

# MYconsult GmbH

## Background

Stephan Kassarke and Markus Toschläger participated in the TRAIN-IT course in February 2002. They brought with them a first business plan draft to be verified with the help of TRAIN-IT experts. At University of Paderborn, Germany, they had developed their business idea as a result of their Ph.D. research and of practical experiences in conducting IT consulting projects. They were involved in the IST project "OR-World - Learning and Teaching Operations Research and Management Science (OR/MS) with a Web based Hypermedia Learning Environment" (IST-1999-11124).

## Business plan - start-up - services

Through the support given in the TRAIN-IT course the founders were able to refine their business model and business strategy. MYconsult was registered as a GmbH (limited company) in July 2003 and has so far been self-financed and supported through co-operation with the University of Paderborn. Customers have been acquired from the university environment, and first reference projects are available.

MYconsult provide **consulting services for managing and realising IT projects in SMEs**. Typical projects deal with the introduction of IT and the transformation of the data processing landscape in an enterprise. Such IT projects are highly complex, as successful introduction or modernisation of IT needs to be based on a comprehensive analysis and re-organisation of basic business processes. Controlling this complexity requires an intensive application of manifold project management mechanisms. MYconsult faces this problem with an extensive and coherent services and product portfolio consisting of four complementary segments: **project management, methodological consulting, project realisation, and training**.

If requested, MYconsult take over the project management for ongoing projects in SMEs, including the co-ordination of network partners. As an accompanying asset MYconsult offer a wide range of methodological consulting through all project phases, helping SMEs to generally manage the often unfamiliar challenges related to IT projects. Moreover, MYconsult realise IT projects focusing on re-organisational aspects and requirements analysis, which are a prerequisite for finding an appropriate IT solution.

To create real added value for SMEs, the portfolio is complemented by customer specific trainings that ensure efficient knowledge transfer to the SMEs. All of these segments are supported by tools based on latest web technologies that have been developed and evaluated in the IST project activities.

## Future plans

MYconsult have one employee and plan to **create 5-8 jobs** in the first five years. They plan to expand the existing network of experts from inside and outside the university and will focus on the current and future challenges for SME that will arise from the continuing globalisation of the economy.



"TRAIN-IT provided a creative atmosphere to reflect on our business idea and to specify it in our business plan. The experts' feedback encouraged us to realise this plan." (Stephan Kassarke, left)

Together with their colleague Yvonne Groening, the three founders build an excellent management team with common competences in consultancy, as well as complementary competences in latest information technologies, human resources development and training.

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