



### Where can I apply for the funding support?

For consultation and approval please contact:

#### NBank

Investitions- und Förderbank  
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Günther-Wagner-Allee 12-16  
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Product information and application forms are available in the internet under [www.nbank.de](http://www.nbank.de)

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[www.eu-foerdert.niedersachsen.de](http://www.eu-foerdert.niedersachsen.de)  
[www.gruenderfreundliches.niedersachsen.de](http://www.gruenderfreundliches.niedersachsen.de)  
[www.mw.niedersachsen.de](http://www.mw.niedersachsen.de)

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## ESF



## Business Start Up Consultation Support in Lower Saxony

A support programme from  
the State of Lower Saxony and  
the European Social Fund (ESF)



EUROPÄISCHE UNION  
Europäischer Sozialfonds



Niedersachsen



## Business Start Up Consultation Support in Lower Saxony

A support programme from the State of Lower Saxony and the European Social Fund (ESF) in the target areas "convergence" and "regional competitiveness and employment".

Do you intend to start a business or take one over but still have lots of questions about turning your individual start up idea into reality?

Would you like sound and competent help with start up experts at your side who will accompany and advise you on the way to self-employment?

### What is the ESF?

The European Social Fund (ESF) is one of the structural funds of the European Union. The main task of the ESF is supporting the employment market i.e. preventing and combating unemployment.

In Lower Saxony the Lüneburg region for the first time has been declared a so-called "convergence" target area for the funding period 2007-2013. Eleven administrative districts belong to the Lüneburg region: Celle, Cuxhaven, Harburg, Lüchow-Dannenberg, Lüneburg, Osterholz, Rotenburg, Soltau-Fallingb., Stade, Uelzen and Verden. The remaining regions in the State of Lower Saxony, that is to say the Braunschweig, Hanover and Weser-Ems regions, have been designated as "regional competitiveness and employment" (RCE) target areas.

In both target areas the support programme "directive for granting allowances to support accompanying business start up consultation in the pre-start up phase" (Start Up Coaching Lower Saxony) is offered.

The State of Lower Saxony supports future entrepreneurs on the way to sustainable self-employment with the programme "Gründungscoaching Niedersachsen" (= Start Up Coaching Lower Saxony) by granting subsidies for consultancy costs.

### What is supported by the "Start Up Coaching Lower Saxony" programme?

By supporting accompanying start up consultation in the pre-start up phase the State of Lower Saxony wants to contribute to assisting entrepreneurs on their way to self-employment. At the same time it wants to increase the proportion of sustainable start ups. Entrepreneurs should be given help in making decisions about the preparation and implementation of their start up plan and offered assistance on the way to a sustainable and stable livelihood.

One main focus of the programme is making use of consultancy when taking over companies and for start ups and spin offs from universities and research institutions.

Expenses which are eligible are those which the future entrepreneur incurs for consultants' activities, such as fees, disbursements and consultants' travel expenses. VAT is not eligible.

Information about the programme and the consultant exchange can be obtained from the Nbank.

### Who can make applications?

Natural persons who aspire to the following in full or in part:

- Starting a company or freelance employment
- Taking over an existing company
- Taking over a stake in a company in Lower Saxony

Applicants who wish to work as employed as management or business consultants, financial services providers, auditors, tax consultants or as sworn accountants are excluded from this programme.

Self employment must not have begun already.

### How much funding support is given?

The assessment basis for the funding support is a consultation day work (DW) of 8 hours.

Accompanying consultation in the pre-start up area will be supported comprising 3 DWs, however 20 DWs at the most.

The subsidies from the ESF and the State of Lower Saxony amount to:

- Up to 50 % of the eligible expenditure per DW in the target area "RCE"
- Up to 75 % of the eligible expenditure per day work in the target area "convergence".

The eligible expenditure must not exceed € 800.00 per day work.

Under certain circumstances higher funding support is possible for consultancy relating to company takeovers as well as start ups and spin offs from universities and research institutions.