MacoopA Academy – Business Empowerment Programme (BEP)

KOMPASS-funded training for solo self-employed professionals

Program Description

The Business Empowerment Programme (BEP) of MacoopA Academy is a comprehensive, 30-hour training program that supports solo self-employed professionals in Germany in professionalizing their business, strengthening it digitally, and establishing it for long-term stability.

A special highlight of the program is Module 6: Business Normalization & Funding Eligibility Standards, which shows how solo entrepreneurs can align their business structures to meet German standards and be eligible for public funding programs.

> **Key Highlights:**
>
> 30 Hours • Hybrid • Up to 90% Funding

Target Audience

Solo self-employed professionals in Germany

- At least 2 years in the market
- Maximum 1 full-time equivalent
- Self-employment as main occupation

KOMPASS Funding

Program Cost Breakdown

Total Cost: 18 €

KOMPASS Funding (up to 90%): **16 €**

Your Self-Contribution: **2 €**

Program Benefits

- Professional standards in all business areas
- Significantly better funding eligibility
- Higher stability & resilience
- Clear structures & traceability
- Improved digital and financial organization

Program Modules

Module 0: Orientation & Business Positioning

Duration: 3 hours

Get oriented with the KOMPASS programme, assess your current business status and challenges, and define clear goals and development paths aligned with programme scope.

Learning Objectives:

- Clear starting point
- Individual objectives aligned with programme scope

Module 1: Business Model & Value Creation

Duration: 4 hours

Understand your business model logic, define your value proposition, identify target groups and value chains, and discover improvement potential in how your business creates value.

Learning Objectives:

- Understand and articulate how the business creates value
- Identify improvement potential

Module 2: Organisation & Internal Structures

Duration: 4 hours

Define roles and responsibilities, streamline internal processes, establish effective decision-making and communication practices to improve internal clarity and strengthen operational capability.

Learning Objectives:

- Improve internal clarity and efficiency
- Strengthen operational capability

Module 3: Finances & Business Steering

Duration: 5 hours

Understand cost and revenue structures, develop liquidity and financial planning, learn key figures and basic controlling to strengthen financial understanding and enable informed business decisions.

Learning Objectives:

- Strengthen financial understanding
- Enable informed business decisions

Module 4: Sustainability (Sustainable Business Practice)

Duration: 5 hours

Learn sustainability basics including ESG and SDGs, understand environmental and social responsibility, supply chain and governance principles, to integrate sustainability into daily business practice and identify concrete, feasible sustainability measures.

Learning Objectives:

- Integrate sustainability into daily business practice
- Identify concrete, feasible sustainability measures

Module 5: ECG / Common Good Economy

Duration: 5 hours

Learn values-based business and ECG principles, understand the Common Good Matrix, work with stakeholders, transparency and participation, and create an ECG Mini-Report to apply ECG logic to your company and create transparency and value-based orientation.

Learning Objectives:

- Apply ECG logic to the own company
- Create transparency and value-based orientation

Module 6: Digitalisation & Working Tools

Duration: 3 hours

Understand digital foundations, explore tools for collaboration and documentation, implement simple digital workflows to improve efficiency through digital tools and establish transparent working structures.

Learning Objectives:

- Improve efficiency through digital tools
- Establish transparent working structures

Module 7: Implementation & Guided Transfer

Duration: 1 hours

Review all measures developed throughout the programme, create your individual implementation roadmap, and define realistic next steps and follow-up actions to secure transfer into practice.

Learning Objectives:

- Secure transfer into practice
- Define realistic follow-up actions
