

Tool 2 // Business life-cycle related to financial health and coaching

Type of economic activity and business life cycle	Start-up	Operational	Growth	Diversifying/selling- exit
Part time self-employed - survival				
Most common financial issues causing problems	Not knowing what to do or how to do it	Running out of cash	n.a.	
Method and main instruments	Assisting	Problem solving by setting up personal cash budget		
Solo Self-employed - opportunity driven				
Most common financial issues causing problems	Not knowing what to do or how to do it	Running out of cash, mainly due to not properly separating personal and business finance	n.a.	
Method and main instruments	Assisting	Problem solving, direct assistance		
Micro-entrepreneur- opportunity-driven				
Most common financial issues causing problems	Poor plan/lacking a plan	Liquidity problems due to mix of late payment by clients, poor costs/ prices, weak administration	Lacking a financial plan	n.a.
Method and main instruments	Training and coaching	Developing control mechanisms, advising	Orienting, referring to training, providing templates	
Micro/ small entrepreneur - growth oriented				
Most common financial issues causing problems	Poor plan	Liquidity problems due to mix of late payment by clients, poor costs/ prices, weak administration	Lacking a financial plan	Plan lacking
Method and main instruments	Training and coaching	Problem solving, direct assistance	Orienting, referring to training, providing templates	Advising, informing, linking to third parties
Lifestyle entrepreneur (self-employed)- self-development driven				
Most common financial issues causing problems	Finding investors	Overspending	Lacking a financial plan	Finding investors
Method and main instruments	Informing, referring to websites	Developing control mechanisms, advising	Orienting, referring to training, providing templates	Advising, informing, linking to third parties