

Our **webinar “Business Plan”** is an online-seminar particularly for scientists, students and people having a business idea to put into practice. You as participant will take part interactively and get the chance to **obtain highly qualified expertise from Best Agers** about business planning. At the end, you will be able to create your **own professional business plan** to start up your own business.

### Your learning goals:

- You will be able to create an own professional business plan with all its different parts
- Examine your business idea in a critical way
- Insight into the market with competitor analysis, [www](#) marketing and sales
- Identifying ways of financial funding of the business idea
- How and when to use strategic tools for business planning
- Apply your gained know-how to convince bankers and investors

### Your value added:

- Location independent – no travel costs and time loss
- No costs for your participation!
- Interactive and international communication in real time
- Transfer of expertise and experience by a trained and qualified Best Ager
- Receive a certificate if you have attended the whole webinar-sequence

### Our schedule:

<b>01.03.12</b> (3.30 p.m. CET / 4.30 p.m. EET)	<b>pre-class &amp; get together</b> (not mandatory)
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Each webinar lasts approx. 1 hour, followed by some room for discussions:

<b>08.03.12</b> (3.30 p.m. CET / 4.30 p.m. EET)	<b>1. Webinar: Business plan</b> definition, targets, structure, resources, strategy
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<b>15.03.12</b> (3.30 p.m. CET / 4.30 p.m. EET)	<b>2. Webinar: Market &amp; Company</b> products, target groups, observing market, competition
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<b>22.03.12</b> (3.30 p.m. CET / 4.30 p.m. EET)	<b>3. Webinar: Cost structure</b> earnings, relations, budget
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<b>29.03.12</b> (3.30 p.m. CEST / 4.30 p.m. EEST)	<b>4. Webinar: Planning of liquidity</b> content, differences between earnings and losses, requirements
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<b>05.04.12</b> (3.30 p.m. CEST / 4.30 p.m. EEST)	<b>5. Webinar: Capital and finance</b> options, requirements, creditworthiness, assessment
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**[If you want to register, please click here → Registration Form](#)**