

Coaching BONUS

Coaching for companies and founders in Berlin

Who is eligible for support?

Founders 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
- 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.

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.

What is supported?

Financing is available for fees of selected coaches assigned by IBB Business Team GmbH to coaching projects on the basis of professional criteria. The daily rate for a coach totals EUR 1,000 max.

Founder coaching on topics, such as:

- Optimisation of a business plan
- Clarification of financing issues
- Preparation of a marketing and sales strategy

Company coaching on topics, such as:

- Introduction of a controlling system
- Improvement of the organisational structure
- Preparation of a growth strategy
- Handling company succession
- Internationalisation of business fields
- Application for participation in a European research, innovation or technology programme, etc.

What kind of support is available?

- In total, support is available for up to 20 days per applicant.
- Once-off, 100% support is available for the first two days.
- Beginning with the third day, applicants must bear
 - 20% of the costs in the case of start-ups and companies on the market for up to five years, or
 - 50% in the case of companies on the market for more the five years.

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

How to apply

Please submit your application using the online application form available at www.coachingbonus.de.

Please contact us at the earliest possible date. Our customer centre will be pleased to answer detailed questions regarding the programme and assist you with your application.

Please note: Applications are accepted in German only.

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