

# Coaching BONUS

## Coaching for companies and founders in Berlin

### Who is eligible for support?

Founders, social economy companies as well as medium-sized enterprises (SMEs) according to the EU's SME criteria that

- ↳ 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
- ↳ who 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 (LHO, Landeshaushaltsordnung) 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
- ↳ Support for digitalisation projects
- ↳ 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?

#### 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

- └ 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.

### *Other important details*

- └ 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.
- └ 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 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.

### *How to apply*

Please submit your application using the online application form available on the website: [www.ibb-business-team.de/eantrag](http://www.ibb-business-team.de/eantrag).

More information and forms can also be found at [www.ibb-business-team.de/coaching-bonus](http://www.ibb-business-team.de/coaching-bonus).

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