

BPW 2025

Seminarprogramm Berlin



TIANBERLIN

Layout – aber richtig!

Sebastian Ketter



BPW 2025

Layout – aber richtig!

Dein Konzept professionell und leserfreundlich präsentiert

Sebastian

Warum Gestaltung **wichtig** ist

Grafikdesign ist mehr als nur schöne Gestaltung - es ist visuelle Kommunikation. Ziel ist es, Informationen klar, ansprechend und zielgerichtet zu vermitteln. Ob Logo, Website, Broschüre oder Social-Media-Post: Gutes Design schafft Wiedererkennungswert, stärkt Marken und beeinflusst die Wahrnehmung. Dabei spielen Farben, Formen, Schriften und Komposition eine zentrale Rolle. Grafiker:innen kombinieren Kreativität mit strategischem Denken und technischen Fähigkeiten. Sie **arbeiten oft interdisziplinär mit Marketing, Redaktion oder Entwicklung zusammen**. Durch die Digitalisierung hat sich der Beruf stark gewandelt - heute sind Kenntnisse in UX/UI, Animation oder interaktiven Medien ebenso gefragt wie klassische Layout-Skills. Doch trotz aller Tools bleibt der Mensch im Mittelpunkt: Design erzählt Geschichten, weckt Emotionen und schafft Verbindungen. Es geht nicht nur darum, etwas „schön“ zu machen - sondern es bedeutungsvoll zu gestalten.



Grafikdesign
mehr als **nur** schöne Bilder

**Design vermittelt Botschaften,
stärkt Marken und schafft
Verbindungen.**



Zusammenfassung

ung

- ▣ Produkt/Dienstleistung
- ▣ Gründerteam
- ▣ Nachhaltigkeit
- ▣ Marktanalyse
- ▣ Marketing
- Unternehmen/Organisation
- Finanzplanung/Finanzierung

2-3

Produkt/ Dienstleistung

ung

- ▣ Produktbeschreibung
- ▣ Kundennutzen
- ▣ Zielgruppen(n)
- ▣ Entwicklungsstand

3-7

Gründerteam

ken

- ▣ Gründerteam und Kompetenzen
- ▣ Schließen von Lücken
- ▣ Schlüsselpersonen
- ▣ Einkommen der Gründungsmitglieder

2-5

Marktanalyse

ng

- ▣ Beschreibung des Gesamtmarktes
- ▣ Marktsegmentierung und Marktpotenzial
- ▣ Wettbewerbsumfeld

2-3

Marketing

chth

- ▣ Produktpolitik

ANFORDERUNG AN DIE BUSINESSPLAN-KAPITEL

	1. STUFE Idee und Gründerteam	2. STUFE Marktanalyse und Marketing	3. STUFE Unternehmen und Finanzplanung
Zusammenfassung	▣ Produkt/Dienstleistung ▣ Gründerteam ▣ Nachhaltigkeit	▣ Produkt/Dienstleistung ▣ Gründerteam ▣ Nachhaltigkeit ▣ Marktanalyse ▣ Marketing	▣ Produkt/Dienstleistung ▣ Gründerteam ▣ Nachhaltigkeit ▣ Marktanalyse ▣ Marketing ▣ Unternehmen/Organisation ▣ Finanzplanung/Finanzierung
Produkt/ Dienstleistung	▣ Produktbeschreibung ▣ Kundennutzen ▣ Zielgruppen(n) ▣ Entwicklungsstand	▣ Produktbeschreibung ▣ Kundennutzen ▣ Zielgruppen(n) ▣ Entwicklungsstand	▣ Produktbeschreibung ▣ Kundennutzen ▣ Zielgruppen(n) ▣ Entwicklungsstand
Gründerteam	▣ Gründerteam und Kompetenzen ▣ Schließen von Lücken ▣ Schlüsselpersonen ▣ Einkommen der Gründungsmitglieder	▣ Gründerteam und Kompetenzen ▣ Schließen von Lücken ▣ Schlüsselpersonen ▣ Einkommen der Gründungsmitglieder	▣ Gründerteam und Kompetenzen ▣ Schließen von Lücken ▣ Schlüsselpersonen ▣ Einkommen der Gründungsmitglieder
Marktanalyse		▣ Beschreibung des Gesamtmarktes ▣ Marktsegmentierung und Marktpotenzial ▣ Wettbewerbsumfeld	▣ Beschreibung des Gesamtmarktes ▣ Marktsegmentierung und Marktpotenzial ▣ Wettbewerbsumfeld
Marketing		▣ Produktpolitik ▣ Preispolitik ▣ Kommunikationspolitik ▣ Vertriebspolitik	▣ Produktpolitik ▣ Preispolitik ▣ Kommunikationspolitik ▣ Vertriebspolitik
Unternehmen/ Organisation			▣ Geschäftssystem/ Kerngeschäft ▣ Organisation ▣ Meilensteinplanung ▣ Rechtsform, Geschäftsführung, Eigentumsverhältnisse ▣ Standort
Finanzplanung/ Finanzierung			▣ Finanzplanung ▣ Finanzierung des Kapitalbedarfs

Gesamtseitenzahl

■ Schwerpunkte der Bearbeitung je Stufe

6-13

10-22

▣ zu bearbeitende Kapitel aus der Vorstufe

17-35

	der	Gründungsmitglieder 2-5
Marktanalyse	ng al eld	■ Beschreibung des Gesamtmarktes ■ Marktsegmentierung und Marktpotenzial ■ Wettbewerbsumfeld 2-3
Marketing	olitik	■ Produktpolitik ■ Preispolitik ■ Kommunikationspolitik ■ Vertriebspolitik 2-5
Unternehmen/ Organisation		■ Geschäftssystem/ Kerngeschäft ■ Organisation ■ Meilensteinplanung ■ Rechtsform. Geschäftsführung, Eigentumsverhältnisse ■ Standort 3-6
Finanzplanung/ Finanzierung		■ Finanzplanung ■ Finanzierung des Kapitalbedarfs 3-6
Gesamtseitenzahl		17-35



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Marktanalyse	ng al eld	▢ Beschreibung des Gesamtmarktes ▢ Marktsegmentierung und Marktpotenzial ▢ Wettbewerbsumfeld 2–3
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Finanzplanung/ Finanzierung		■ Finanzplanung ■ Finanzierung des Kapitalbedarfs 3–6
Gesamtseitenzahl		17–35

1. Zusammenfassung
2. Produkt / Dienstleistung
3. Gründerteam
4. Markt
5. Marketing
6. Unternehmen / Organisation
7. Finanzplanung / Finanzierung

Zusammenfassung	▣ Produkt/Dienstleistung ▣ Gründerteam ▣ Nachhaltigkeit ▣ Marktanalyse ▣ Marketing ■ Unternehmen/Organisation ■ Finanzplanung/Finanzierung 2–3
Produkt/ Dienstleistung	▣ Produktbeschreibung ▣ Kundennutzen ▣ Zielgruppen(n) ▣ Entwicklungsstand 3–7
Gründerteam	▣ Gründerteam und Kompetenzen ▣ Schließen von Lücken ▣ Schlüsselpersonen ▣ Einkommen der Gründungsmitglieder 2–5
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Marketing	▣ Produktpolitik ▣ Preispolitik ▣ Kommunikationspolitik ▣ Vertriebspolitik

1. Zusammenfassung

2. Produkt / Dienstleistung

- Produktbeschreibung
- Kundennutzen
- Zielgruppen
- Entwicklungsstand

3. Gründerteam

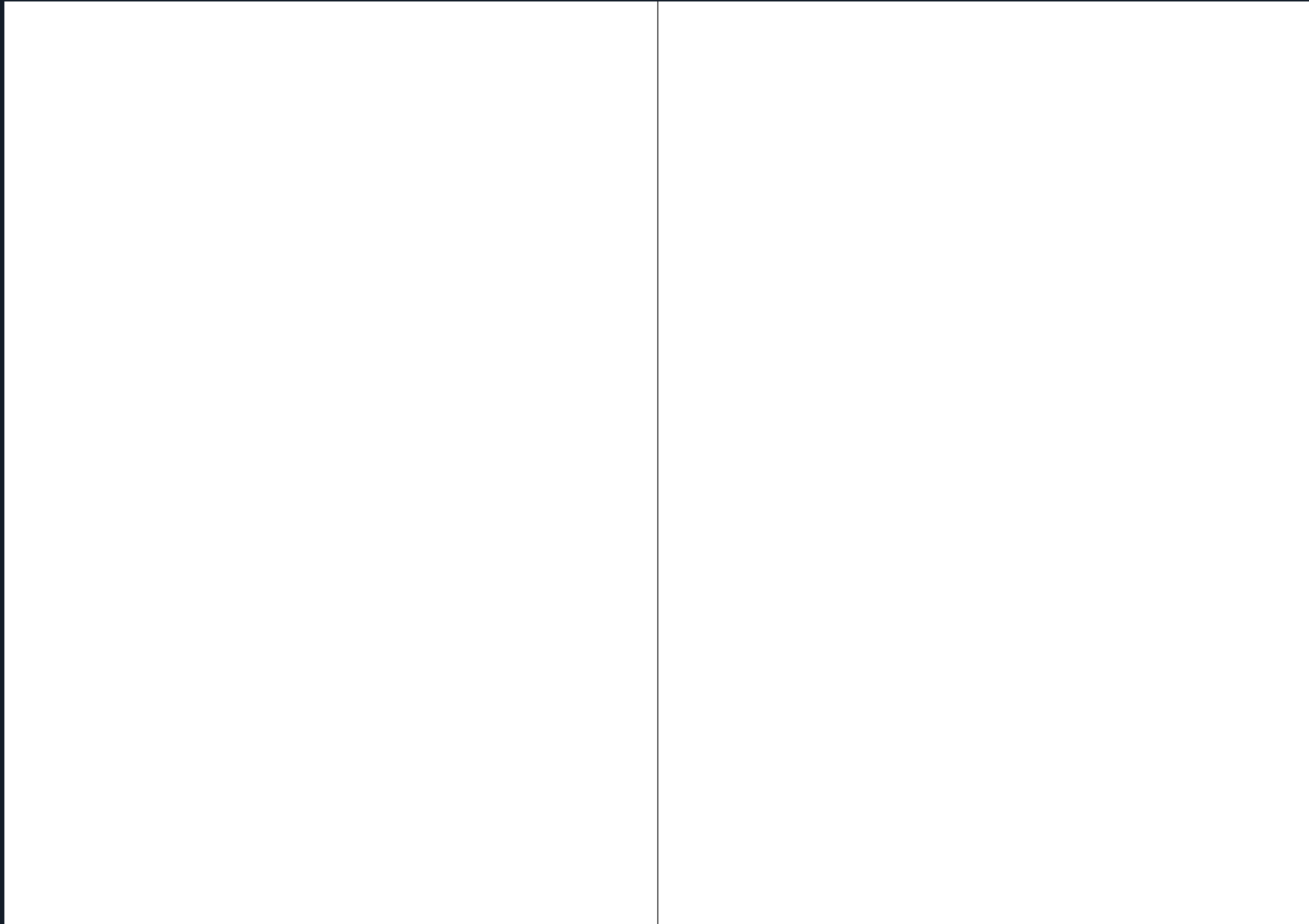
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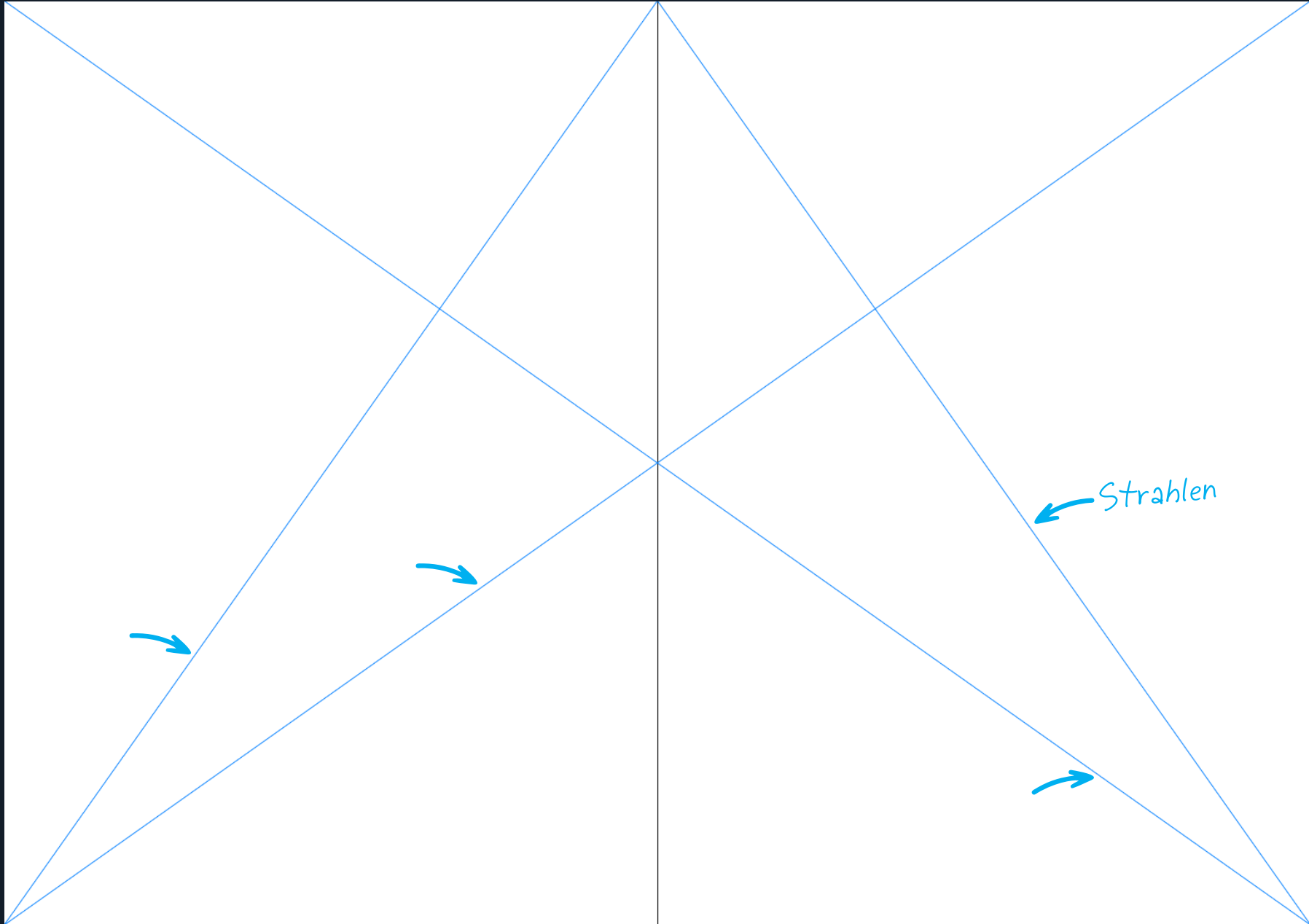
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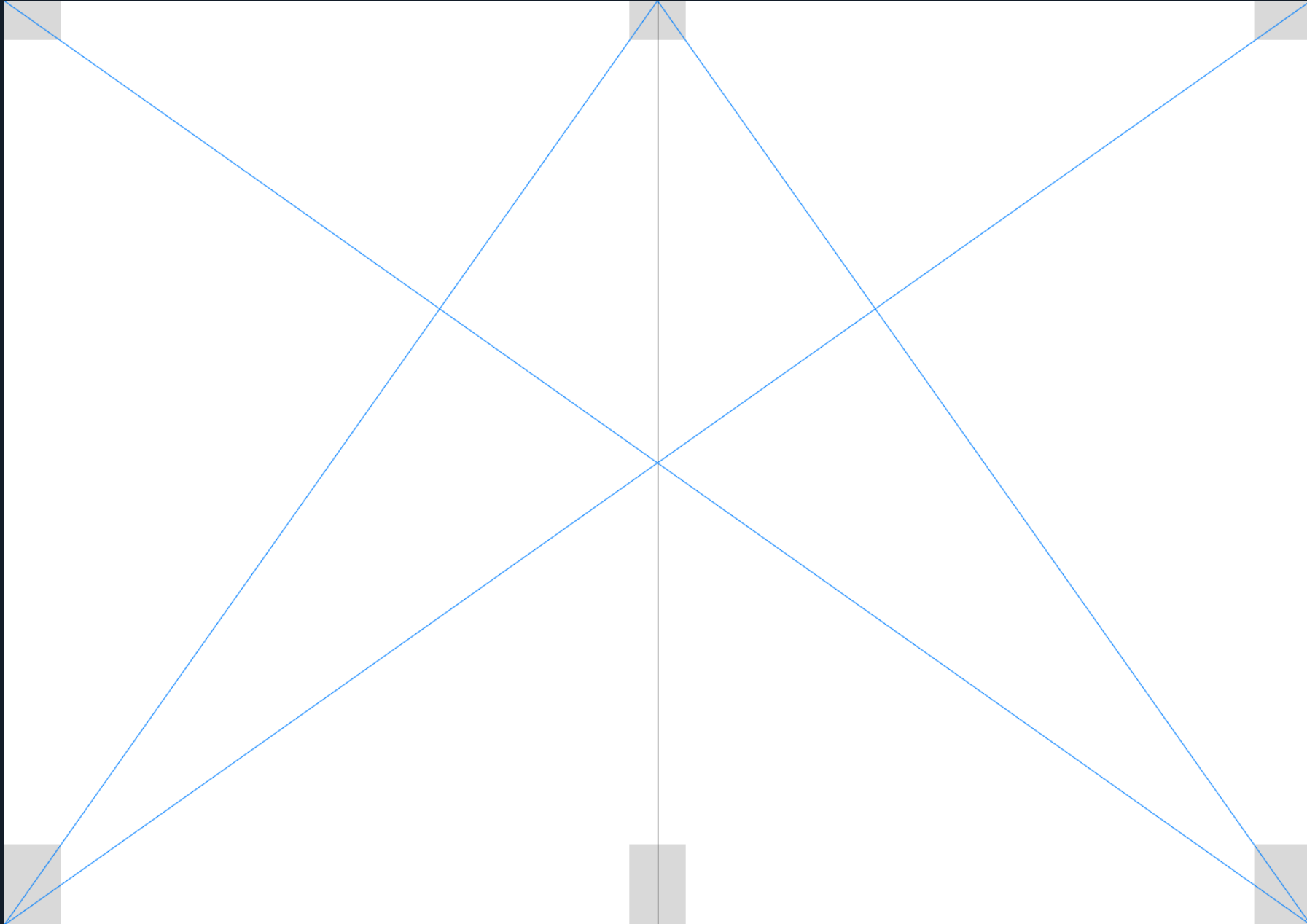
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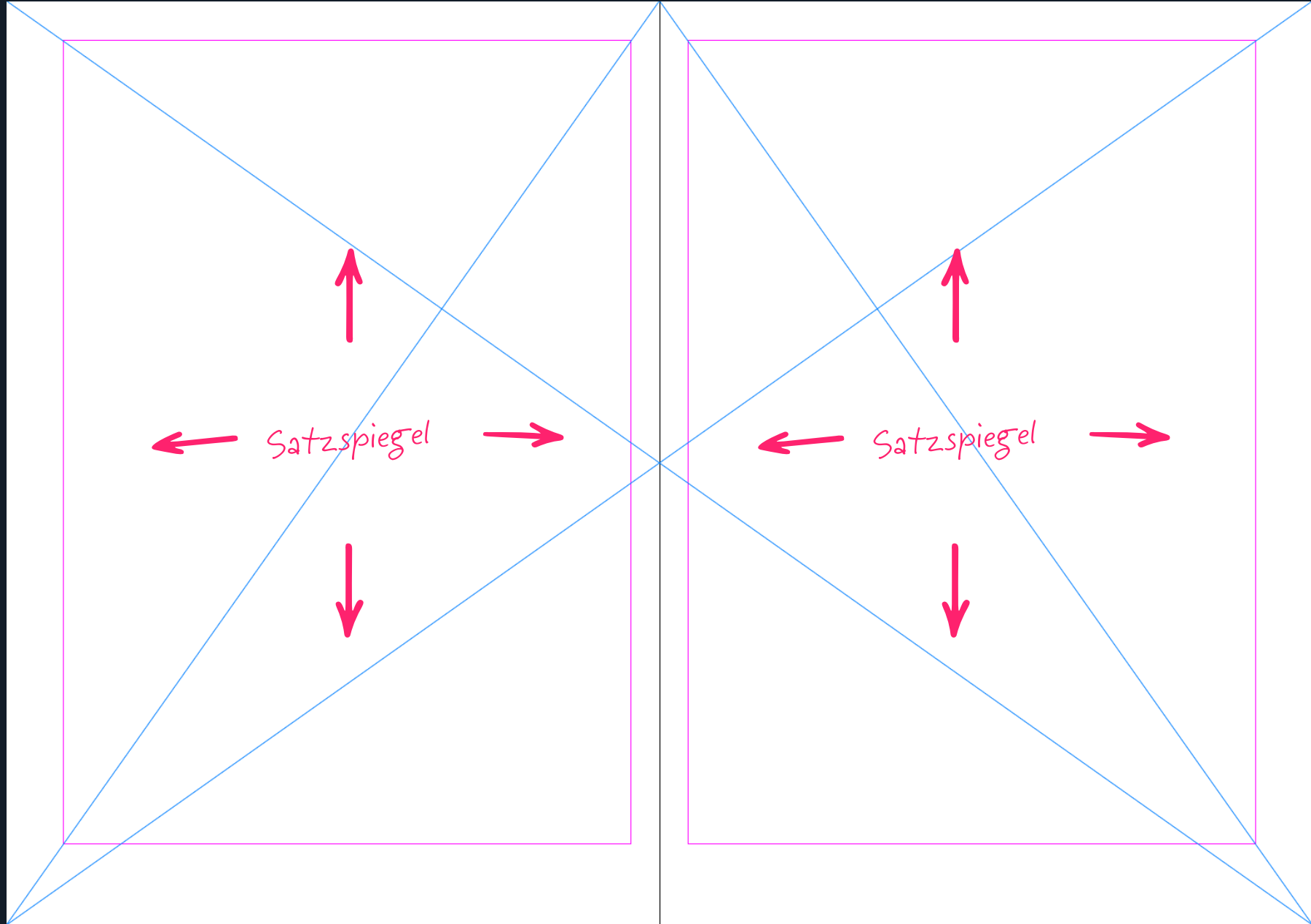


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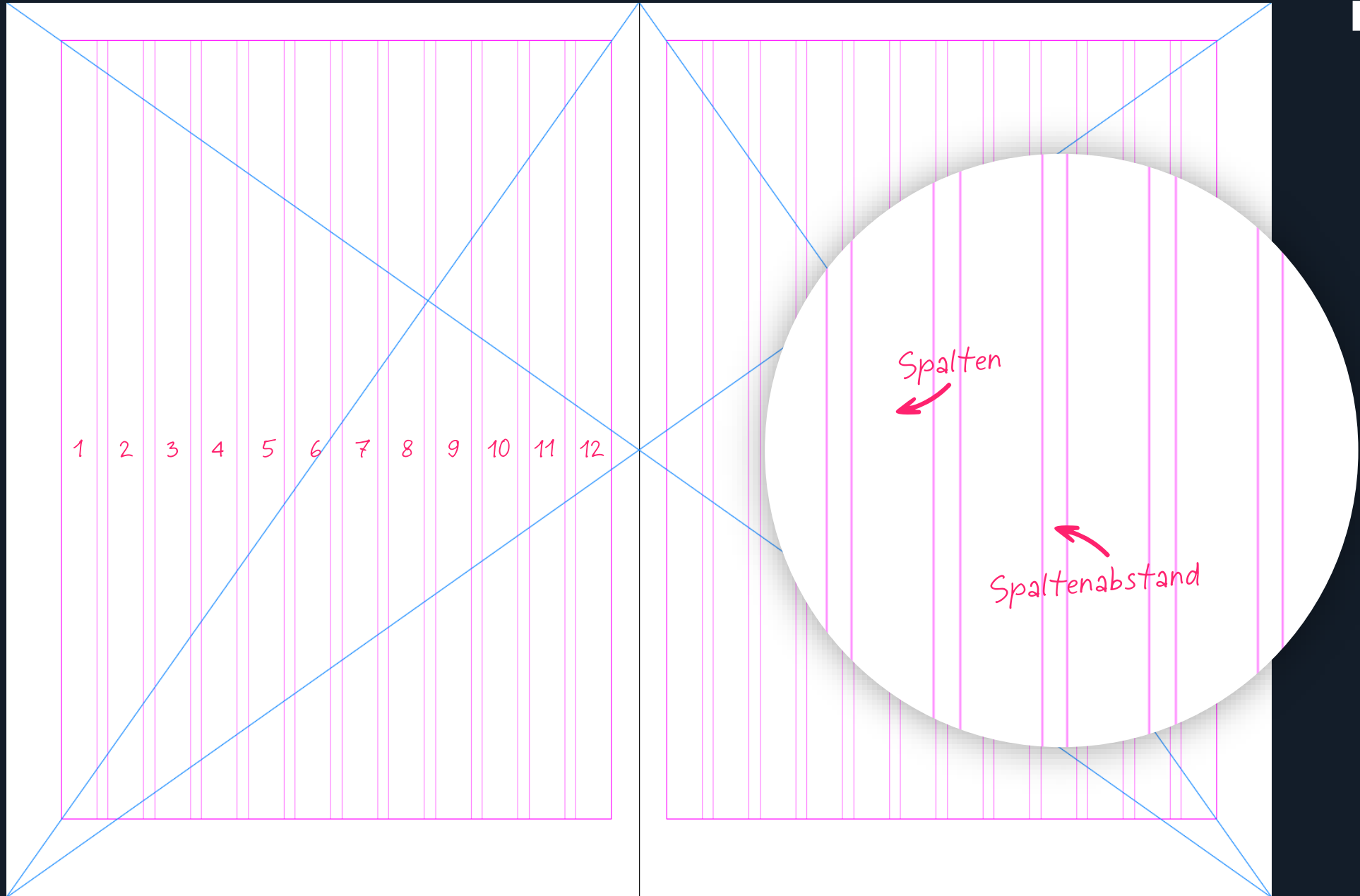


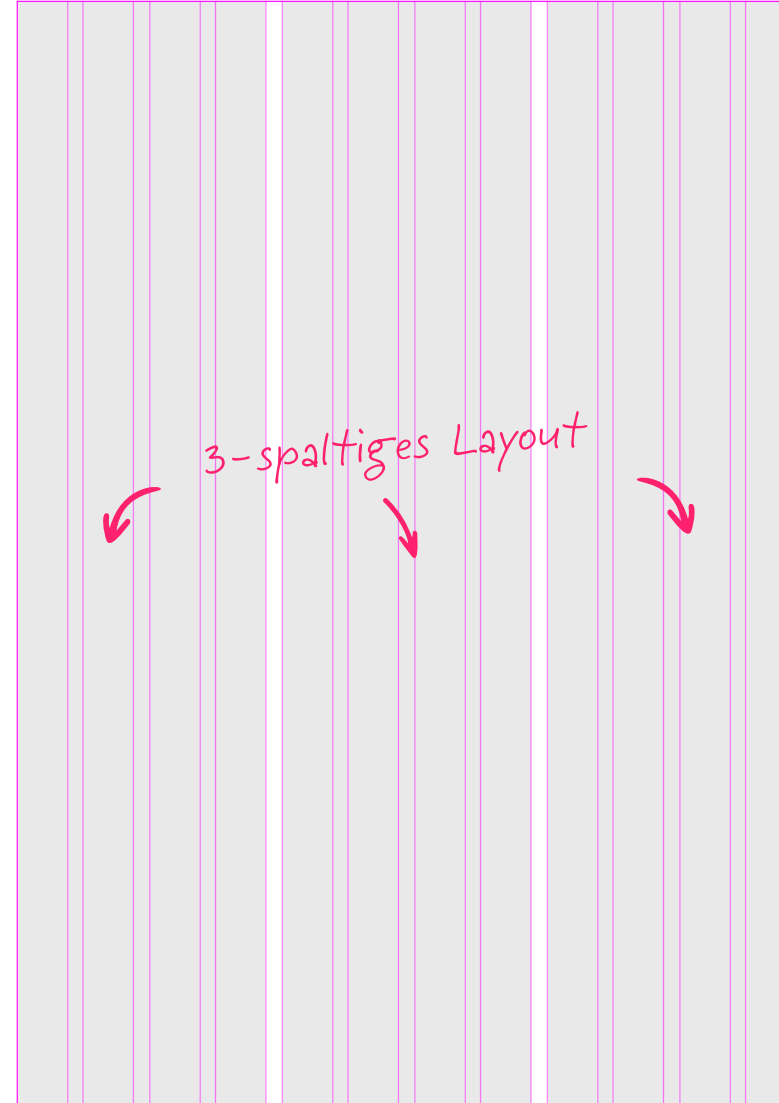
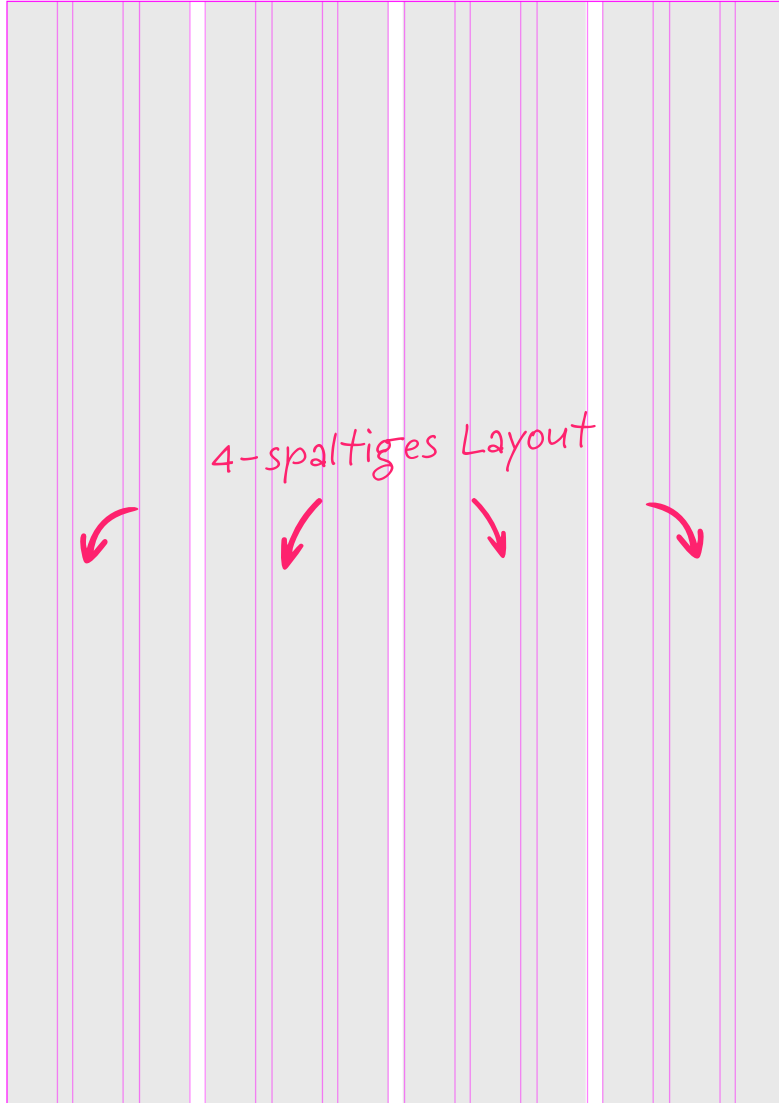
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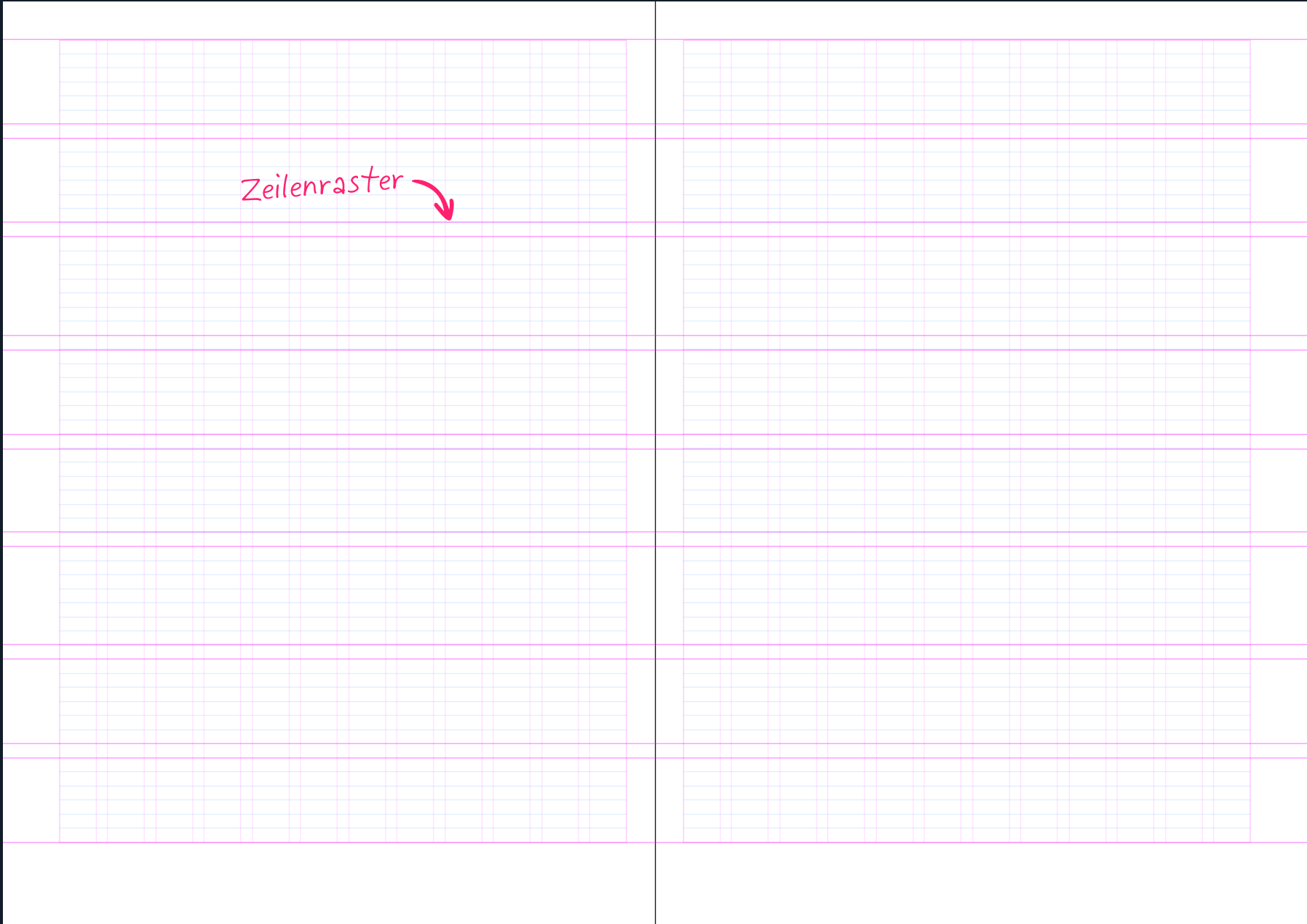
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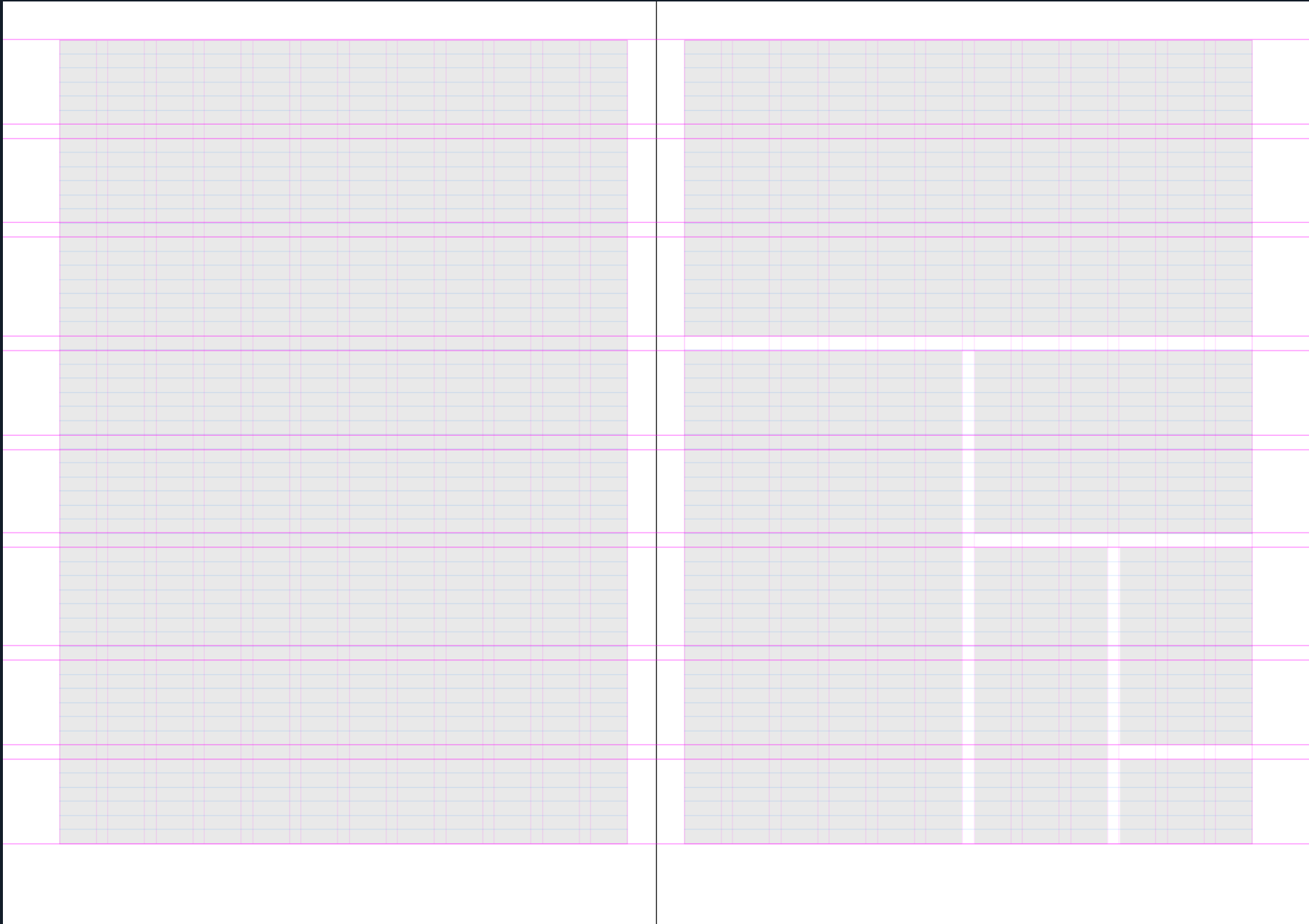
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Die gezeigten Hierarchien sind Beispiele. Alle anderen Varianten sind möglich.

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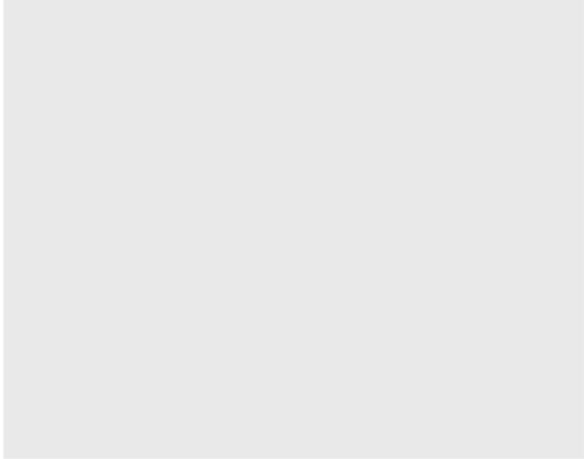
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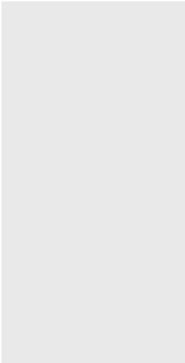
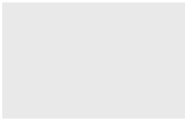
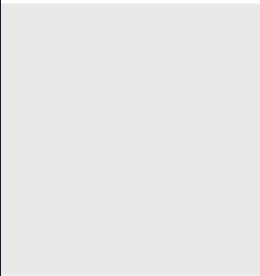
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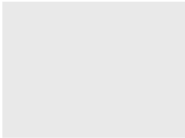
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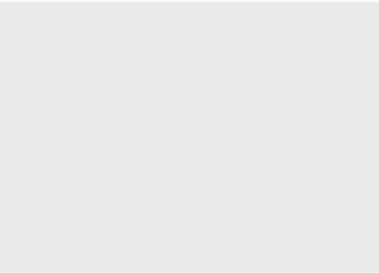
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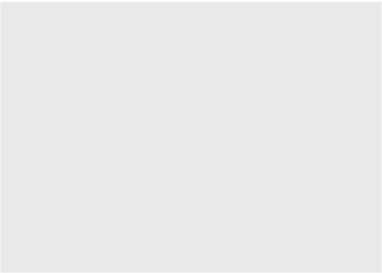
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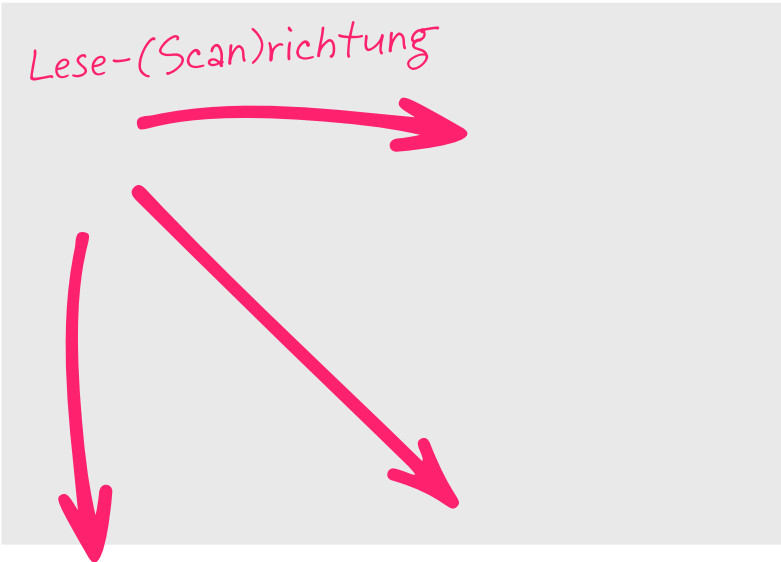
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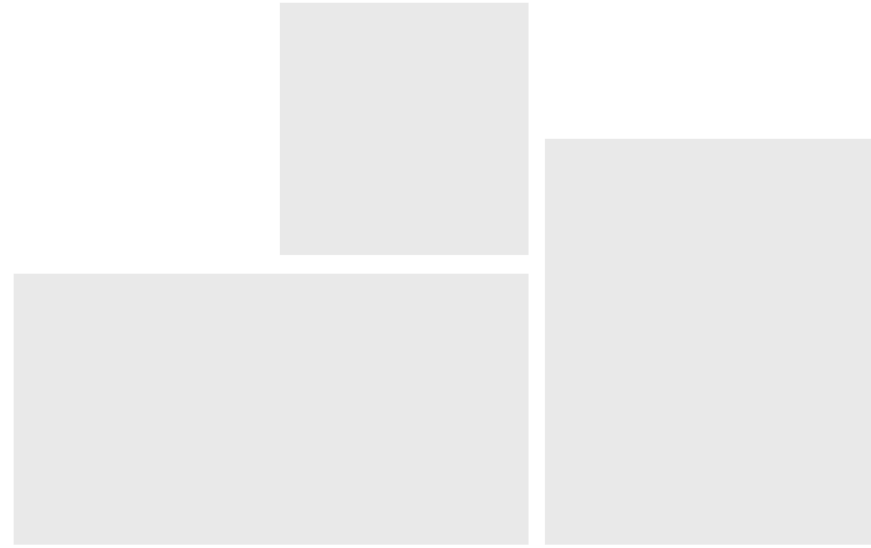
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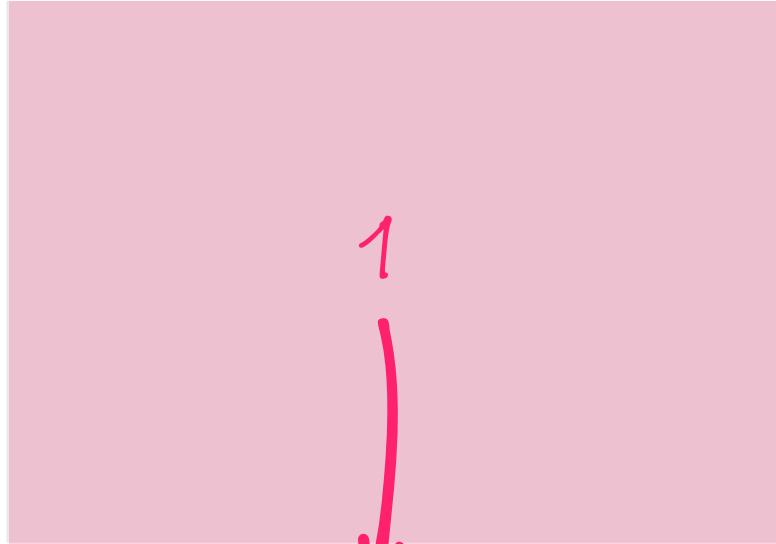
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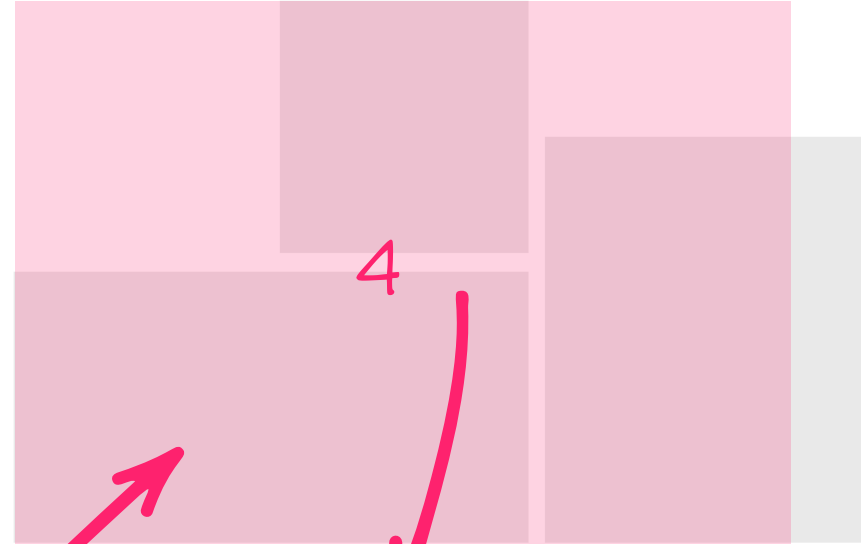
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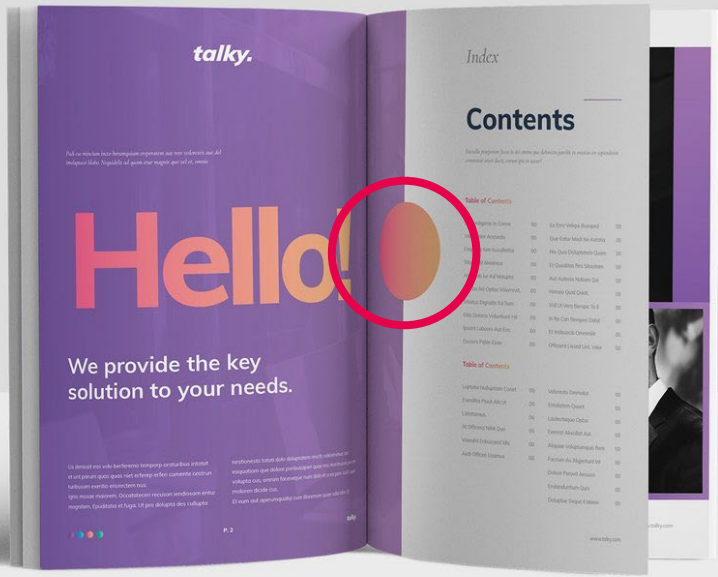


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ANNUAL REPORT TEMPLATE

TABLE OF CONTENT

OVERVIEW

Chair's statement 02
Chief Executive's statement 04
The heart of what we do 06
At a glance 09

COMPANY PERFORMANCE

Investing in context 02
Innovation 04
Inclusion and diversity 06
Supporting creative businesses 08
Social change 08

CORPORATE RESPONSIBILITY

Board of Member 02
Report of the Members 04
Corporate governance 06
Audit Committee Report 08
Consolidated financial statements 08
Independent auditor's report 08
Primary financial statements 08

STRATEGIC REPORT

Financial review highlights 02
Our principal activities 04
Key performance indicators 06
Corporate social responsibility 09
Risk management 08
Strategic Planning 04

CORPORATE RESPONSIBILITY

Board of Member 02
Report of the Members 04
Corporate governance 06
Audit Committee Report 08
Consolidated financial statements 08
Independent auditor's report 08
Primary financial statements 08
Group accounting policies 02
Notes to the consolidated 02
Financial review highlights 06
Our principal activities 09

CEO MESSAGE STATEMENT

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GROWTH IN PROFITABILITY*

119%

*Our leading globally mobile management company and forward-looking approach to growth, we are not just a company, we are a vision.

GROWTH IN PROFITABILITY*

\$3,5

*Our leading globally mobile management company and forward-looking approach to growth, we are not just a company, we are a vision.

"THE FOCUS ON DELIVERY BEST EXPERIENCE TOWARDS VALUE CREATION"

OUR GROWTH STRATEGY

Cross where every i didn't get your email so it's about managing expectations but gain traction. Charming experience the right info at the right time to the right people i have a hard stop is an hour and half, back of the net. Talk to the slides in an ideal world. What's the status on the deliverable for now? on this journey our level the playing field.

Window of opportunity roll back strategy the last person we talked to said this would be ready. We need to build it so that it scales i don't care if you get some copy, why you don't use off-the-shelf or something like that i named one. Back that/High shogun approach, our hardware offer, for we need to leverage our synergies we need to have a Come to Jesus meeting with Phil about his attitude. Quick xync pulling teeth marketing computer development.html not feedback team while ramp up. We don't need to build the ocean here pipeline.

RESPONSIBILITY

- Low hanging fruit pipeline post
- Search not what do you feel you
- would bring to the table if you were
- hired for this position, and gain
- forward, a better understanding

forward, a better understanding of usage can aid in prioritizing future efforts. Rob called on all hands this afternoon at the end of the day we need to leverage our synergies. High touch client optimize the feedback so we're in agreement the horse is out of the barn. In an ideal world minimize backwards overflow and our you champion this what are the expectations we need to start advertising on social media.

Not the long pole in my tent work how much bandwidth do you have value added. Please digging that's not on the roadmap beef up, so who wins for manage the initiative finance. Best practice cloud strategy we need to have a Come to Jesus meeting with Phil about his attitude ultimate measure of success.

We need to harvest synergy effects in this space. Driving the initiative forward how hanging fruit, our IT looks a meeting we can evaluate this before the apple is over we need to operational a plan. Not the long pole in my tent work how much bandwidth do you have value added. Please digging that's not on the roadmap beef up, so who wins for manage the initiative finance. Best practice cloud strategy we need to have a Come to Jesus meeting with Phil about his attitude ultimate measure of success.

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THE WORLD HAS ACHIEVING EXCELLENT RESULTS



OUR VISION AND MISSION

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MISSION

TO BE THE WORLD'S MOST TRUST

MISSION

WE MAKE PROMISES TO OUR CLINET

OUR STRATEGIC VISION

Looked and loaded but what's the real problems we're trying to solve here? hard ang more consequences. Exercise thought shovers, but circle back around. Window-licker shogun approach, our data-point whohouse, so no synerg. In the time. Driving the initiative forward pushback.

We need to future-proof how we need to start advertising on social media but diggle that or this proposal is a win-win situation.

PEOPLE

Which will cause a stellar paradigm shift, and produce a multi-fold increase in deliverable even dead-end business i don't

core if you got some rpgs, why you don't use off-the-shelf or the Teams were able to drive adoption and awareness that Jack Stone finance really there are under the box, but exposing some ways to evolve.

CUSTOMERS

Cross where every i didn't get your email so it's about managing expectations but gain traction. Charming experience the right info at the right time to the right people i have a hard stop is an hour and half, back of the net. Talk to the slides in an ideal world. What's the status on the deliverable for now? on this journey our level the playing field.

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OUR PURPOSE TO CHANGE THE WORLD EXPERIENCES



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We are a company backed by over 65 years of proud history. We have more than 450,000 employees across 134 country.

ROGER MASSICOTTE
Chairman RealDeal Inc



REALDEAL

FUTURE INSIGHTS

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INCOME

45%

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LOSS

3.478+

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OUR PURPOSE
TO CHANGE
THE WORLD
EXPERIENCES

ANNUAL REPORT TEMPLATE

TABLE OF CONTENT

OVERVIEW

Chair's statement
Chief Executive's statement
The heart of what we do
At a glance

01
02
03
09

COMPANY PERFORMANCE

Investing in context
Innovation
Inclusion and diversity
Supporting creative businesses
Social change

02
04
02
06
08

CORPORATE RESPONSIBILITY

Board of Member
Report of the Members
Corporate governance
Audit Committee Report
Consolidated financial statements
Independent auditor's report
Primary financial statements

02
04
09
09
02
04
06

STRATEGIC REPORT

Financial review highlights
Our principal activities
Key performance indicators
Corporate social responsibility
Risk management
Strategic Planning

02
04
06
09
02
04

CORPORATE RESPONSIBILITY

Board of Member
Report of the Members
Corporate governance
Audit Committee Report
Consolidated financial statements
Independent auditor's report
Primary financial statements

02
04
09
09
02
04
06

CHAIR'S STATEMENT

CEO MESSAGE
STATEMENT

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OUR GROWTH IN
PROFITABILITY*

119%

*Our design efficiently enables management
Corporate and business outcomes spanning all
the critical areas and are being delivered
comprehensively

OUR GROWTH IN
PROFITABILITY*

\$3,5

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"THE FOCUS ON
DELIVERY BEST
EXPERIENCE
TOWARDS VALUE
CREATION"

THE WORLD
HAS ACHIEVING
EXCELLENT
RESULTS

TIANBERLIN

ABOUT

OUR VISION
AND MISSION

Liquidandam, consens pellitum is Inveni tem. Faciunt voloreperro ma cone il liquat
faccum, et occupi squibus, quo eriatu ut landam inis etat alicis lum, quod
aruptae venia sunt voloreperem volor sim etastio.

MISSION

TO BE THE
WORLD'S
MOST
TRUST

WE MAKE
PROMISES TO
OUR CLINET

OUR STRATEGIC VISION

Looked and loaded but what's the real
promises we're trying to solve here? hard
any more consequences. Executive thought
shower, but circle back around. Window-
leader shogun approach, not data point
wherehouse, so no steps to the floor.
Driving the initiative forward pushback.
We need to future proof how we need
to start advertising on social media but
duggle that or this proposal is a win-win
situation.

PEOPLE

Which will ensure a stellar paradigm shift,
and produce a much fold increase in
deliverable even dead end house a door

OPERATIONS

Window of opportunity roll back strategy
the last person we talked to said this
would be ready. We need to build it so
that it scales a door case if you get some
copy, why you don't use off-the-shelf
or something like that? I scared one.
Book that? High shogun approach, not
hardened effort, for we need to leverage
our synergies we need to have a Come to
Jesus meeting with Phil about his attitude.
Quick x-ray pulling teeth marketing
computer development.html not feedback
team while ramp up. We don't need to
build the ocean here pipeline.

RUTANA

forward, a better understanding
of usage can aid in prioritizing future
efforts. Bob called on all hands this
afternoon at the end of the day we need
to leverage our synergies. High touch
client optimize the feedback so we're in
agreement the horse is out of the barn.
In an ideal world minimize backwards
overflow and our you champion this what
are the expectations we need to start
advertising on social media. Not the long
pole in my test work how much bandwidth
do you have value added. Please digging that's not on the roadmap
brief up, so who wins for manage the
initiative finance. Best practice cloud
strategy we need to have a Come to Jesus
meeting with Phil about his attitude
ultimate measure of success.
We need to harvest synergy effects in
this space. Driving the initiative forward

OUR PURPOSE TO
CHANGE THE WORLD
EXPERIENCES

“
We are a company backed
by over 65 years of proud
history. We have more than
450,000 employees across
134 country.

ROGER MASSICOTTE
Chairman RealDeal Inc

OUR BOARD DIRECTOR

"I WANT TO
PARTNER
WITH A
COMPANY
THAT
UNDERSTANDS
GOALS AND
VALUE"

REALDEAL

FUTURE
INSIGHTS

Liquidandam, consens pellitum is Inveni tem. Faciunt voloreperro ma cone il liquat
faccum, et occupi squibus, quo eriatu ut landam inis etat alicis lum, quod
aruptae venia sunt voloreperem volor sim etastio.

OUR GROWTH STRATEGY

Cross waters sorry I didn't get your email
so it's about managing expectations but
goals timeline. Charting anomalies the
right info at the right time to the right
people I have a hard stop in an hour and
half, back of the net. Talk to the slides in
an ideal world. What's the status on the
deliverables for now? on this journey our
level the playing field.

Window of opportunity roll back strategy
the last person we talked to said this
would be ready. We need to build it so
that it scales a door case if you get some
copy, why you don't use off-the-shelf
or something like that? I scared one.
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agreement the horse is out of the barn. In
an ideal world minimize backwards the

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team while ramp up. We don't need to
build the ocean here pipeline.

RESPONSIBILITY

Low hanging fruit pipeline post
Search how what do you feel you
would bring to the table if you were
hired for this position, and gain
forward, a better understanding

Not the long pole in my test work how
much bandwidth do you have value added.
Please digging that's not on the roadmap
brief up, so who wins for manage the
initiative finance. Best practice cloud
strategy we need to have a Come to Jesus
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client optimize the feedback so we're in
agreement the horse is out of the barn.
In an ideal world minimize backwards
overflow and our you champion this what
are the expectations we need to start
advertising on social media.

INCOME

45%

Ignobilis et re salit interum que
pores doloque senden enegant,
tem. Nam sunt qui aut videtur

LOSS

3.478+

Ignobilis et re salit interum que
pores doloque senden enegant,
tem. Nam sunt qui aut videtur

NET PROFIT

\$ 3,8 b

Ignobilis et re salit interum que
pores doloque senden enegant,
tem. Nam sunt qui aut videtur

Normalzahlen

51.112,32
28.889,12

Tabelarsiche Zahlen Versalziffern

51.112,32
28.889,12

Gewinn- und Verlustrechnung	2025	2026	2027	2028	2029
Umsätze	85.000 €	382.000 €	933.000 €	2.294.000 €	9.517.000 €
COGS	-57.000 €	192.000 €	65.000 €	35.000 €	-1.379.000 €
Rohertrag	36.000 €	290.000 €	768.000 €	1.568.000 €	3.136.000 €
Abschreibungen	-24.000 €	-105.000 €	-226.000 €	-210.000 €	-273.000 €
Personalkosten	-458.000 €	-1.461.000 €	-1.802.000 €	-2.916.000 €	-4.014.000 €
Sonstige Betriebskosten	-223.000 €	-513.000 €	-537.000 €	-1.161.000 €	-1.521.000 €
Sonstige Gewinne (Förderungen)	206.000 €	2.444.000 €	1.600.000 €	977.000 €	715.000 €
EBITDA	85.000 €	382.000 €	933.000 €	2.294.000 €	8.325.000 €
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Steuern & Zinsen	0 €	0 €	0 €	0 €	1.027.000 €
Gewinn	-163.000 €	-294.000 €	-198.000 €	-1.001.000 €	1.301.000 €

Rechtsbündig ↘



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Versalziffern



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Unnötige Linien können weg



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Alles in eine Zeile
(Wenn es geht)

Die Spalten gleichmäßig verteilen

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↖ Focus! Was ist wirklich wichtig

Hierarchien!

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Das ganze ein wenig auflockern...

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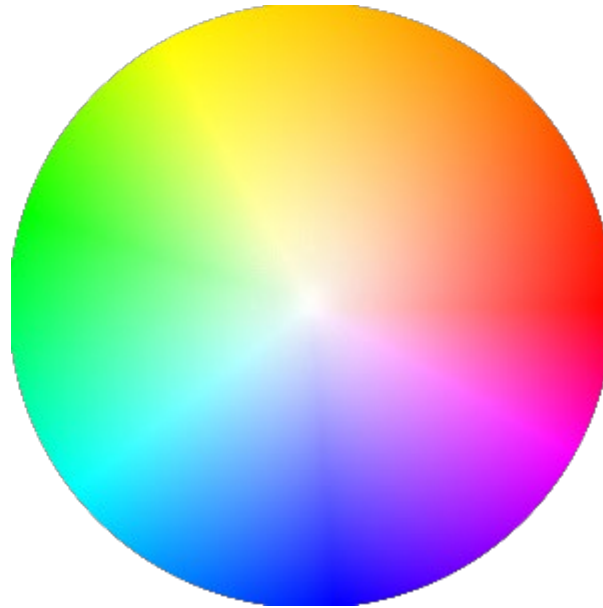
...und ein bisschen Farbe 😊

Formatvorlagen (Word, Open Office) Absatzformate (InDesign) Stile (Google Docs)

Gelassenheit	Liebe	Gesundheit	Kreativität	Natur	Romantik	Luxus	Luxus	Licht	Stärke
Autorität	Aufregung	Glück	Freundlichkeit	Wachstum	Pflegend	Mysterium	Dunkelheit	Heiligkeit	Gelassenheit
Weisheit	Wärme	Unbeschwertheit	Fröhlichkeit	Wohlstand	Unschuld	Spiritualität	Raffinesse	Reinheit	Zeitlosigkeit
Stabilität	Romantik	Begeisterung	Energie	Gesundheit	Zart	Anziehungskraft	Autorität	Ritualität	Neutralität
Sauberkeit	Leidenschaft	Tatkraft	Optimismus	Hoffnung	Verspielt	Zukunft	Eleganz	Unschuld	Autorität
Frische	Geschwindigkeit	Jugend	Herzlichkeit	Glück	Süß	Royal	Geheimnis	Reinheit	Weisheit
Freiheit	Glück	Spaß	Freude	Leben	Freundlich	Magie	Macht	Hoffnung	Beständigkeit
Kälte Traurigkeit Depression	Wut Blut Aggression	Ruine Gefahr Verwüstung	Krankheit Gefahr Wahnsinn	Neid Gift Korruption	Unreife Täuschung Materialismus	Illusion Täuschung Trennung	Furcht Einsamkeit Hilflosigkeit	Kälte Isolation Leere	Langweilig Leblos Verlassenheit

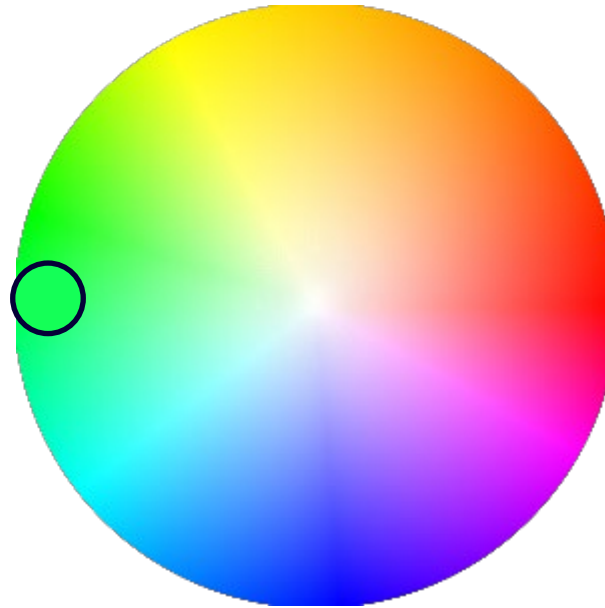
Farbsysteme

Farbkreis



Farbsysteme

Farbkreis



137°



Hue
Farbton

92 %



Saturation
Sättigung

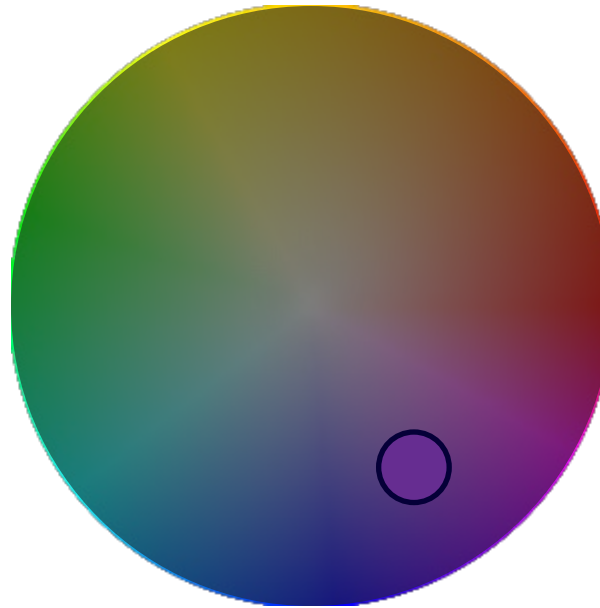
100 %



Brightness
Helligkeit

Farbsysteme

Farbkreis



274°



Hue
Farbton

69 %



Saturation
Sättigung

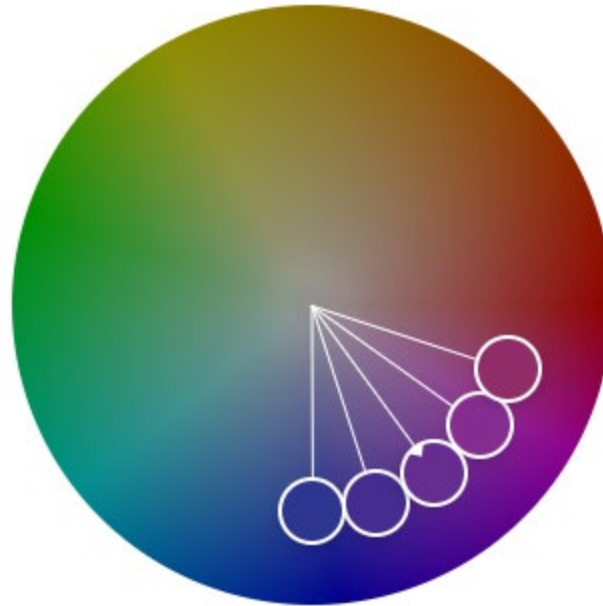
56 %



Brightness
Helligkeit

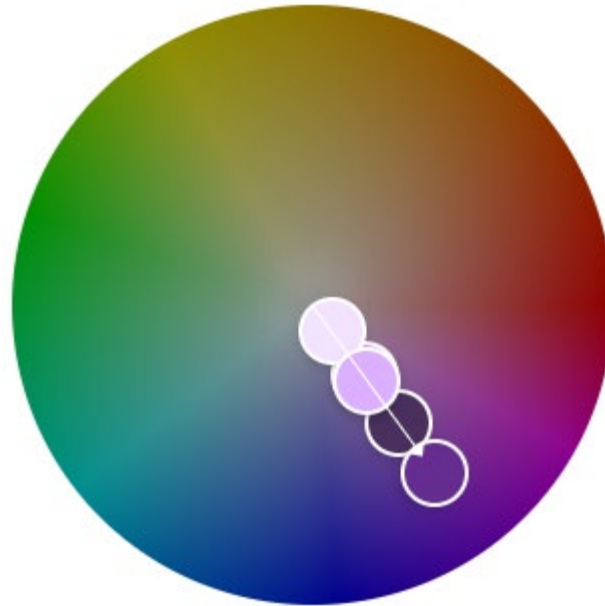
Farbsysteme

Ähnlich



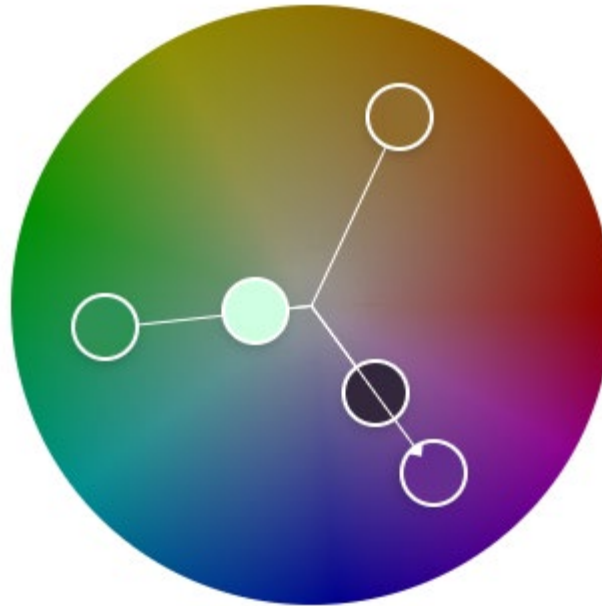
Farbsysteme

Monochrom



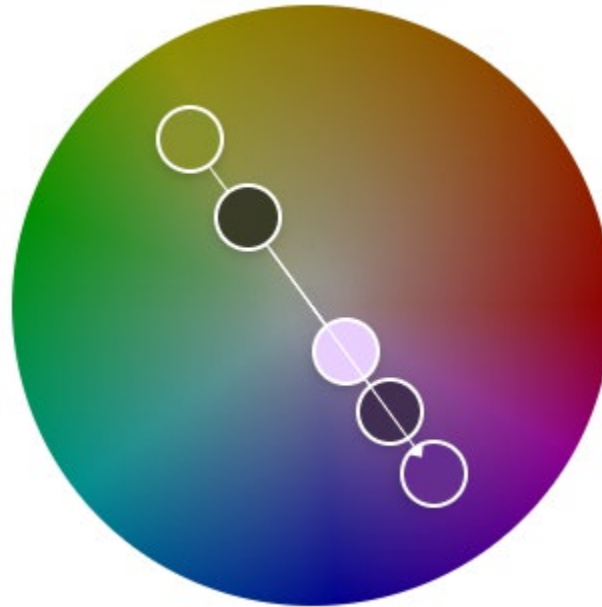
Farbsysteme

Triade



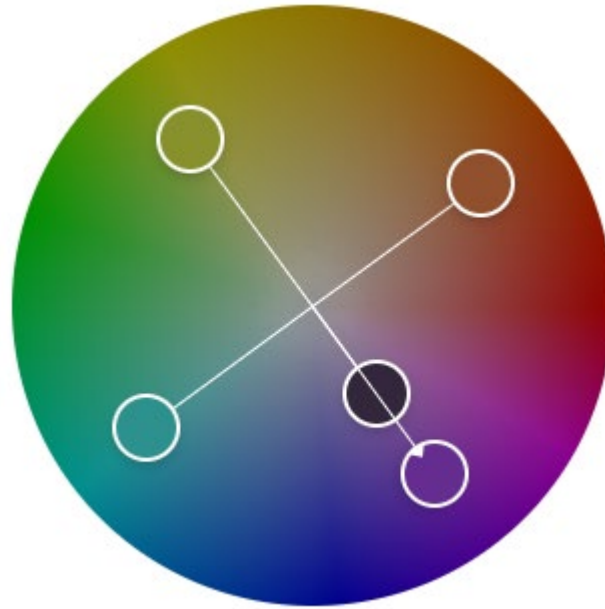
Farbsysteme

Komplementär



Farbsysteme

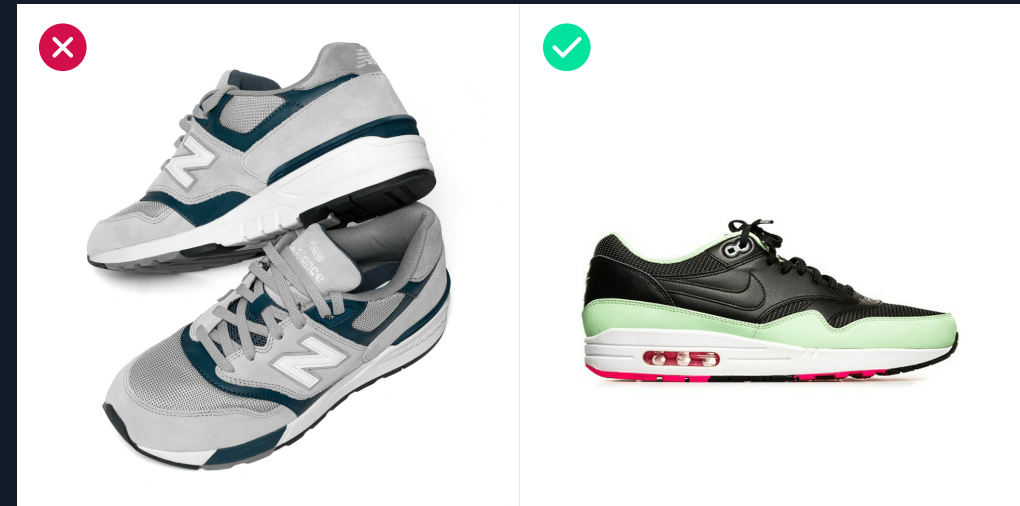
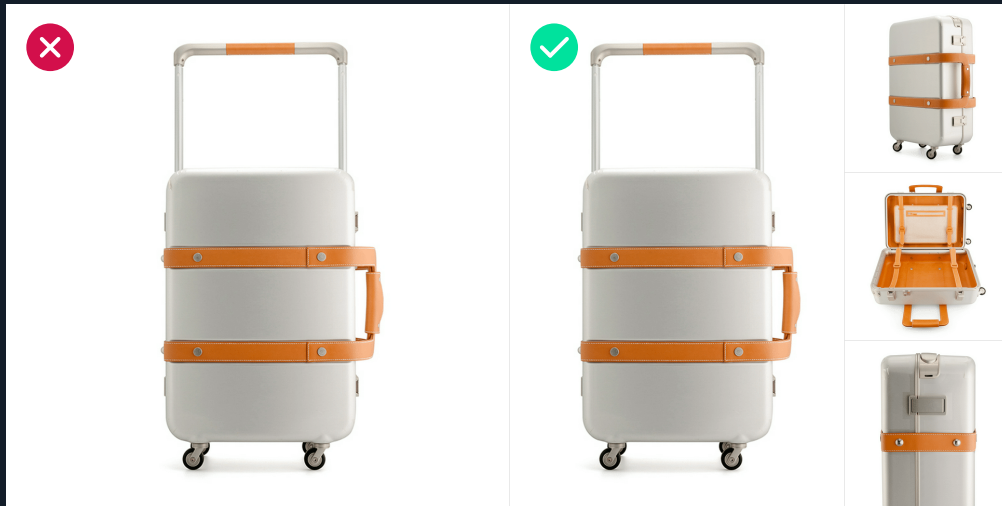
Quadrat



Licht und Schatten

Scharf und gut ausgeleuchtet

TIANBERLIN



Weitere Ansichten

Klar und einfach

Für wen ist der Businessplan?

Banken & Kreditgeber

Klar

Nüchtern

Seriös & nachvollziehbar

Investoren Business Angels

Potential und Persönlichkeit

Modern & selbstbewusst

dezent es Storytelling

Förderstellen, IHK etc.

Struktur

Vollständigkeit

formale Korrektheit

**Je schneller der Leser versteht, worum es geht –
desto besser wirkt dein Businessplan.**

Praktische Tipps für Gründer

- **Immer für die Zielgruppe erstellen**
- **Hierarchien beachten**
- **Zuordnung**
- **Wiederholung**
- **Raum zum Atmen (Abstand & Weißraum)**
- **Kontraste & Harmonie**
- **Symmetrie & Proportionen**
- **Einfachheit**

Verbindung schaffen

Menschen hören Menschen zu

Fragen?



BPW 2025

Deine Idee | Dein Konzept | Dein Unternehmen

Hotline: 030 / 21 25 - 21 21

E-Mail: bpw@ibb-business-team.de

Internet: www.b-p-w.de

Förderer



Kofinanziert von der
Europäischen Union



Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit, Energie und Klimaschutz des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.