

Austrian Good Practice Example

Type of product or service	Consulting
Target group(s) addressed	Young SME 's
Title	Coaching young businesses (Jungunternehmercoaching)
Short description	A holistic consulting service, available for young businesses (up to six years after start-up), which is partly subsidized by the Federal Ministry of Economics (BMWFJ) and the Austrian Economic Chamber (WKÖ). All coachings are targeted at young entrepreneurs in need of training and guidance in various fields of their business, such as marketing, controlling or financing.
USPs (Key elements of the service that are unique selling propositions)	Generative learning method, target group focussed, short efficient units
Methodology	Group coachings, individual coachings
Content	Coaching focussed on individual needs of young SME (process of changes, efficient decision making, risk analysis etc)
Contribution to skills	Improvement of entrepreneurial quality and success and corporate development successful coping with processes of change
Quantitative aspects (duration, number of participants respectively SMEs involved)	16 Coaching units/year
Responsible institution/ contact person	WIFI-SME supporting center www.unternehmerservice.at Mag. Claudia Scarimbolo + 43 (0)590 900 3647
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