



**Kompass**  
Zentrum für  
Existenzgründungen



**European Union**  
European Regional Development Fund

*entre:di*

entrepreneuri-  
diversity



**INTERREG IVC**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS

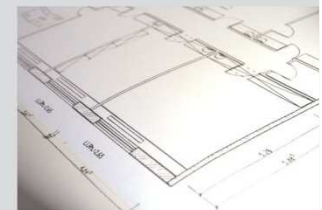
## Profilingtool

## Analysys and Case Study

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*AER Training Academy, June 2010*





## Sustainable Success Through Profiling

Kompass achieves a significant contribution to improving the prospects of the success of business start-ups. Almost three-quarters of the entrepreneurs whom **Kompass profiled and subsequently supported** with a start-up seminar and a market testing phase, have entered self-employment and have remained in it up to the present time.

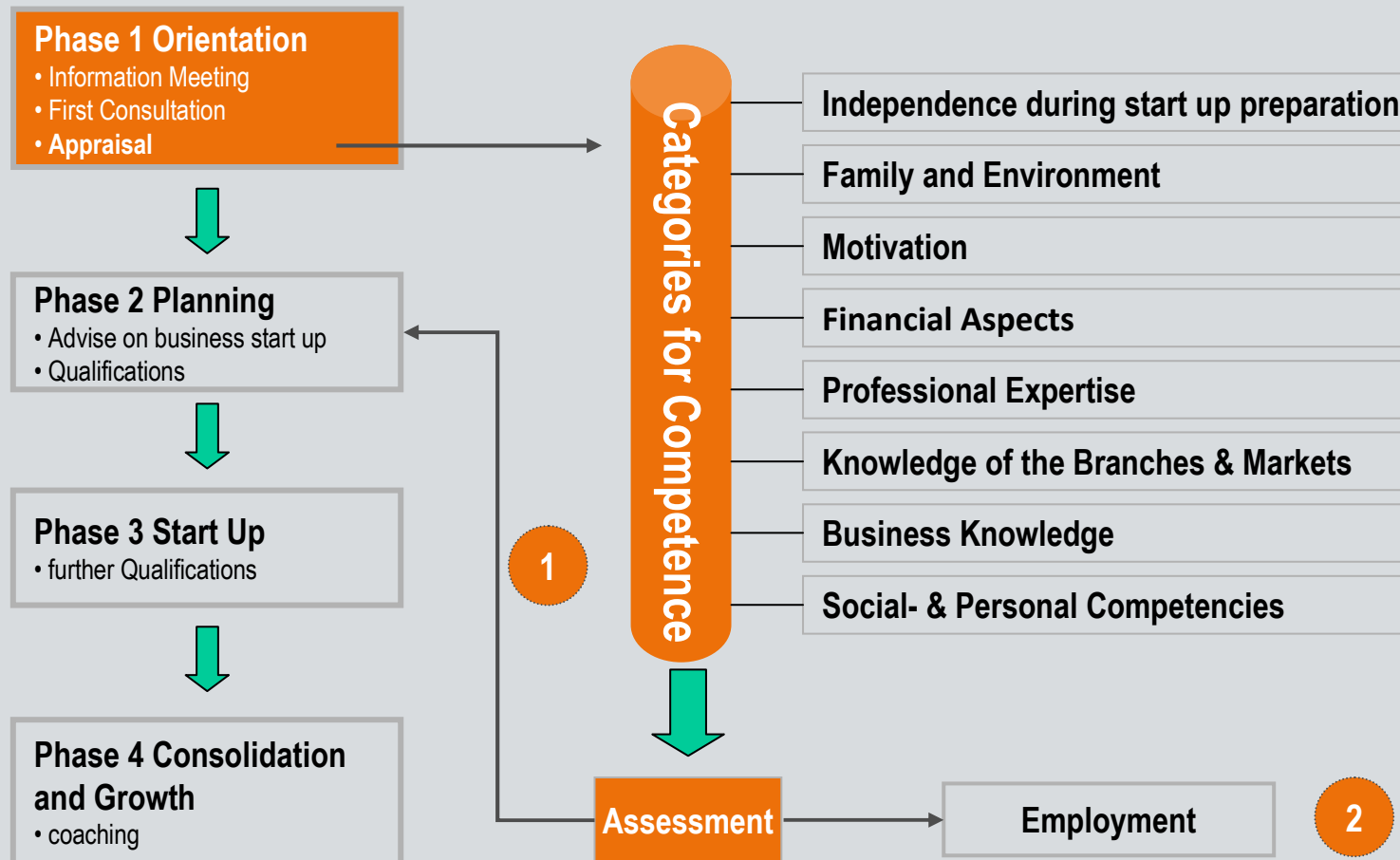
Out of all the enterprises set up in Germany, three years after entering the market only 30 to 50 per cent are still in the market. For the start-ups by the formerly unemployed supported by Kompass, the „long stay“ rate is above 75 per cent!

**Profiling** – a skilled appraisal shows, that not all start-ups can be carried out in the way that a first draft had provided for. Many a business idea must be rejected on examination of its workability, many a start-up project needs clear corrections and a longer and more intensive period for preparation, coaching and guidance than the future entrepreneur first expected.



## Requirements

- \* Independence during start up preparation
- \* Family and environment
- \* Motivation
- \* Financial Aspects
- \* Professional Expertise
- \* Knowledge of the Branches & Markets
- \* Business Knowledge
- \* Social- & Personal Competencies





- ◆ not relevant for profiling = **0**;
- ◆ does not apply at all = **1**;
- ◆ does not apply = **2**;
- ◆ applies somehow not = **3**;
- ◆ applies somehow = **4**
- ◆ applies = **5**;
- ◆ completely applies = **6**;
- ◆ Yes ; No (short explanation)



## 1. Independence during start up preparation (Case Study Jane D.)

<b>1.1</b>	<b>The founder prepared for the initial interview and considered basic issues surrounding a future self-employment</b>	<b>5</b>
<b>1.2</b>	<b>The founder is able to get information via various media (for example: Internet, TV and printed materials)</b>	<b>4</b>
<b>1.3</b>	<b>The founder proves to be able to analyse collected information and applies it to purpose</b>	<b>5</b>
<b>1.4</b>	<b>The founder has precise expectations on assistance given by the consulting company</b>	<b>4</b>
<b>1.5</b>	<b>The founder has a realistic view on the time needed for his/her enterprise</b>	<b>5</b>
<b>1.6</b>	<b>The founder thought thoroughly about the project</b>	<b>5</b>



## 2. Family and Environment

<b>2.1</b>	<b>The founder has the financial responsibility towards his/her family</b>	<b>6</b>
<b>2.2</b>	<b>The founder gets assistance and backing from immediate family for the new enterprise</b>	<b>3</b>
<b>2.3</b>	<b>The founder gets assistance and backing from friends and acquaintances for the new enterprise</b>	<b>4</b>
<b>2.4</b>	<b>The spouse or partner is working</b>	<b>no</b>
<b>2.5</b>	<b>The founder considered care commitments and has allocated time and funds</b>	<b>yes</b>



## 3. Motivation

<b>3.1</b>	<b>Considering all opportunities and risk a new enterprise provides, the founder shows determination to start the project</b>	<b>6</b>
<b>3.2</b>	<b>Main motivation is the wish for meaningful employment, fulfilment and a secure future (it should not be about „fast money“ or state grants)</b>	<b>5</b>
<b>3.3</b>	<b>The founder is able to explain her/his reasons for self employment and is able to assess their own opportunities and risks as well as requirements and restrictions (the founder should not chase a dream but realistically assess the situation e.g. opportunities and possible limitations)</b>	<b>4</b>
<b>3.4</b>	<b>The founder is able to describe the „growth of a thought“- relate between the actual idea and it's biography</b>	<b>6</b>
<b>3.5</b>	<b>The founder believes in the success of the enterprise</b>	<b>4</b>



## 4. Financial Aspects

4.1	The founder is in possession of sufficient capital (own resources or third party) to develop the project	No
4.2	If necessary, the founder is willing to re-evaluate the project financially and downsize	Yes
4.3	The founder already invested own or third party finances into the project	Yes
4.4	The founder has an idea of the financial needs for the project and the own financial situation	Yes
4.5	The founder receives financial help from family and/or friends	Yes



## 5. Professional Expertise

### A) Business Idea und Businessplan

<b>5.1</b>	The founder is able to describe the business idea clearly with her/his own words	<b>5</b>
<b>5.2</b>	The founder understands the formal procedure of starting an enterprise e.g.: to write a business plan / attend coaching	<b>2</b>
<b>5.3</b>	The founder is prepared to write a business plan	<b>3</b>

### B) Qualification

<b>5.4</b>	The founder has enough competences to start an enterprise e.g.: professional expertise, a former enterprise or any other relevant experience	<b>5</b>
<b>5.5</b>	A certified profession is necessary to start the enterprise in this field	<b>no</b>
<b>5.6</b>	Professional experience is necessary to start the enterprise in this field	<b>yes</b>
<b>5.7</b>	The founder is able to acquire necessary certifications (e.g. diploma)	<b>yes</b>



### 6. Knowledge of the Branches & Markets

<b>6.1</b>	<b>The founder researched the relevant markets</b>	<b>3</b>
<b>6.2</b>	<b>The founder is able to assess the requirements of the target market and put it in relation to the business idea</b>	<b>4</b>
<b>6.3</b>	<b>The founder has a clear perception about the product and/or service and has thought about a unique sellingpoint</b>	<b>4</b>
<b>6.4</b>	<b>The founder has relevant contacts in the target sector</b>	<b>4</b>
<b>6.5</b>	<b>The founder knows the relevant associations and trade-chambers in the sector</b>	<b>5</b>



## 7. Business Knowledge (1)

### A) Basics

<b>7.1</b>	<b>The founder already has some experience in the commercial areas</b>	<b>4</b>
<b>7.2</b>	<b>The founder has commercial knowledge to realize the plan</b>	<b>5</b>
<b>7.3</b>	<b>The founder has thought about prices</b>	<b>4</b>
<b>7.5</b>	<b>The founder has some experience with price calculation</b>	<b>4</b>

### B) Tax and Accountancy

<b>7.6</b>	<b>The founder has adequate knowledge of bookkeeping</b>	<b>4</b>
<b>7.7</b>	<b>The founder is aware of her/his responsibilities towards the inland revenue</b>	<b>4</b>



## 7. Business Knowledge (2)

### C) Insurance

<b>7.8</b>	The founder has thought about social contributions (e.g. health insurance)	<b>5</b>
<b>7.9</b>	The founder has thought about pension payments and retirement	<b>2</b>
<b>7.10</b>	The founder has thought about company insurance	<b>5</b>

### D) Marketing

<b>7.11</b>	The founder has specific ideas how to reach the target market	<b>3</b>
<b>7.12</b>	The founder is already active to promote and sell the service	<b>3</b>

### E) IT Knowledge

<b>7.13</b>	The founder is able to work with PC's and mainstream programs	<b>3</b>
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## 8. Social- and Personal Competencies (1)

### A) Activity/Action & Goals

<b>8.1</b>	The founder has realistic goals	4
<b>8.2</b>	The founder has a flexible attitude towards change and unexpected issues	5

### B) Risks & how to handle risks

<b>8.3</b>	The founder takes risks into consideration when planning projects	4
<b>8.4</b>	The founder is not afraid of following goals – welcomes challenge	6

### C) Physical- and Mental Capacity

<b>8.5</b>	The founder has the physical capabilities to realize the idea	ja
<b>8.6</b>	The founder has sufficient self confidence and mental stability	5



## 8. Social- & Personal Competencies (2)

### D) Emotional Stability

<b>8.7</b>	The founders has enough confidence to promote and sell the personal image and the idea	<b>5</b>
<b>8.8</b>	Dealing with people comes naturally to the founder	<b>3</b>
<b>8.9</b>	The founder is convinced of the business idea and ready to „defend“ it during discussions	<b>5</b>

### E) Strategic Thinking

<b>8.10</b>	The founder demonstrates purposeful thinking when planning	<b>5</b>
<b>8.11</b>	The founder can sum up progress during planning stages	<b>6</b>
<b>8.12</b>	The founder can identify personal prospects and goals in life	<b>6</b>
<b>8.13</b>	The founder is fully aware of own expenses and outgoings (cost of living)	<b>5</b>



### 8. Social- & Personal Competencies (3)

#### C) Self Assessment

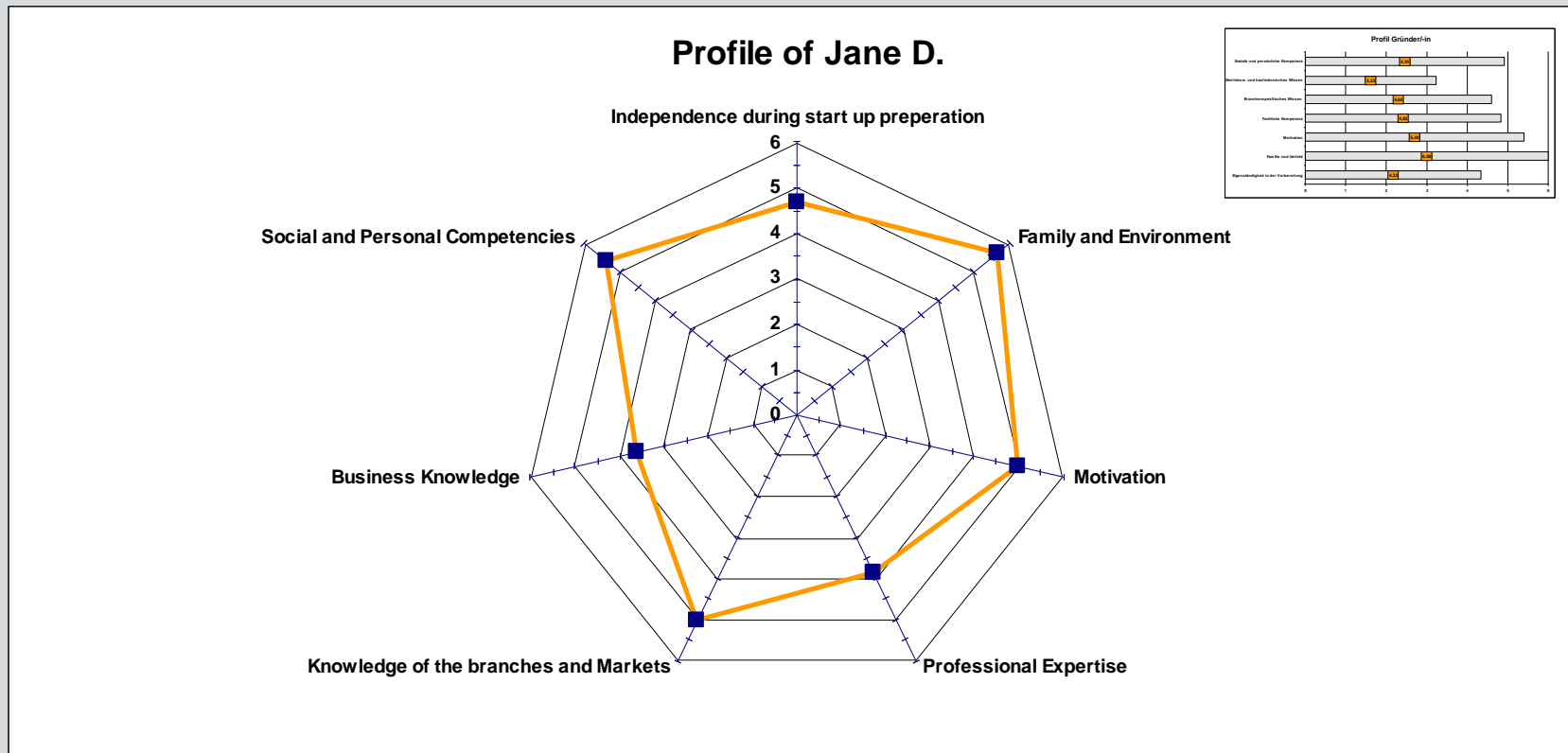
<b>8.14</b>	<b>The founder is conscious of her/his own strength and weaknesses</b>	<b>4</b>
<b>8.15</b>	<b>The founder has adequate reflexivity</b>	<b>5</b>

#### D) Personal Appearance

<b>8.16</b>	<b>The founder has sufficient communication skills (including languages)</b>	<b>4</b>
<b>8.17</b>	<b>The founder is professional and attentive when communicating</b>	<b>4</b>
<b>8.18</b>	<b>The personal image is not conflicting with the planned venture</b>	<b>5</b>
<b>8.19</b>	<b>The founder possesses adequate empathy</b>	<b>4</b>
<b>8.20</b>	<b>The founder can overcome uncertainties, he/she should possess tolerance to ambiguity</b>	<b>4</b>

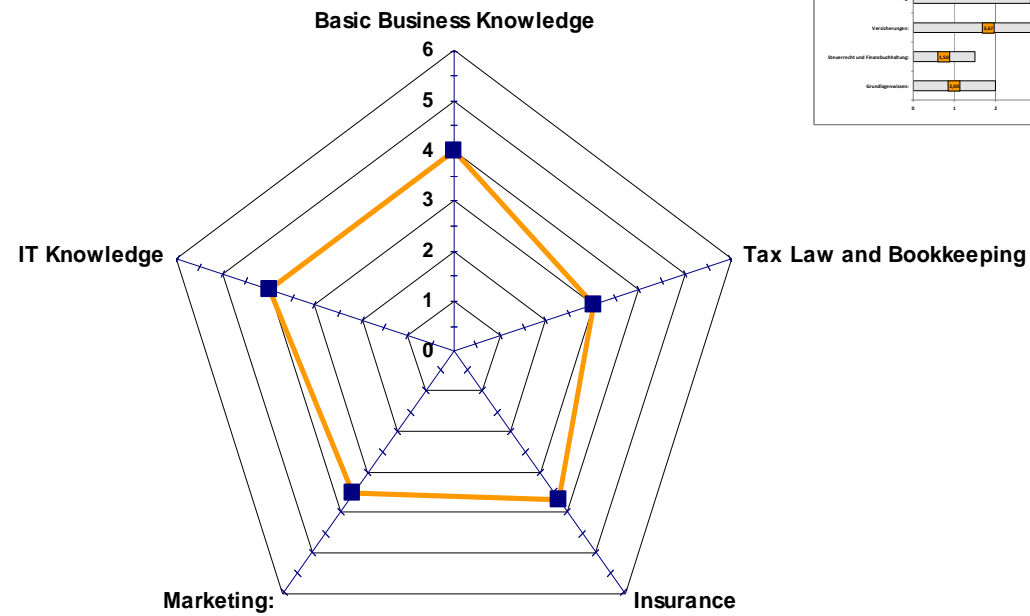


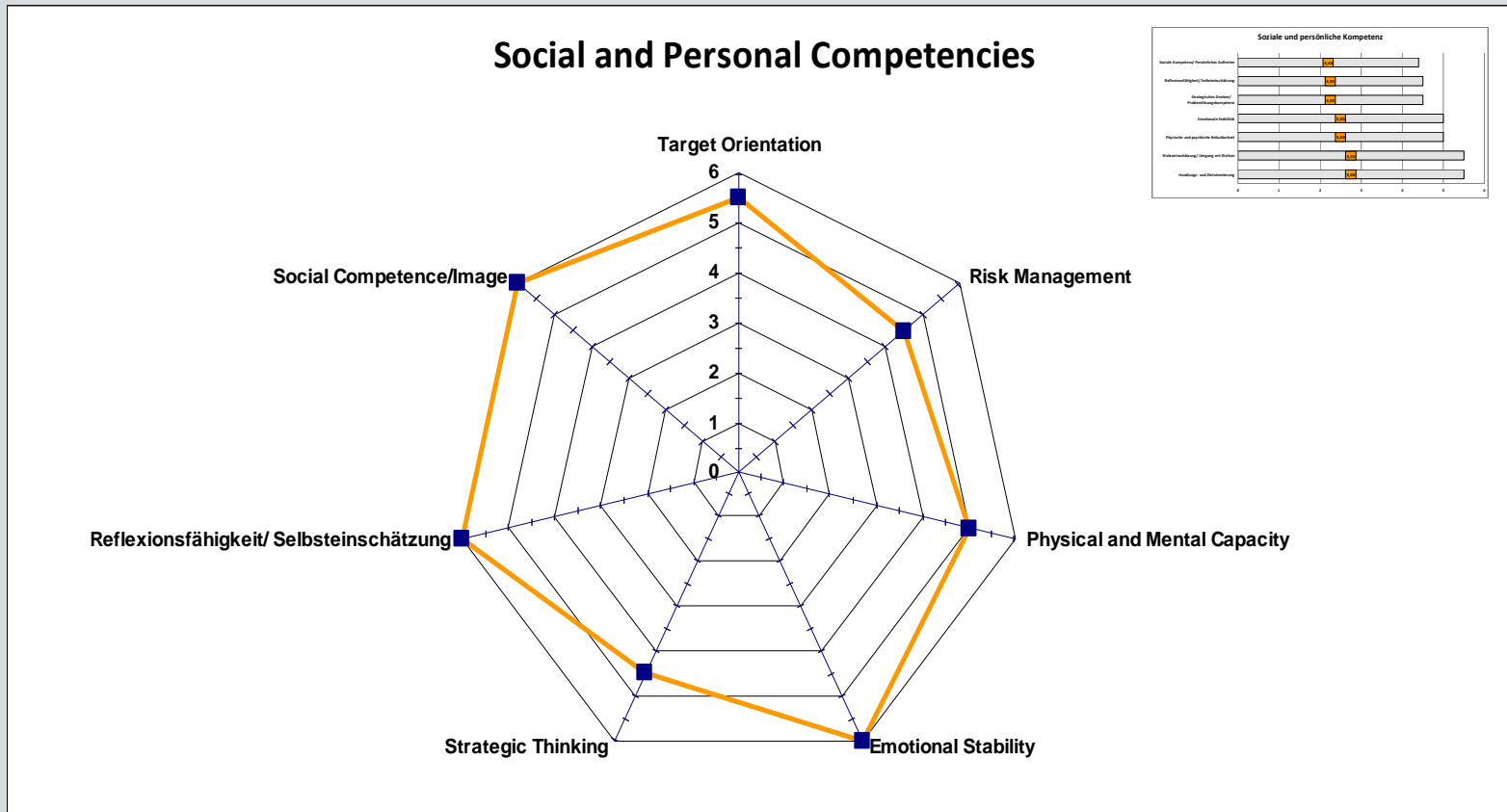
- ◆ What do you recommend? Do you recommend a start up or not ?
- ◆ What are the next steps?





## Business Studies/Economical Knowledge







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Thank you, Questions & Answers....