

Evaluation of Business Creation Platforms

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Evaluation of Existing Portals for Business Creations

The aim of this short paper is to give an overview of the available platforms and information repositories in the area of business creation.

The approach was to search for the catchwords, listed below, in Google.

- Unternehmensgründung
- Firmengründung
- Business Creation
- Formation of a company

The relevant websites were divided into four categories. The specific features of each website was described and compared with the other websites in the same category.

Pure Business Creation Platforms

Diegründer.at (the founders)

DieGründer.at [3] is an Austrian portal for business creation. The founder of the portal is the organisation “agentur jung & nett”.

The portal has five major categories and in each of these, some sub categories. The major categories are as follows:

- Business plan
- Founder road map
- Successor establishment
- Franchising
- Venture capital

The information is like articles in a trade magazine whereas you have the ability to print each article. A special feature of this platform is a newsletter and the ability to search the website. But the website is aligned as a magazine for business creators and contains no specific e-learning concepts.

The look and feel is good and the navigation is based on a topic-tree on the left side of the website.

Gründerguid.at (Founders guide)

The Gründerguid.at [4] is a platform from the institute of business creation of the Johannes Kepler University of Linz. This platform includes a lot of information concerning business creation but it isn't an all-inclusive platform for this topic. It should be seen as an additional information resource for business creators.

The main topics on this portal are:

- Creation ideas
- Business plan
- Company law
- Taxes and finances
- Social security
- ...

The content is formatted like articles with, sometimes, the ability for one to comment on them. The platform includes a glossary, but nothing more for searching the content.

Gründungsservice.net

Gründungsservice.net [13] is a portal from the WKO. Within this portal you can find an adequate amount of information related to the topic business creations.

The eight points below are the sub-topics from the rubric creation service:

- Creator road map
- Details
- Successor establishment
- Franchise forum
- Official channel
- Meeting point
- Box
- Cash net

Within each of these topics you can find detailed information concerning the topic business creation and financing. There are also online evaluation forms available in order to provide you with feedback about your business ideas and to give you inside information for the creation of your own business.

Help.gv.at

The website from help-business.gv.at [5] is a portal with four major categories.

- Help-Amtshelfer
- **For business creators**
- For persons with disabilities
- For foreign citizens

Most of the information on this website is concerned with such management topics like:

- Contract of employment
- Working place evaluation
- Employers
- Authorities
- Taxes
- Illness certification

The different pieces of information are short and complete e.g. "... the claim for fee increase depending on the period of working up to 12 weeks"

A practical feature is the FAQ page for business creators and business managers!

Regional Information Centre RIZ

The platform RIZ [6] has five categories:

- Information centre

- Dialog centre
- **Creation centre**
- Service centre
- Innovation centre

The creation centre from RIZ is a multimedia platform with a number of guided forms e.g. “company check” or “business idea”. The creation centre has eight categories:

- The way to business
 - From the idea to the concept; creating the company; opening the company
- Idea course
 - A guided multimedia form to check your business ideas
- Business check
 - A question/answer form to evaluate the strength and weaknesses of your personality.
- Start 2 gather
 - Here you can find your partner for business
- 4 steps to business
 - Four categories with short description for business concept
- Assessment centre
 - Registration for the RIZ assessment centre
- Financing
 - Financing concepts from RIZ
- Links

The idea behind this website is good, the multimedia input is adequate, but the amount of information is not quite adequate. . You get only a broad view of a topic, but you still need more information to get the knowledge you need!

Ten3 BUSINESS e-COACH

Business e-coach [8] is a portal from Vadim Kotelnikov. The aim is to give a virtual e-assistance for entrepreneurs.

This Portal is an aggregation of linked business and management concepts with no clear thread.

Ag MRC

Agriculture Marketing Resource Center [9]; on this website you find a categorised selection of links to different resources e.g. PDFs, HTML.

Networking Platforms for Business Creations

GZO

Gründerzentrum Oberösterreich [12] is a platform ostensible for women in business. The platform consists of a FAQ page with necessary vocabulary and concepts for business. There is a moderator responsible for each mentioned topic.

Junge Wirtschaft

Junge Wirtschaft [13] is a portal with an amount of different information for young business creators. Some of the linked portals on this website are already mentioned in this paper e.g. gründerservice.net.

This platform is more of a diving board for your information journey. There are quite a number of links to books and other portals and small pieces of knowledge provided for your use.

Business women's Centre (business Frauen Center)

BFC [14] is a portal especially for women in business to allow for them to exchange their information and for enabling women with a better start in business. On the platform there are four categories available:

- Bfc.check
- Bfc-training
- Bfc.workshop
- Bfc.coach

This rubric contains information about meetings for training, workshops and coaching as well as checklists to check your own business ideas.

Another point is the rubric "network". There you find information about network meetings, to find partners or to become a partner.

Financing Platforms with Separate Business Creation Information

CREDIT SUISSE

CREDIT SUISSE [1] is a world-leading financial service company. On their Website there is a separate section containing information and advice about aspects of founding and running a company. You can find information about:

- Set-up Phase
- Set-up Costs
- Partnerships
- Limited Companies

The information on the website is construed especially for cases in Switzerland!

The Website is designed like a web-based-newspaper, with small boxes of information and the ability to follow a link for more information.

Unternehmensfinanzierung.at

Unternehmensfinanzierung.at [10] is a platform from the Wiener Börse AG. The aim is to give entrepreneurs an overview of different financial facilities.

The website has three categories:

- Startup
 - Financial facilities for business creators
- Expansion
 - Financial facilities to expand your business
- Börse (stock market)
 - Ways around the stock market

Förderportal.at

Förderportal.at [11] is a portal with special features e.g. to find the right advancement for your business. With a few questions about your business, the portal finds for you the available furtherance's.

Furthermore there is a lot of information concerning:

- Creator furtherance
- Investigation furtherance
- Research furtherance
- Cooperation furtherance
- Tourist furtherance
-

Each topic is divided into more detail and for each subtopic there is a lot of information on cooperating WebPages available.

Other Platforms with Information about Business Creations

Checkliste.de

Checkliste.de [2] is a website for different kinds of business knowledge like, employment protection, acquisition, marketing, distribution etc. as well business creations. The checklist is a table of links to documents e.g. xls-sheets for business management planning

The website is a selection of different types of information in a random list..

The Creation Centre of KfW-Mittelstandsbank

The KfW-Mittelstandsbank [7] is a German Bank with special offers for business creators. The content of the website gives also an overview on the topics:

- Business plan
- Marketing and distribution
- Financing and controlling
- Law, taxes, insurance
- Management and personnel
- Tipp and links
- Success stories
- Contact corner
- Creator-special

Summary

On the web you can find a lot of information about business creations and entrepreneurship and many of the different websites are very similar in their information content. The composition of the different websites and portals are similar to common online newspapers, with a short introduction and a [more] button for detailed information.

A disadvantage of most of the websites is that almost none of these sites gives an all-encompassing initiation into the topic of business creations and specifically certain important steps are missing!

A benefit of some of these sites is that they include guides, forms and feedback mechanisms to guide you in finding the best solution for you.

Conclusions

All mentioned websites are merely information sites and not more. To increase them to e-Learning portals they need more feedback mechanisms, scenarios and exercises. This could be done by a care dependant step in scenario for the different advantages from different people.

Links

- [1] https://entry.credit-suisse.ch/csfs/p/cb/de/geschaeftber/firmengruend/fmg_personengesellschaften.jsp
- [2] <http://checkliste.de/unternehmen/existenzgruendung/>
- [3] <http://www.diegruender.at/index.php>
- [4] <http://www.gruenderguide.at/default1.asp?PageID=422>
- [5] <http://www.help-business.gv.at/Content.Node/HELP-B.html>
- [6] http://www.riz.at/3_gruendung/index.php4
- [7] <http://www.kfw-mittelstandsbank.de/mportal/Gruenderzentrum/Gruenderzentrum.jsp>
- [8] http://www.1000ventures.com/business_guide/crosscuttings/e_coach.html
- [9] <http://www.agmrc.org/business/businesscreation.html>
- [10] <http://www.unternehmensfinanzierung.at/cms/9/>
- [11] <http://www.foerderportal.at/>
- [12] <http://www.gzo.at/>
- [13] <http://www.gruenderservice.net/start/index2.htm>
- [14] <http://www.bfc.at/wien/index.htm>