

START-UP IN LUXEMBOURG

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Director Start-Up Support & SME Performance

20/07/2018 - Plug & Play Shibuya



LUXINNOVATION

TRUSTED PARTNER FOR BUSINESS

Luxinnovation: a private-public partnership

MINISTRY
OF THE ECONOMY



LE GOUVERNEMENT
DU GRAND-DUCHÉ DE LUXEMBOURG
Ministère de l'Économie

CHAMBER
OF COMMERCE

CHAMBRE DE
COMMERCE
LUXEMBOURG

FEDIL



CHAMBER OF
SKILLED CRAFTS



CHAMBRE
DES METIERS
Luxembourg

MINISTRY
OF HIGHER EDUCATION
AND RESEARCH



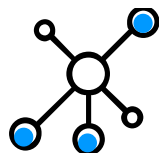
THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Higher Education and Research

Our services



Funding opportunities

- National
- European



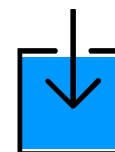
Luxembourg Cluster Initiative

- Innovation
- Business development
- Cross-sector cooperation



Entrepreneurship support

- Start-up creation
- Business acceleration



Invest in Luxembourg

- Business development
- Promotion & prospection
- Marketing & communication

Fit 4 Start

Our Flagship program for
early stage Start-Ups



Targeted Companies

Two categories

Early Stage Start-up located in Luxembourg

- About 1 Y
- Valid prototype
- Ready or close to be ready for market validation

Later Stage Start-up coming from abroad

- <5 Y existence
- Validated home market
- Ready for internationalisation of activities

Application and Selection Process

3 steps process

Online application

- 2 calls / Year
- Open 4 weeks
- Light application (2-3 p)
- Pre-registration for keeping in touch!

Preselection

- Luxinnovation and its partners (Technoport / HOST) preselect candidates

Live pitching sessions in Luxembourg

- Public Audience (whole Start-up Ecosystem)
- 5' Pitch + 3' Q&A
- Selected candidates announced during the evening

07/2018

08/2018

09/2018

NEXT INTAKE: November 2018

Launch your ICT start-up in Luxembourg



**16 weeks of “Lean Start-Up”
coaching and follow up**



**Free access to the co-working
space of an incubator**

Private coaches paid by the MECE

- 10 days of intensive coaching
- Challenge the entrepreneurs on their Product / Business Model
- Make the entrepreneurs ready for the Steering committees

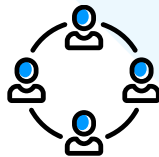
Partnership with the two incubators in LU

- Technoport: historical partner of LXI
- Newcomer: HOST “House of Start-up”

Launch your ICT start-up in Luxembourg



**A grant of up to
€150,000**



**Opportunities to benefit from the
offer of other Luxembourg
start-up support players : Jury's /
Ecosystem**

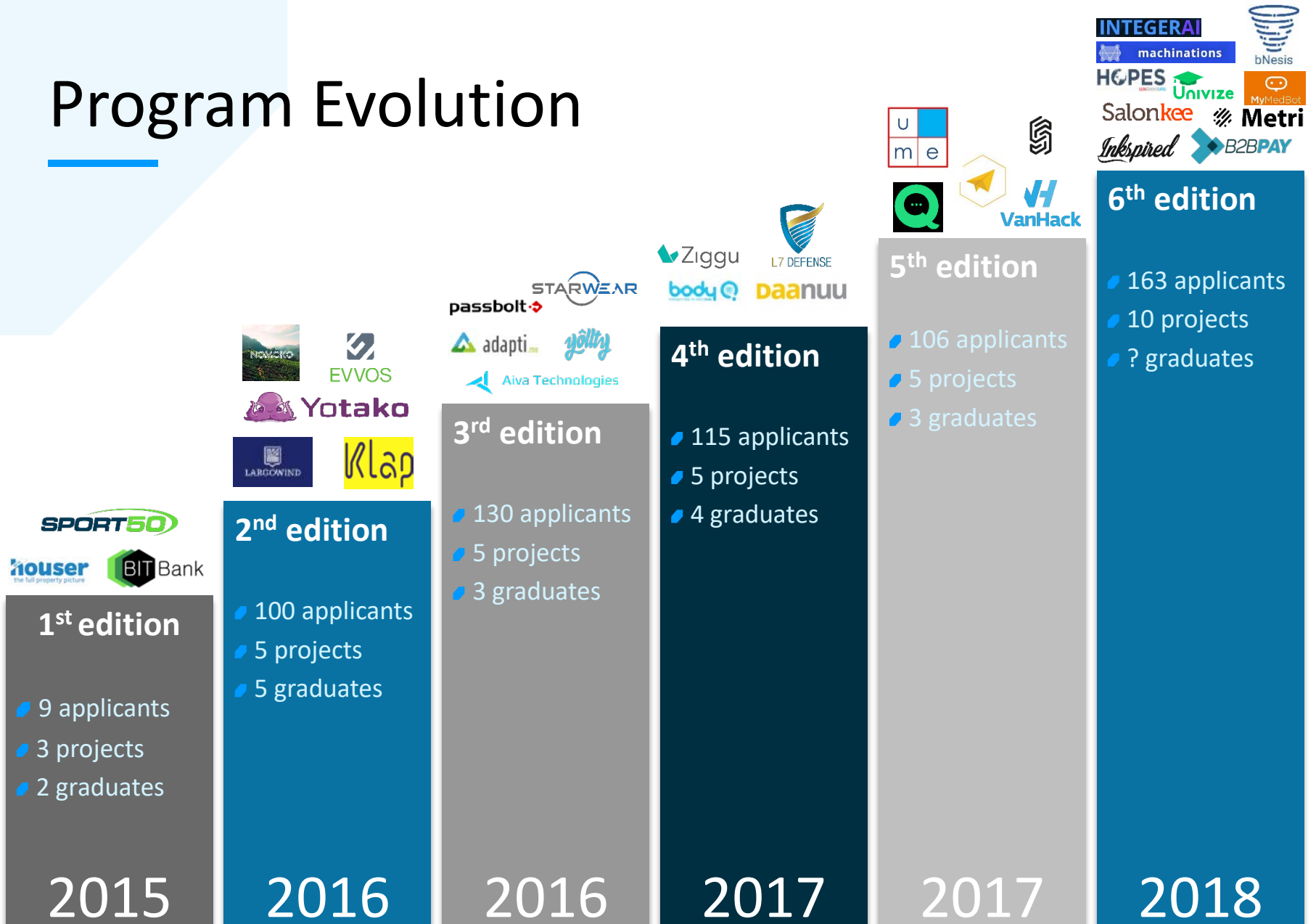
50K after Selection + 100K for “Graduates”

- Selected candidates will access €50K after successfully completed incorporation
- Graduates will access an additional €100K (successful completion of KPI's & €50K private fund raising)

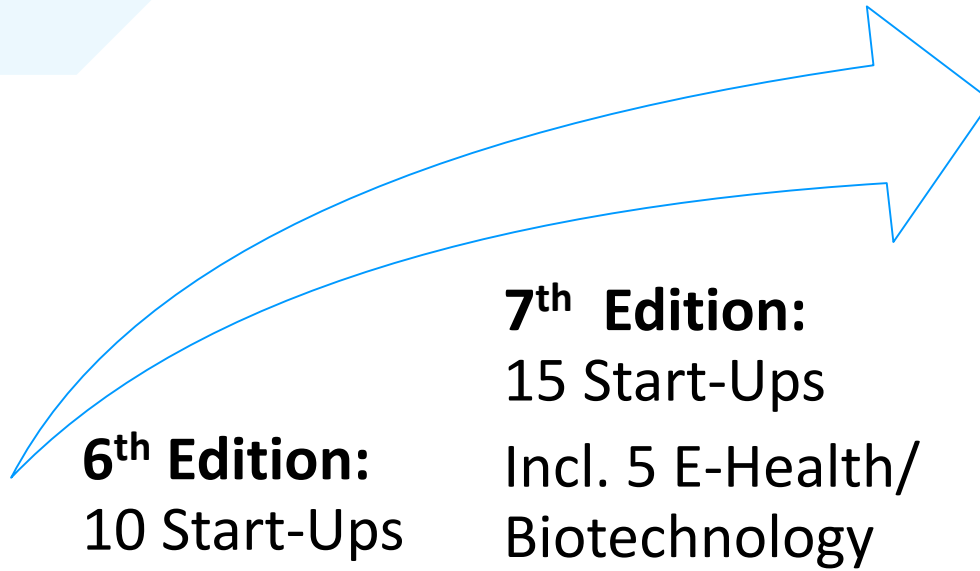
10 committed Jury select challenge and help entrepreneurs

- Serial entrepreneurs, investors, corporate innovation managers...
- Allocate and follow KPI's
- 1 steering committee / month
- Decide on the graduation

Program Evolution



2018: Scale-Up



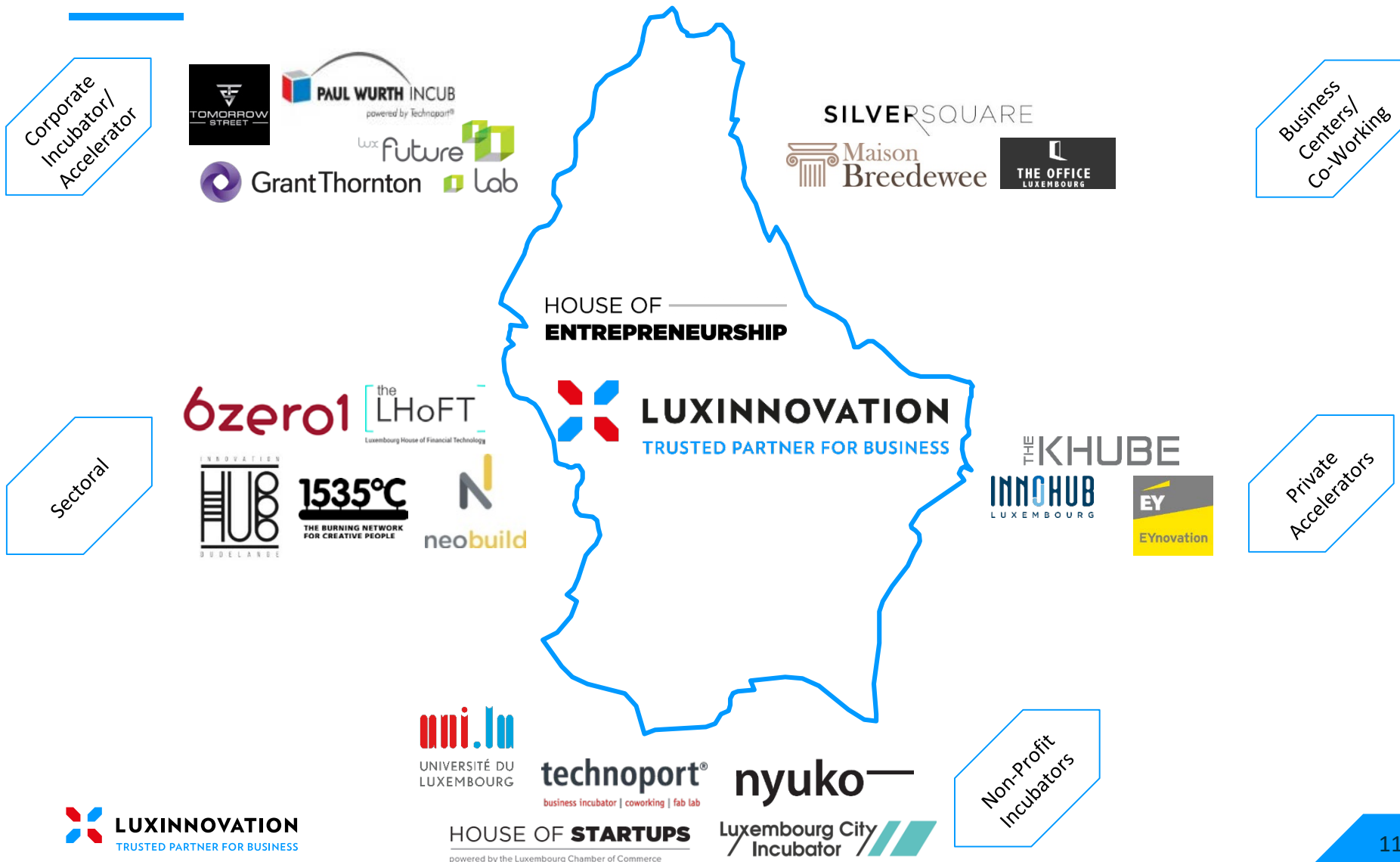
7th Edition: 9th of July – 27th of August

Budget: 15 X EUR 50k +
15 X EUR 100k for “graduates”



Pre-signup at:
fit4start.lu

Key Partners in the Ecosystem



Thank you!

■ **Jean-Michel Ludwig**

*Director Start-up Support & SME
Performance*

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