

## **European Training Tools for eContent Start-Ups and SMEs Expansion**

### **Optimising the quality of European business plans**

- Your situation:** • **Start-ups and SMEs aiming at international expansion**  
**Your challenge:** • **Pan-European exploitation of eContent products and services through company start-up or expansion**  
**Your tool:** • **A European business plan**

€TTEC offers a one-week course to kick-start the process of writing winning business plans. The training combines lectures and face-to-face individual coaching by European experts. Newly acquired knowledge is transferred into better business plans on the spot.

€TTEC presents solutions to issues such as language, culture and law that often hamper a pan-European approach. €TTEC has identified European Critical Success Factors (ECSFs) and translated them into an enhanced training on multilinguality, localisation of content, international IPR, European network development and entrepreneurial assessment. The €TTEC course helps start-ups and expanding SMEs to substantially reduce time-to-capital and time-to-market.

### **€TTEC Training Course**

The first €TTEC training course will take place in Itzehoe, Germany, from 13-17 October 2003. Based on the proven TRAIN-IT<sup>®</sup> concept, it will capture all aspects of planning your start-up or business expansion in a European setting. There will be lectures, individual coaching sessions and active writing of your business plan. Topics include:

- **Strategy and business planning**
- **Organisation and human resources**
- **Market research and competitive analysis**
- **Marketing and sales**
- **Finance**
- **Legal Issues**

You will leave the course with a solid concept of your business plan. The €TTEC expert network will deliver support to your business plan development following your course participation.

The course programme, registration form and application kit can be downloaded from:

**[www.eTTECproject.net](http://www.eTTECproject.net)**

## Partners in €TTEC

The €TTEC project consortium consists of experts on business and expansion planning, internationalisation and localisation:

- CON7 – Career counselling, The Netherlands
- EIDOS – Software developer, Italy
- EMF – European Multimedia Forum, Belgium
- IDP European Consultants – European training and studies, Italy and Belgium
- INNOVA – Technology transfer & Valorisation Italy and United States
- IZET Innovationszentrum Itzehoe – Incubator, TRAIN-IT® course organisers, Germany
- PNO Consultants – Public funding & Innovation consultancy (Co), NL, BE, UK, D
- TermNet – Network for Terminology initiated by UNESCO, Training Centre for SMEs, Austria
- ULYS – IT & IPR Law Firm, Belgium and France



**For more information:**  
[www.eTTECproject.net](http://www.eTTECproject.net)

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