database and to get additional feedback and rating through a tailor made benchmarking report, which highlights key success factors and immanent weaknesses of the emerging enterprise. This tool is offered through our partner Brain Logistics in the Czech Republic.



Picture credits:
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