

# Coaching BONUS

## *Business coaching for start-ups and existing companies in Berlin*

### *Who is eligible for support?*

The Coaching BONUS support programme is designed for founders as well as small and medium-sized enterprises (SMEs) according to the EU's SME criteria who

- └ have an innovation and technology orientation or
- └ work in the creative sector and have generated their first sales or
- └ have an internationalisation project or
- └ wish to set up company succession scheme and
- └ who have their registered office (or at least one legally independent facility) in Berlin and
- └ meet the support criteria laid down in the current guidelines of the Federal State of Berlin

### *What is supported?*

Support is provided for specifically defined coaching projects for successful handling of commercial tasks and matters, e.g.

- └ Optimisation and preparation of a business plan
- └ Assistance for financing
- └ Development of marketing and sales strategies
- └ Introduction of controlling systems
- └ Improvement of the organisational structure
- └ Preparation of growth strategies
- └ Handling company succession
- └ Internationalisation of business models
- └ Application for participation in European research, innovation or technology programmes

### *What kind of support is available?*

- └ Financing is available for fees of selected coaches assigned by IBB Business Team GmbH to coaching projects on the basis of professional criteria.

#### **Grants for companies**

Less than 5 years on the market



More than 5 years on the market



Day 1 + 2

From day 3 – up to 20 coaching days

## Other important details

- If the applicant is a legal entity, they are required under No. 1.5 of the Implementation Regulation for section 44 of the Federal Land Budget Code [Nr. 1.5 AV § 44 LHO] to first register in the transparency database of the Federal State of Berlin before submitting their application.
- Preference must be given to financing options offered under programmes by the Federal Government. Project-related combination with funding under such programmes is not possible.
- The programme is subject to de-minimis rules.
- Applicants have no legal claim for support.
- In addition to the Coaching BONUS, other qualification schemes are offered from a comprehensive portfolio of seminars and workshops in various areas including, for instance, business administration, organisation and soft skills.
- Invoices related to the project must be settled using non-cash methods or payments must be made using non-cash methods and the related documents (e.g. bank statements) must be kept as proof of payment.
- In total, support is available for up to 20 days per applicant. Once-off, 100 % support is available for the first two days.

## How to apply

Please submit your application using the online application system on the website:

[www.coachingbonus.de/foerderung/antrag-stellen](http://www.coachingbonus.de/foerderung/antrag-stellen). Further information can also be found at: [www.coachingbonus.de](http://www.coachingbonus.de).

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