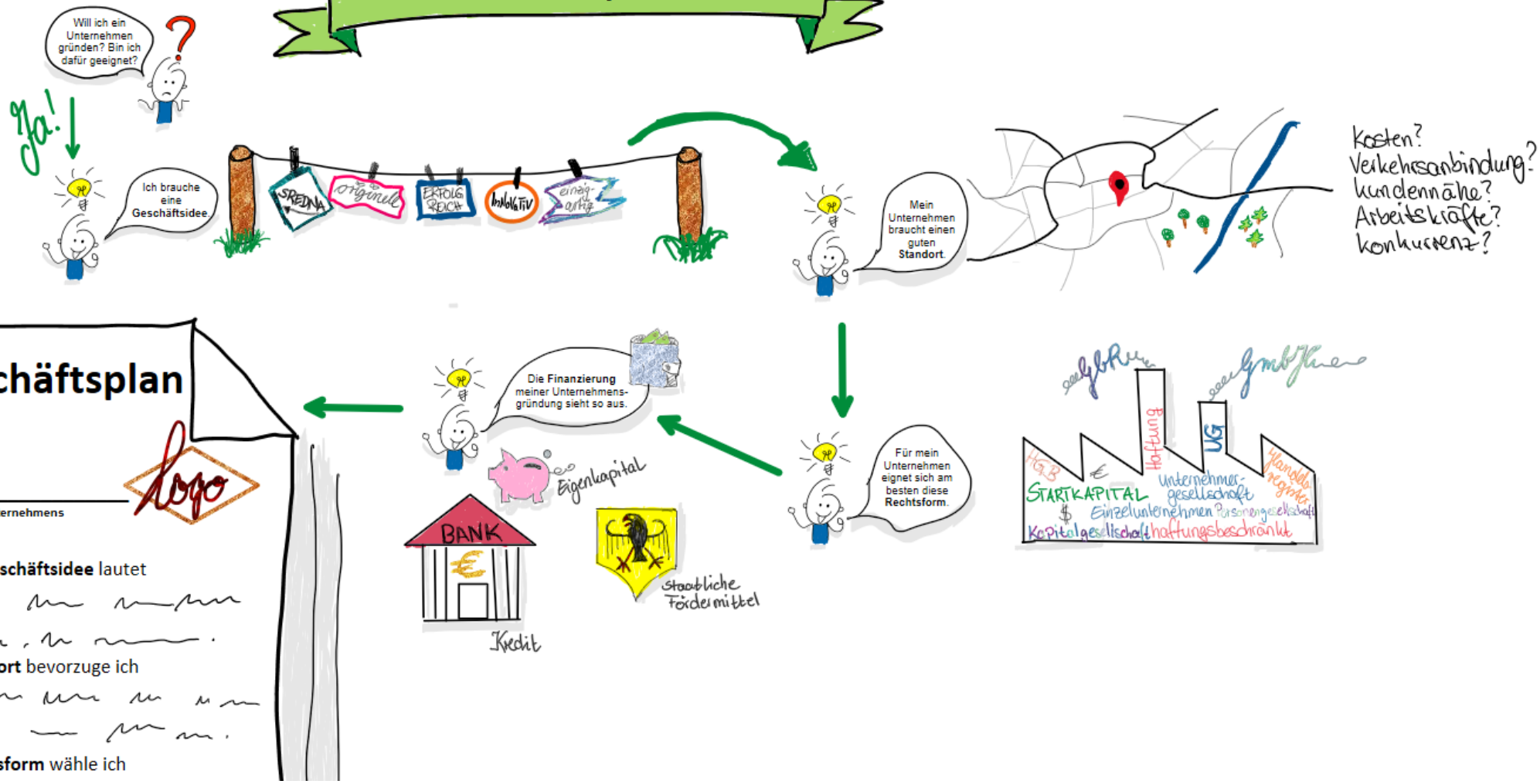Einen Geschäftsplan erstellen