

DELIVERABLE 4.4.5 Implementation of a. group (of 4) based business support, b. personalized consultancy to entrepreneurs/newcomers incl. business plan, c. group based business coaching

Development of a model to support entrepreneurship by providing consulting services at business or group level, personalized consulting services and business coaching for entrepreneurs within a project SeeG „Empowering businesses Seeking Growth”

Beneficiary's Name:

LOCAL ECONOMIC DEVELOPMENT AGENCY - RAZLOG (BULGARIA)

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SUMMARY

Activity 4.4.5. "Development of a model for supporting entrepreneurship through the provision of consulting services at the business or group level, personalized consulting services and business coaching for entrepreneurs is implemented within the framework of the implementation of the project "Empowering businesses Seeking Growth" with the acronym SeeG, financed under a Grant Agreement of grant B6.3a.28 / 26.04.2021 under priority axis 1: Competitive and innovative cross-border region, investment priority 3a - Promotion of entrepreneurship, in particular by facilitating the economic use of new ideas and encouraging the creation of new companies, including through business incubators of the INTERREG V-A "Greece-Bulgaria " 2014-2020 Cooperation Programme.

It is part of a group of activities under the project assigned to "Technical Training Bulgaria" EOOD through a Service Agreement with the subject "Organization and implementation of events, thematic seminars and training aimed at the organization and management of SMEs, increasing business skills and development of an entrepreneurship support model, including the provision of consulting services at the business or whole group level, personalized consulting services and business coaching for existing, start-up and future entrepreneurs.

SeeG project "Empowering businesses Seeking Growth" (translated into Bulgarian "Empowering businesses seeking growth") aims to stimulate and increase sustainable entrepreneurship through cross-border cooperation, contributing to the economic development of the region; to create an ecosystem supporting entrepreneurs by tailoring services to their real needs; to support priority and essential entrepreneurial services in geographical areas with a relative lack of support systems.

Activity 4.4.5. makes a significant contribution to achieving the project's goals of supporting entrepreneurship, the creation and growth of local businesses.

With the implementation of the tasks of developing a model for supporting entrepreneurship, including the provision of consulting services at the business or whole group level, personalized consulting services and business coaching for existing, start-up and future

entrepreneurs, professional expert support is provided to the project management team, formed by the beneficiary SOPD "Local Agency for Economic Development - Razlog" for the implementation of the project "SeeG" aimed at:

- Increasing the culture of entrepreneurship;
- Supporting the creation of a business;
- Support for the modernization, growth and development of existing business;
- Building new skills to support new and/or existing businesses.

Activities to support entrepreneurs (including start-ups or potential ones) are adapted to the studied real needs. The mix of services is provided through the entire network of activities and is designed to be flexible and adaptable to what end-users and participants need as well as those who need specific consulting and expert services.

As a result of the implementation of the specific project activity, the following were developed:

- Entrepreneurship support model based on researched needs, stated interest and attitudes - by providing consulting services at business or whole group level, personalized consulting services and business coaching for entrepreneurs;
- Informational - educational and working materials suitable for carrying out the consultations at the level of an individual business or group or personalized, as well as for business coaching for entrepreneurs, including presentations on the main and additional topics, text materials, questionnaires for assessment and self-assessment, worksheets for planning and checking the potential of a business idea.

The attached materials are intended for conducting the group and personal consultations planned for the project by experts and business consultants with the number of participants and duration as follows:

- Business level support group consultation for 16 participants (group of 4 participants in 4 sessions of 2 hours each);
- Personalized consulting services for new, future and/or existing entrepreneurs, incl. business plan for 10 participants (4 sessions of 2 hours each)
- Group business coaching for 32 participants (8 groups of 4 participants in 6 sessions of 2 hours each).

WORKING AND INFORMATIONAL MATERIALS WHEN CONDUCTING PERSONAL AND GROUP BUSINESS CONSULTATIONS AND GROUP BUSINESS COACHING

The main counseling topics on which materials have been prepared and applied are:

- Implementation of a new innovative practice in business,
- Opening the business to new markets,
- Business model adaptation

Business coaching topics for entrepreneurs with:

- Market orientation,

- Innovations
- Extraversion

Additional prepared materials are combined with the main ones and aim to meet the information and knowledge needs established during the counseling or coaching. The topics of these materials, which are used in the course of providing and personal and group consultations and business coaching, are in accordance with identified knowledge deficits or interest are:

- Worksheets - tables for self-assessment and expert assessment of the potential of a specific business idea
- Business planning and preparation of a business plan, incl. financial planning;
- Enterprise economics
- Life cycle of the enterprise
- Organizational structure of the enterprise
- Business environment of the enterprise - external and internal
- Assets of the enterprise;
- Pricing strategy
- Possibilities for grant and credit financing.

The completed materials on the presented and discussed topic/topics are provided on paper in a folder and/or in electronic form by the expert/consultant of each participant before or during the sessions/business coaching - for individual use, incl. for self-preparation purposes for the next counseling/coaching session and for use as a useful tool in the real business environment. Consulting and materials (presentations, worksheets, documents, etc.) are tailored to the participating entrepreneurs - existing, start-up or future.