



European Institute of  
Innovation & Technology

# EIT HEI Initiative

Innovation Capacity Building  
for Higher Education



Funded by the  
European Union



Entrepreneurship  
Susanne Hilbt



European Institute of  
Innovation & Technology



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European Union

HEI4S3<sup>RM</sup>



# Introduction of myself

- Consultant and Coach
- Founder of 2 own companies
- Main focus: supporting founder/entrepreneurs

# Agenda for Tuesday and Thursday

Start: 9:00 am

End: 12:00 pm

## Topics:

- What does Entrepreneur mean?
- Visionsboard!
- About finding a business idea!
- About a business-plan!
- Financials and taxes!

# Information

2 days presentation and discussion (Tuesday/Thursday)

2 days working time on your own (Wednesday/Friday)

You will create

- a vision board or
- a Canvas

and send it until Friday!

Pls let me know, if you want a feedback on your canvas or vision board.

You can contact me via Diana. E-Mail: [HEI4SRM@thga.de](mailto:HEI4SRM@thga.de)





# TUESDAY

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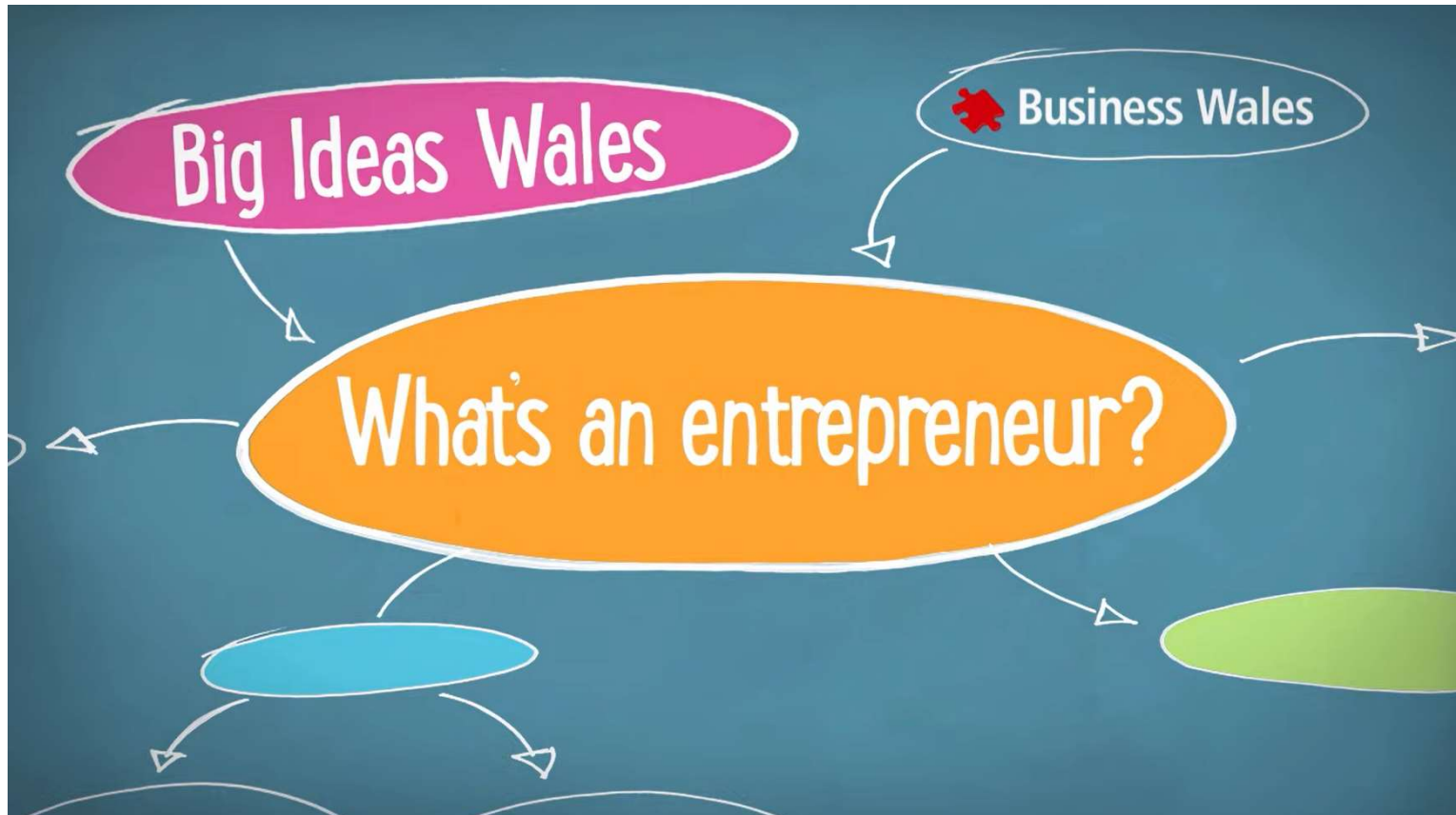
- What does entrepreneur mean?
- What does it mean to be an entrepreneur?
- About founding a company!
- Introduction of a Visionboard!



# Entrepreneurship – what does it mean?







- <https://youtu.be/92ZmzD70sOU>



# Am I an entrepreneur?





# Am I an entrepreneur?

## Some characteristics:

- Innovative spirit
- Motivational capability
- Organizational talent
- Power of endurance
- Self-confidence
- Decision maker
- Flexibility
- Critical ability
- Sense of responsibility



# About founding!

You have different ways to found a company

You need to note the following topics:

- legal
- tax

# One option: founding in part-time



# Options to found in part-time





# The basics

- Idea
- Information to University/employer
- Businessplan
- Plan of financials
- Register at the tax office (in germany)
- freelancer or commercial
- Creating a contract with a lawyer (GmbH, OHG)



# Different topics for choosing the legal form



# Legal forms in Germany

Rechtsform	Haftung	Mindesteinlage	Handelsregister	Gründungsaufwand	Gründungskosten
<b>Einzelunternehmen</b>	unbeschränkt*	Keine	nicht zwingend	gering	niedrig
<b>Eingetragener Kaufmann</b>	Unbeschränkt*	Keine	ja	mittel	niedrig/mittel
<b>GbR</b>	Unbeschränkt*	Keine	nein	gering	niedrig
<b>oHG</b>	Unbeschränkt*	Keine	ja	mittel	Mittel
<b>KG</b>	Komplementär: unbeschränkt* Kommanditist: beschränkt	Keine	ja	hoch	Mittel
<b>GmbH</b>	Auf Gesellschaftsvermögen beschränkt	25.000 EUR (12.500 EUR bei Gründung)	ja	hoch	Hoch
<b>UG</b>	Auf Gesellschaftsvermögen beschränkt	1 EUR	ja	hoch	Niedrig/mittel
<b>GmbH &amp; Co. KG</b>	Komplementär: auf Gesellschaftsvermögen beschränkt; Kommanditist: auf Einlage beschränkt	25.000 EUR	ja	sehr hoch	Hoch
<b>Ltd</b>	auf Gesellschaftsvermögen beschränkt	Keine	nicht zwingend ins englische HR	sehr hoch	Niedrig
<b>AG</b>	auf Anteil des Aktionärs beschränkt	50.000 EUR	ja	sehr hoch	Sehr hoch

\* unbeschränkte Haftung: Kapitalhaftung sowohl mit Firmen- als auch Privatkapital

# Tax aspects

Depends of

- Status of freelancer or not
- the legal form
- w/o Value added tax

Different kind of taxes

- Value added tax
- Trade tax
- Income tax
- Corporate tax



# Further aspects

## Insurance

- Health insurance (depends in some countries on sales and services)
- Liability
- Further insurances

## Different authorities

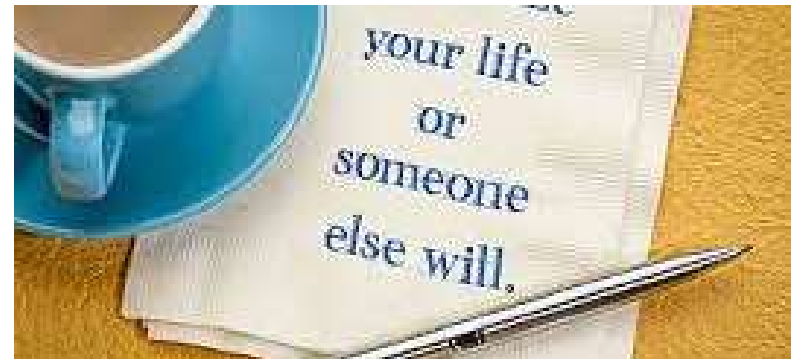
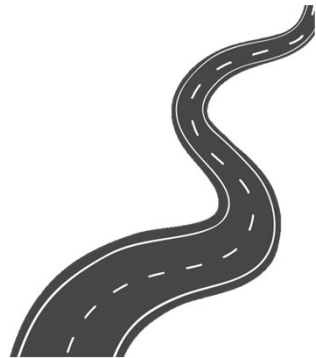
- Chamber of commerce, industry and crafts
- Trade association



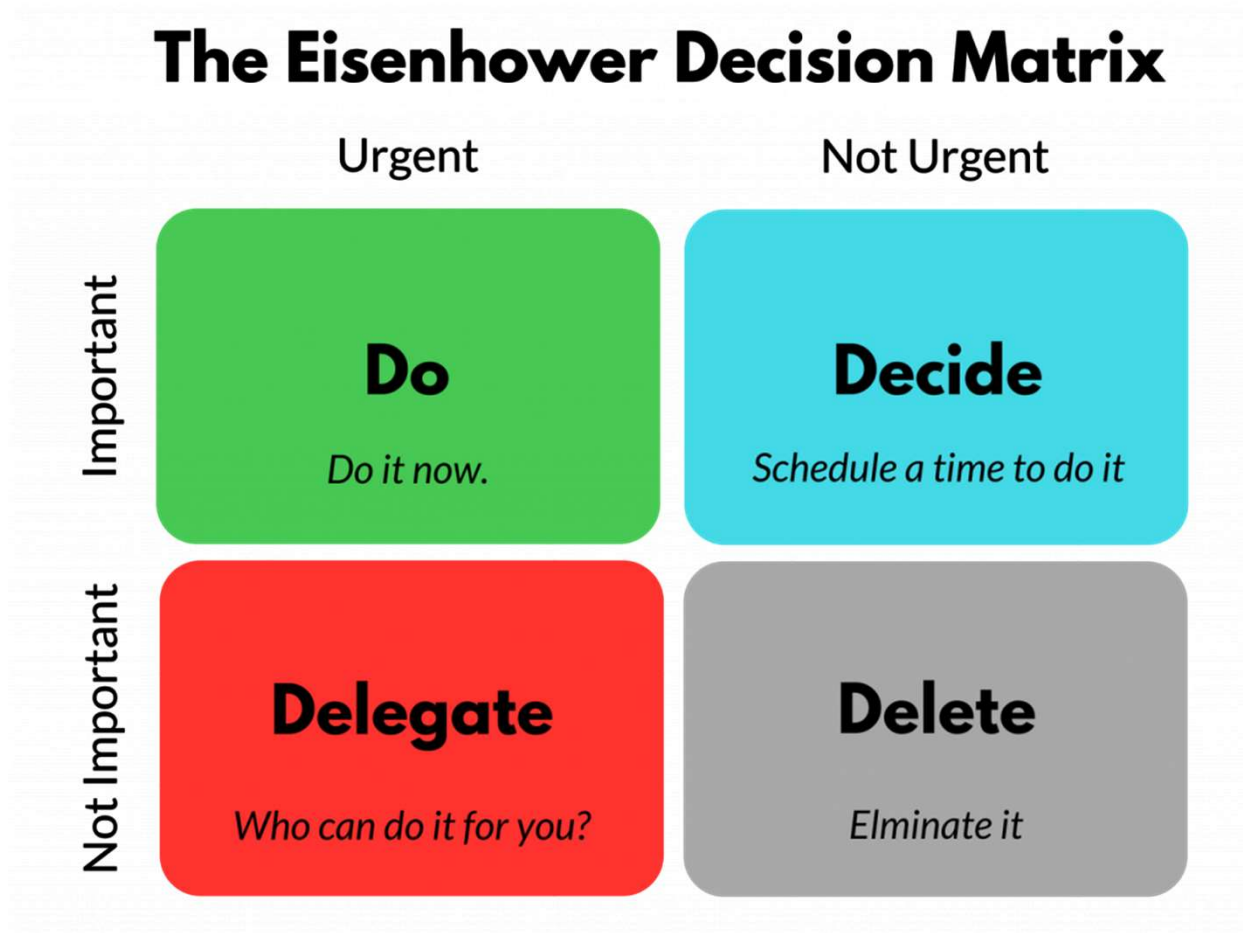




# Priorities study/work vs. founder of a company



# Set priorities





# The five biggest fails

- insufficient financing
- No or only some business knowledge
- Not or only some knowledge about competitors
- Insufficient businessplan
- No backing of family

# Support at university

## Gründungsservice Center

- Consulting
- Businessplan
- Prototyping
- Financials
- Stend





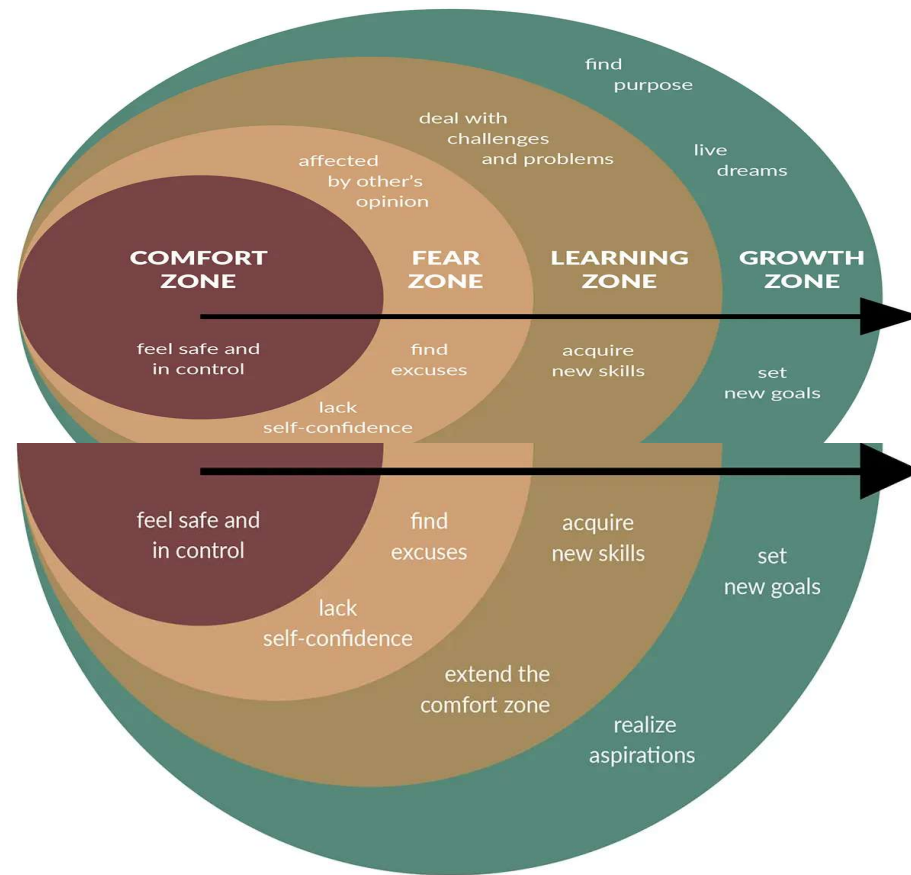




# What does Vision board mean?

Tool to develop and visualize your future

# Why do I need a vision board?





# Why do I need a vision board?

- Facilitates the implementation of targets
  - More focussed life: defined targets will be developed – motivated feeling
  - Easier life: The vision board is also a decision support. You can decide easier and fast the more important things.
  - More active life: If you are more focussed and life easier, you are more active. You have a clear target and work to reach it – more energy is released!!



# How do I create a vision board?

You can subdivide the vision board into 10 parts and for short, middle and long term:

- Job, Money, Financials
- Creativity and leisure time
- Vacation
- family
- friendship
- partnership
- Social activities
- Sense & spirituality
- fitness & healthy
- location

The targets should be:

- specific
- measurable
- realistic
- doable on schedule



# Examples



# ...further tips

Where do place your vision board, so that you can see it often

- next to a mirror
- in the kitchen
- next to the desk













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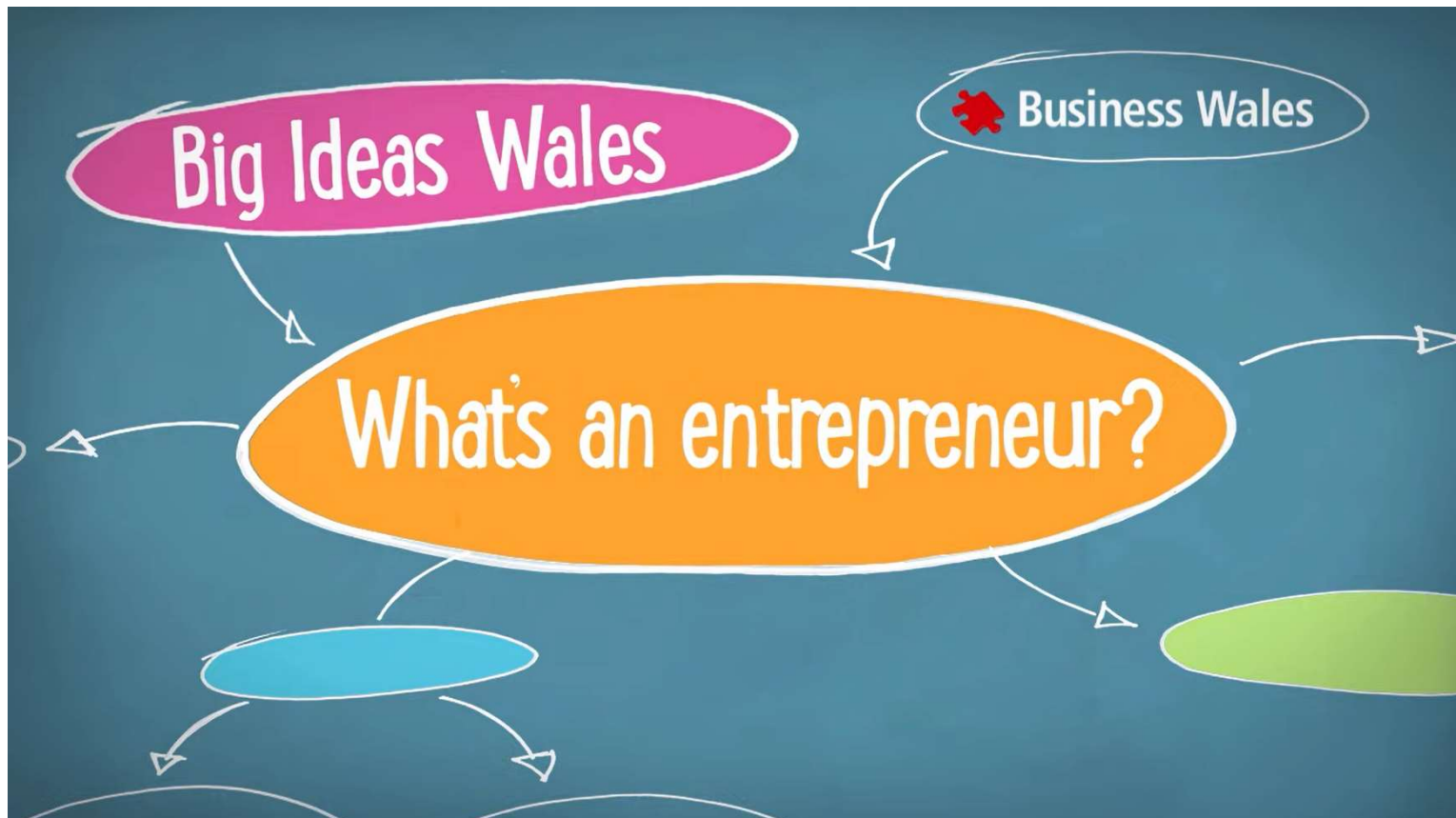
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# About finding a business idea

2 different tools

- Idea to go
- „Pain-solver“



# About finding a business idea

## Idea to go

If the thoughts should be on the right way, than go on your way as well. Make a walk. Have a deliberate view to your environment: humans, clothes, animals, traffic signs, advertising, etc.

Have you got an idea?

Any memory to colors or smells?

Anything to a special word on a menue?



# About finding a business idea

„Pain-solver“

- Which pain to you have in your everyday life?
- Which problem should be solved at last?
- Which product or service you miss?
- What are others getting upset about?





# The business plan

- What's a business plan?
- Why do I need a business plan?
- Topics of a business plan
- Further tips

# What is a business plan?



# Business plan – what does it mean?



- Description of a business idea with targets, strategy as well as other general conditions
- The business plan has two parts: description and figures

# Why do we need a business plan?





# Why do we need a business plan?

- Guideline for the founding
- Exactly plan
- Think ideas through and put them in figures
- Agreement among business partners
- Strategy and targets
- Development of the business
- Capital, e. g. financial support/credit/grant for founders

# Topics of the business plan





# Topics of the business plan



financials  
customers  
personal  
marketing  
position  
idea  
strategy  
sales  
swot  
price  
business  
competitor  
targets



# The founder

- CV
- professional qualificationen
- commercial qualificationen
- motivation, targets
- strengths and weaknesses
- personal requirements





# business idea

- What is the name of the company (and why)?
- What's your business idea?
- When would you like to start?
- What's the USP?
- Which knowledge and experience to you have in this field?
- Which customer would buy your products?
- Which sales channel do you want to use?



# business idea

- How many capital do you need?
- Which targets do you have?
- Which risks do you have?
- How many sales do you want to reach in the next years?
- How many stuff do you want to have in the next years?



# The offer and prices

- What's special? What is the USP?
- When do you want to start the production?
- State of development of your product?
- What do you need further to start?
- What use the customer have?
- Which price do you want to have for your product?
- What is your market position?



# market and competitors

Your location

- Where are you located with your business and why?
- How do you want to develop your location?



# market and competitors

Customers/Requirement of your customers

- Who are your customers?
- Where are your customers?
- Are you depending on big customers?
- Which requirements do your customers have?



# market and competitors



- How is the market developing?
- What kind of trends do you recognize?
- Who are your competitors?
- How much do the competitor products cost?
- What are the strenghts and weaknesses of your competitors?
- What is your position in the market next to the competitors?



# Organisation of the company and stuff

## Organisation

- What kind of legal form do you need?
- Which permits do you need?
- Which organisation do you need and what are there tasks?
- Can you ensure a controlling?
- What is your plan for diseases, catastrophies etc.?



# Organisation of the company and staff

## Employees

- Do you need employees?
- How many?
- Which qualification do they need?
- How much costs do you plan for the employees?







# Marketing and Sales

## Offer

- Which use the product have for your customers?
- Where are you better than the competitor?

## Price

- What is your strategy for the prices?



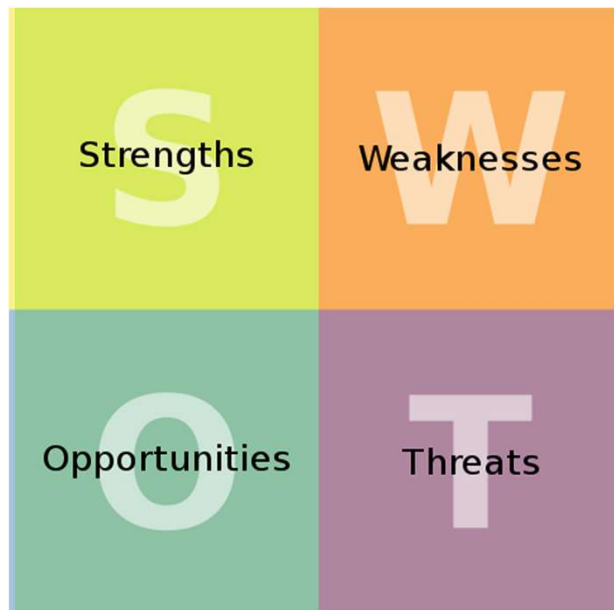
# Marketing and Sales

## Sales

- Which sales volumes are you aiming for?
- Which sales partners will you use?
- Which target areas are you headed for?
- What are the costs of sales?

## Advertising

- How do customers find out about the product?
- What are the advertising measures?



# SWOT-Analysis



# Financials

- Costs of living
  - Rental fee
  - Costs of daily needs
  - Costs of cars
  - insurance
  - Retirement provision
  - etc.
- Investment plan
  - production
  - office equipment
  - vehicles
  - Purchase of goods
  - Legal form
  - etc.

Privatausgaben	notwendig (1. Jahr) mtl.	notwendig (1. Jahr) gesamt	angestrebt mtl.	angestrebt jährlich
Miete inkl. Nebenkosten und Strom	0	0	0	0
Gebäudeaufwendungen inkl. Nebenkosten	0	0	0	0
Kosten des täglichen Bedarfs (Essen, Trinken, Kleidung)	0	0	0	0
Freizeit	0	0	0	0
Telefon, Fernsehen, Radio (Privat)	0	0	0	0
Private Kfz-Kosten (Steuern, Versicherungen, Verbrauch, Reparaturen)	0	0	0	0
Kosten für öff. Verkehrsmittel	0	0	0	0
Sachversicherungen (Haftpflicht-, Hausrat-, Unfall-, Rechtschutzversicherung etc.)	0	0	0	0
Altersvorsorge (Rentenversicherung, Lebensversicherung, BU)	0	0	0	0
Kranken- und Pflegeversicherung	0	0	0	0
Arbeitslosenversicherung	0	0	0	0
Kosten für Kinderbetreuung	0	0	0	0
Unterhaltszahlungen an andere	0	0	0	0
Zins- und Tilgungsverpflichtungen für Privatkredite	0	0	0	0
Rücklagen für Urlaub, Neuanschaffungen, Ausbildung der Kinder	0	0	0	0
Rücklage Einkommensteuer (30% vom angestrebten Gewinn)	0	0	0	0
Sonstiges	0	0	0	0
<b>Summe</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



# Financials

- Profitability
  - Sales (in €)
  - Costs (incl. staff, insurance, tax, credit/leasing etc.)
  - Profit and loss

	sep	okt	nov	dez	jan	feb	mrz	apr	mai	jun	jul	aug			
	Monat 1	Monat 2	Monat 3	Monat 4	Monat 5	Monat 6	Monat 7	Monat 8	Monat 9	Monat 10	Monat 11	Monat 12	1. Jahr	2. Jahr	3. Jahr
<b>1. Umsatz</b>															
Umsatzbereich 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Umsatzbereich 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Umsatzbereich 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Summe Umsatz</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>2. Material- und Wareneinsatz</b>															
Umsatzbereich 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Umsatzbereich 2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Umsatzbereich 3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Summe Material- und Wareneinsatz</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>3. Kosten</b>															
Personalkosten	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sozialabgaben für Personal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Raumkosten incl. Nebenkosten und Strom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Kfz-Kosten (Kraftstoff, Vers., Steuern)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Büro (Telefon, Büromaterial, Zeitschriften)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Werbung	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Reisekosten	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Versicherungen, Beiträge	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Steuerberatung, Rechts- und Unternehmensberatung	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Zinsen	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Abschreibungen	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Leasing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fortbildungskosten, Gründungskosten	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
sonst. Kosten (Reparatur, Unvorhersehbares etc.)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Summe Kosten</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>= Gewinn/Verlust</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



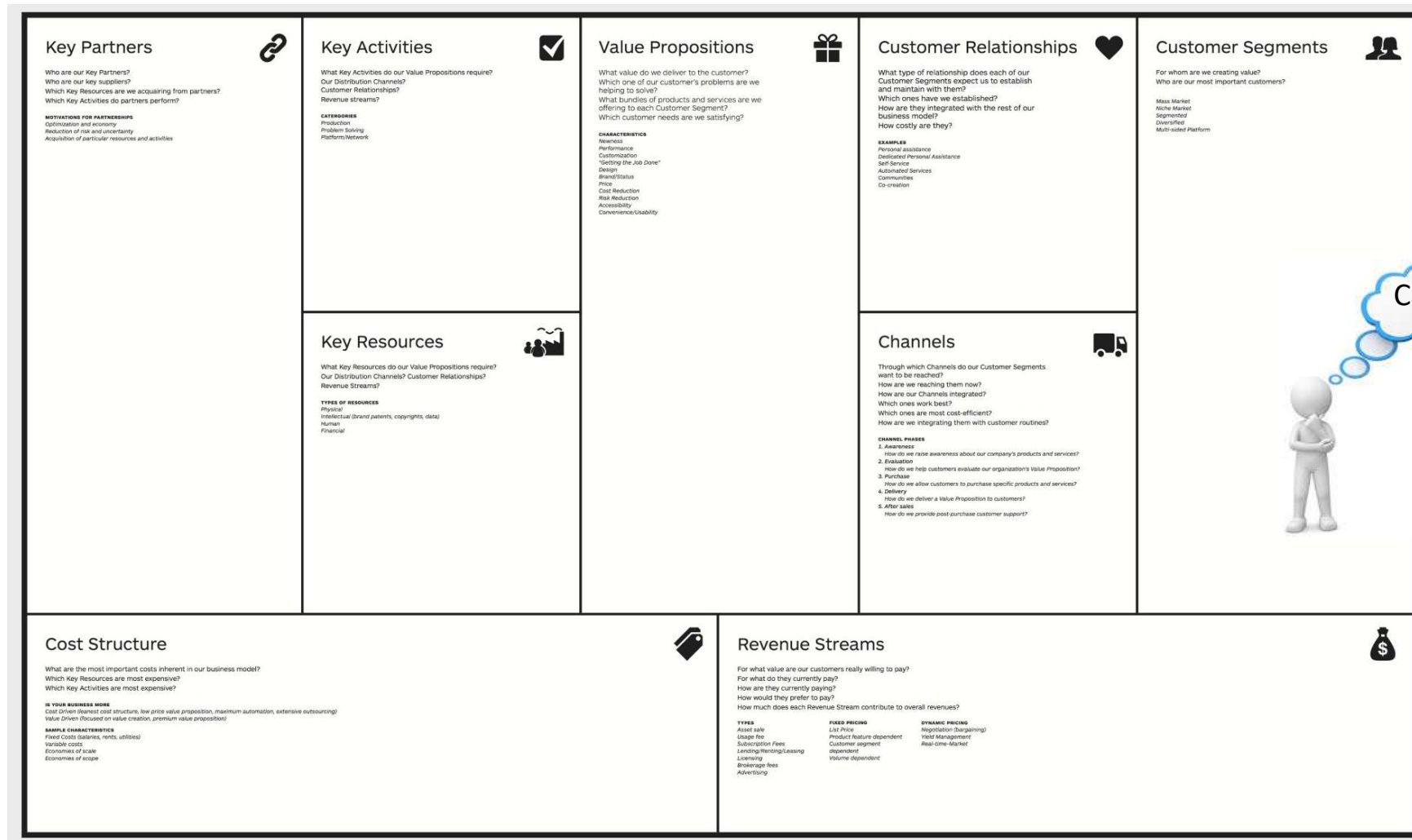
# Further tips

- Founding in a team – check the requirements and imaginations and expectations
- Take the time you need
- Ask a consultant
- Optimize again and again

the greatest enemy of quality  
is haste (Henry Ford)



# The business plan as a onepager



Canvas

[https://en.wikipedia.org/wiki/Business\\_Model\\_Canvas#/media/File:Business\\_Model\\_Canvas.png](https://en.wikipedia.org/wiki/Business_Model_Canvas#/media/File:Business_Model_Canvas.png)



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