In Germany, there are various ways for private individuals to invest in a company. Here are some of the most common options:

1. **Direct Participation**
   - **Purchase of Company Shares (Equity)**
     - In the case of corporations (e.g., GmbH, AG), private individuals can become co-owners of the company by acquiring shares (e.g., stocks in an AG or shares in a GmbH).
     - Direct participation in larger companies is possible through the purchase of shares on the stock exchange.
     - In smaller, non-listed companies, shares are often acquired during investor rounds or through direct negotiations.
   - **Silent Partnership**
     - A silent partnership is a form of equity financing where the silent partner contributes capital to the company but does not appear publicly.
     - The silent partner usually receives a share of the profits but is not involved in losses.
2. **Crowdinvesting**
   - **Crowdinvesting Platforms**
     - Through specialized online platforms (e.g., Seedmatch, Companisto), private individuals can invest in startups or small companies.
     - In return, investors often receive shares in the company or a profit share.
     - This form of investing usually involves higher risk but also offers the potential for higher returns.
3. **Bonds and Loans**
   - **Corporate Bonds**
     - Companies issue bonds to raise capital. Investors lend money to the company and receive interest in return.
     - At the end of the bond term, the capital is repaid, provided the company remains solvent.
   - **Subordinated Loans**
     - Private individuals can grant subordinated loans to a company. Unlike traditional loans, these are repaid only after all other creditors have been satisfied.
     - Interest rates are often higher, but there is greater risk, especially in cases of corporate insolvency.

4. **Venture Capital and Private Equity**
   - **Venture Capital (Risk Capital)**
     - Wealthy private individuals, known as business angels, typically invest in young companies or startups.
     - These investments are often made in the form of equity or convertible loans.
     - The focus is on companies with high growth potential, but there is also a high risk involved.
   - **Private Equity**
     - Private equity firms pool capital from investors to buy stakes in companies, restructure them, and later sell them at a profit.
     - For individual investors, this is usually only possible indirectly through participation in private equity funds.
5. **Limited Partnership as a Limited Partner**
   - **Limited Partnership (KG)**
     - Private individuals can participate as limited partners in a limited partnership. In this case, they are liable only up to the amount of their investment and are not involved in the management of the company.
     - This form of participation is especially common in medium-sized companies.
6. **Investment in Real Estate Companies**
   - **REITs (Real Estate Investment Trusts)**
     - These specialized companies invest in real estate and are listed on the stock exchange. Private individuals can purchase shares and thus indirectly invest in real estate.
     - They offer a combination of real estate investment and stock investment.
7. **Combined Models (e.g., Participating Rights)**
   - **Participating Rights**
     - A hybrid form of equity and debt. Investors acquire participating rights, which entitle them to profit sharing but without voting rights or a share in the company's reserves.
8. **Asset Management & Funds**
   - **Investment Funds**
     - Investors can invest in specialized funds that invest in company shares. Examples include equity funds that invest in company shares or specialized sector funds.
     - The advantage is diversification, as the fund invests in a wide range of companies.

9. **Employee Participation**
    - **Stock Options and Employee Participation Programs**
        - Some companies offer their employees the opportunity to acquire stock options or shares at discounted rates.

Each of these investment options carries its own risks and opportunities. It is important to thoroughly research before investing and to consider your risk tolerance as well as your investment goals.