

Registering as a Coach

The aim of the start2grow founders' contests is to implement business ideas quickly and to help young companies to set up effectively. The success of the contests is based on the knowledge-transfer between the experienced specialists (coaches) and the founders.

We would be pleased to welcome you as a coach in our network.

Why get involved as a coach?

... Not only do you use your expert knowledge to give valuable support to the participants in the start2grow startup contests but as a member of an interesting network currently comprising over 600 coaches you will also benefit in many ways:

- spread your positive image; because your personal presence and commitment are advertising for your company
- extend your personal network; make new business contacts—maybe with the customers of tomorrow
- get stimulus for your own company; e.g. get to know about new company strategies from other coaches

Coaching principles

... All coaches in the start2grow network follow the same coaching principles such as maintaining confidentiality and working on a voluntary basis. Working as a coach in start2grow is a voluntary activity. As a coach you provide your time and your expert knowledge for the participants of the start2grow founders' contests at no cost. As it is very important for the founders to protect their concept from being "stolen", start2grow guarantees confidentiality and protection for their business ideas. All participants in the start2grow network are therefore bound to maintain secrecy about all the information made available to them as part of the contest by signing a non-disclosure agreement.

Three steps to becoming a coach

STEP 1

... Visit us at www.start2grow.de. Please go to the menu item "coaching concept" and click on "register as a coach". Please fill out the form which then appears. As part of the online registration you will be asked to select a username. After you have registered you will be sent a password by email. This password—together with your username—is your personal access to the Online Coaching Area (OCA). You can then change your password after logging into the OCA.

STEP 2

... After registering successfully you are immediately given the option to create your coach profile for the Online Coaching Area. The coach profile is your online business card! You introduce yourself (ideally with a photo), pre-

sent your commitment to start2grow and define your professional expertise. The more detailed your coach profile is, the easier it will be to choose you as a suitable contact partner! Please make sure you always keep your coach profile up-to-date. This will help to maintain the high data-quality of the Online Coaching Area.

STEP 3

... Because you, as a coach, will come into contact with many business ideas it is essential you sign a non-disclosure agreement. With this non-disclosure agreement (data protection statement) you recognize the "principles of dedicated use of data and information" from the Online Coaching Area (OCA Principles) as a binding condition of participation. We only activate you as a coach after we have checked the completeness of the profile and have received the signed non-disclosure agreement. You will find the non-disclosure agreement and the OCA principles at www.start2grow.de under "downloads". Please send the signed non-disclosure agreement to our **fax-helpline 0800-2 367 868** (free from German fixed line and mobile networks) or by post to:

dortmund-project, start2grow, Töllnerstr. 9 – 11, 44122 Dortmund

Coach-Profile online!

You will be notified by email once your account has been activated. All the network participants will then see you and your profile listed in the Online Coaching Area (OCA) as a coach in the start2grow network. You can then view the complete OCA at any time and update your own coach profile in the OCA.

Professional experience, skills, special knowledge, sector, professional background, in which role you are available.....all of these factors make up your coach profile. Founders will decide to contact you using this information. The coach profile is your online business-card.

As a coach at start2grow you can take on various roles:

MENTOR

... Every founders' team is given the opportunity to receive intensive support from a mentor. For you as a coach, the role of mentor is the most extensive of the coaching roles as regards the intensity of support you will provide for a founders' team. Because you are always there to assist your founders' team, you are their first contact partner; you participate intensively in the development of the business plan and pass on fundamental startup knowledge. As a mentor, you are also the direct link to the start2grow network and help to create more extensive links. At the beginning of the contest, start2grow carries out a matching procedure in order to bring together the mentors and the founders' teams. You can find more detailed information about this at www.start2grow.de under "matching".

EXPERT ADVISOR

... There are numerous expert advisors available in the start2grow network to answer specific questions in a range of topic areas (e.g. in the fields of marketing, sales, patent law, tax law, finance). In contrast to the role of a mentor, who provides all-round support for a founders' team, in your coaching function as an expert advisor, your main focus is on your specialist field. The founders' teams are definitely encouraged to put specialist questions to several expert advisors simultaneously so as to get a range of different specialist opinions.

NETWORK COORDINATOR

... In this role, as a coach, you make contact to other networks or represent an institution which is networked

with start2grow (e.g. associations, research establishments, public agencies). You make arrangements with the appropriate network and advise the founders' teams on specific questions.

EXPERT ASSESSOR

... As an expert assessor you evaluate the business plans handed in at the end of each contest phase. The assessment reports you complete will contain specialist evaluations and suggestions for improvement which can be very valuable when implementing the business plan. Above and beyond this, in your role as an expert assessor, you will contact the founders' teams to give them personal feedback.

CAPITAL PROVIDERS

... As a business angel, representative of a venture capital company or a financial institute, you have the opportunity to comment in the form of short expert reports on all the business plans that are submitted. These short expert reports are also taken into consideration for the evaluation of the business plans for the contest itself. As a capital provider you can also get in touch with the founders' teams direct if you wish.

We are pleased to help you if you have any more questions, suggestions or require more information. Telephone helpline: **0800 - 4 782 782** (free from German fixed line and mobile networks). You can also reach the complete start2grow team by email from our website at www.start2grow.de by clicking on "contact partner".

