

03 SENIOR START-UPS

START-UP COACHING ON BEHALF OF INVESTORS

Coaching of entrepreneurs by entrepreneurs in later-stage financing phase

- Structured search for high-growth companies
- Scrutineering and pre-selection according to the “Beck” high-growth company label or other high-grade start-up labels
- Close coaching of operational implementation of business plan, particularly marketing & commercialization and operational up-scaling
- Coaching up to the grant of the “Beck” high-growth company label or another high-grade start-up label, ongoing controlling according to label
- Continuous performance reviews, initiation of optimization of strategy and operations
- Transformation and crisis management
- Planning and optimization of investors’ exit
- Taking long-term responsibility as independent Directors / Advisory Board Members

START-UP COACHING

Coaching of entrepreneurs by entrepreneurs in later-stage financing phase

- Scrutineering and pre-selection according to the “Beck” high-growth company label
- Business model and business plan: review and adjustment
- Marketing strategy and commercialization processes: review and adjustment
- Coaching up to the grant of the “Beck” high-growth company label
- 2nd and subsequent rounds of financing: preparation for and coaching of negotiations with investors
- Ongoing controlling according to “Beck” high-growth company label
- Coaching of negotiations with customers, suppliers, business partners and executive shareholders
- Close coaching of operational implementation of marketing & commercialization and operational up-scaling
- Transformation and crisis management
- Planning and coaching of the replacement of initial investors by mezzanine and strategic investors
- Taking long-term responsibility as independent Directors / Advisory Board Members

SPIN-OFF COACHING

Coaching of entrepreneurs by entrepreneurs

- Business model and business plan: review and adjustment
- Marketing strategy and commercialization processes: review and adjustment
- Coaching of negotiations among executive shareholders and key top performers
- Financing: preparation for and coaching of negotiations with investors and banks
- Coaching of negotiations with customers, suppliers and business partners
- Transformation and crisis management
- Planning and coaching of the replacement of initial and mezzanine investors by strategic investors and banks
- Taking long-term responsibility as independent Directors / Advisory Board Members