



THE PLACE

to start

HOUSE OF **STARTUPS**

powered by the Luxembourg Chamber of Commerce



HOUSE OF **STARTUPS**

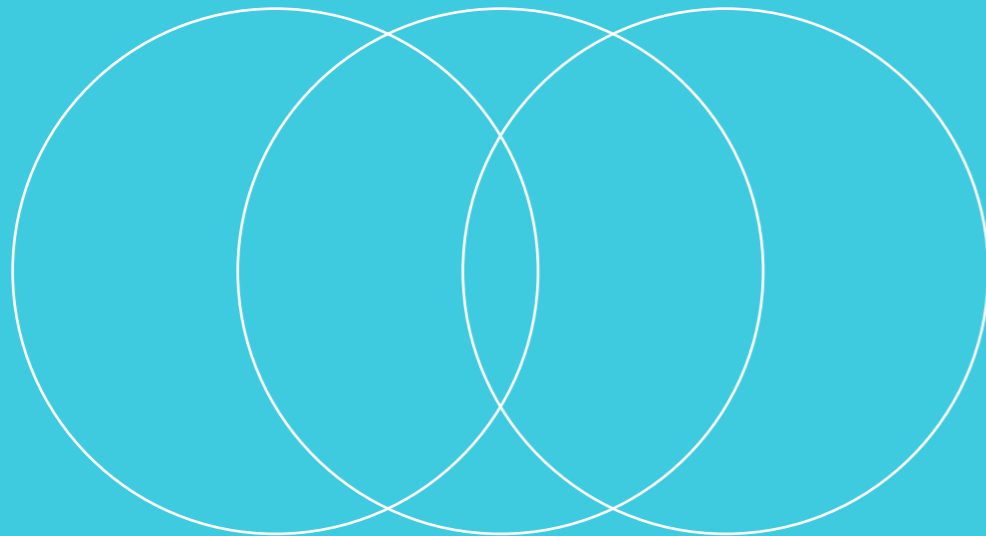
powered by the Luxembourg Chamber of Commerce

THE PLACE

to start

Hosting all the key actors
of the startup ecosystem will
allow ideas to flow freely,
thus helping innovations
come to life.

Carlo Thelen, Director General
Luxembourg Chamber of Commerce



Contents

p. 4	1	Sharing a vision and a drive
p. 6	2	Who are we? The place to innovate
p. 8	3	An integrated ecosystem
p. 10	4	The place to meet some of Luxembourg's best innovation hubs
p. 11		Luxembourg-City Incubator
p. 12		Luxembourg House of Financial Technology
p. 14		nyuko
p. 15		Hub@Luxembourg
p. 15		International Climate Finance Accelerator Luxembourg
p. 18	5	The place to get advice from experts
p. 19		Check Point
p. 19		Business Mentoring
p. 20	6	The place to connect to Corporates
p. 21		Our Sponsors
p. 21		Luxembourg Open Innovation Club (LOIC)
p. 22	7	The place to meet, train, pitch, network... and relax
p. 23		Big Bang
p. 23		Host Forum
p. 24	8	Some answers to some questions
p. 26	9	Why Luxembourg?

1 Sharing a vision and a drive



House of Startups is the outcome of a shared vision and a new drive.

A vision of supporting the Luxembourg economy consistently pursued by the Chamber of Commerce over the last 175 years. Successive Governments have shared that vision, making Luxembourg one of the most prosperous nations in the world. One of the most innovative too! With a history of adapting extremely rapidly and pragmatically to change, the country has seized opportunities as they arose, and in domains as different as the steel industry in the late 19th century, then in the 20th the banking industry, media and satellite distribution, the fund industry... and now more recently, new technologies and even space mining.

So what about today? What has changed?

There is a new drive coming directly from individual entrepreneurs and no longer only from large corporates wanting to expand into Europe. Today new technologies and exponential innovation are the fuel for entrepreneurs to deliver new services in Luxembourg, with more and more people seeking to make an impact by taking risks in setting up their own businesses and achieving great things. The spirit inspired by the extraordinary upcoming of tech entrepreneurs in Silicon Valley, but also in Israel and other countries has reached Luxembourg!

Successive governments were fast in picking up on this new drive by expanding Luxinnovation, the national Agency for Innovation, setting up new Trade and Investment Offices around the World, offering support to startups through programs arranged with incubators such as Plug and Play in San Francisco. Luxembourg for Finance has done a fantastic job promoting the country as a dynamic FinTech hub and lately the Ministry of the Economy has been braking new ground with its Space Technology initiative.

18 years ago the Chamber of Commerce – in collaboration with private and public partners – started with the program 123 GO to support young entrepreneurs in setting up their business plan. Other programs such as Business Mentoring were to follow. In 2015 the Chamber of Commerce launched the House of Training, followed in 2016 by the House of Entrepreneurship and now the House of Startups.

The slogan: "Luxembourg – let's make it happen" is based on that shared vision and new drive. It is also the perfect slogan for startups: let's make it happen!

Luxembourg can deliver on that slogan. Though small, we are innovative and proactive!

We work together, hand in hand in a true spirit of partnership. We combine our capabilities, find synergies and maximize benefits for all. We are keen to address startup needs through short administrative ways, efficient regulation, quick responses. In an ever faster changing world, saving time is an asset, especially for startups!

At the House of Startups, we bring together the actors of that change: innovation hubs, accelerators, experts and corporates. We value creativity, innovation and networking. We work to create real impact for the Luxembourg economy by supporting entrepreneurs in their ambitions.

The HoST is a promotor, a supporter, a lobbyist and a driving force for the startup ecosystem. **We HoST to innovate!**

Please come and meet us. Be part of our vision and drive.

Karin Schintgen
CEO, House of Startups

2

Who are we? The place to innovate



House of Startups – the place to innovate

Innovation hubs, incubators, business accelerators, and startup consulting services are all under one roof at the House of Startups (HoST). Launched by the Luxembourg Chamber of Commerce, the HoST is the Grand Duchy's most vibrant shared workspace.

Located in the dynamic, central station district, the House can accommodate some 150 innovative startups in nearly 6,000 square meters of space.

Several major hubs are already in place: the Luxembourg House of Financial Technology (LHoFT), the newly created Luxembourg-City Incubator (LCI) supported by the City of Luxembourg, and the accelerator nyuko. Groupe Crédit Agricole's international incubator and the International Climate Finance Accelerator (ICFA) are also moving in.

This is an attractive, well equipped facility. On top of first rate IT infrastructure, it features the conference rooms and meeting spaces entrepreneurs need to work, interact or pitch ideas. The HoST is the place to be for every entrepreneur with a vision.

The House of Startups offers:

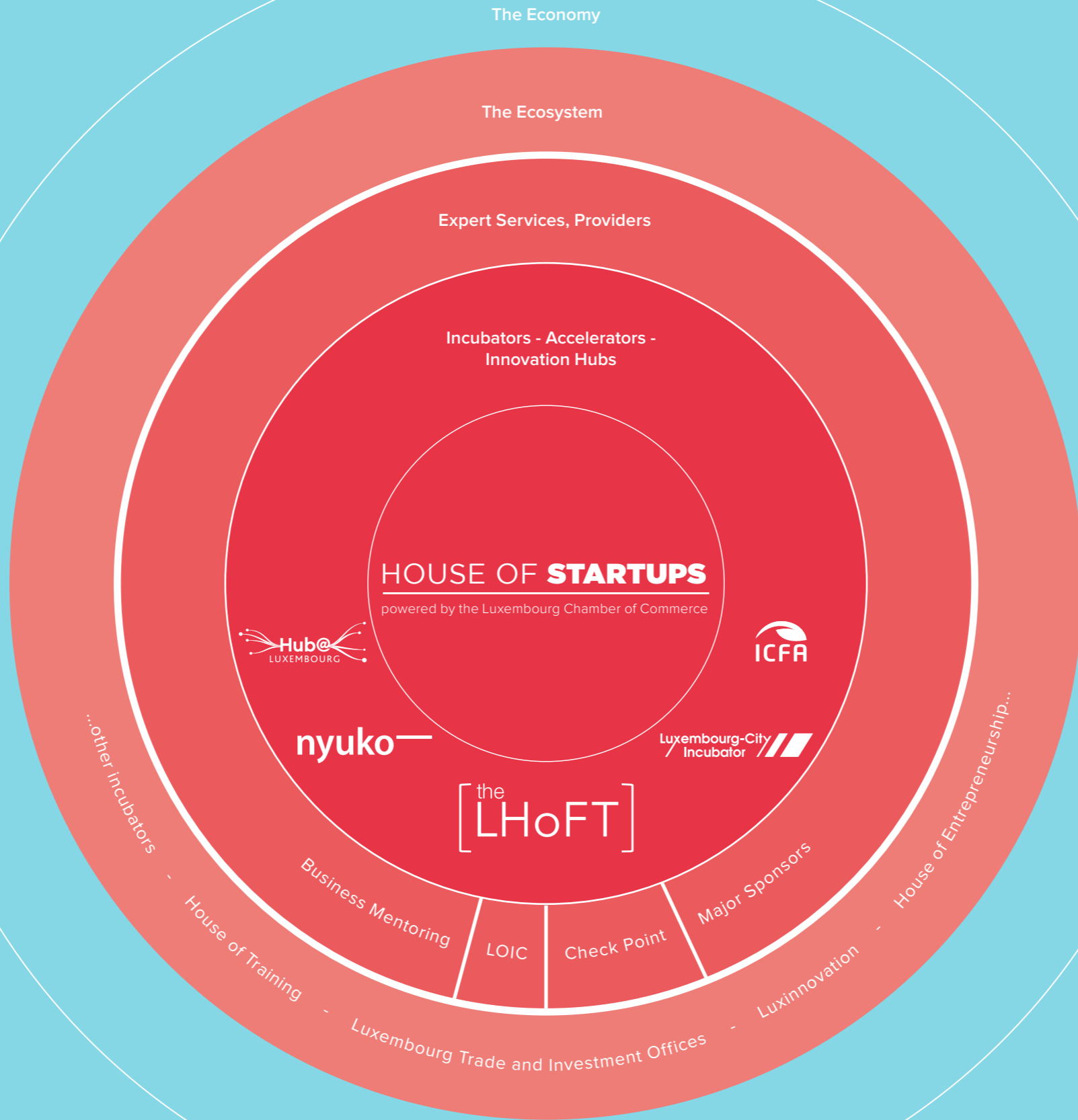
- Marketing support for the ecosystem both locally and internationally
- Introduction to and networking with the local corporate world
- Lobbying activities in support of a favorable startup environment
- Great testing grounds for disruptive projects



As well as:

- Secured access 24 hours a day; 7 days a week
- Reception desk during office hours
- State of the art IT equipment with secured individual network access
- Business development opportunities through dedicated events, such as investors' days, pitching classes, participation at economic missions, fairs, and conferences
- Access to an extensive network of members & partnerships

3 An integrated ecosystem



4 The place to meet some of Luxembourg's best innovation hubs



Luxembourg-City Incubator – new technology and innovation in an urban environment

The Luxembourg-City Incubator (LCI) is an entrepreneurial ecosystem that fosters startups in a variety of sectors, but with priority given to UrbanTech, commerce, tourism, the environment, logistics and construction/housing.

Particular attention is given to projects promoting female entrepreneurship or social impact.

The LCI was initiated by the Chamber of Commerce and is supported by the City of Luxembourg.



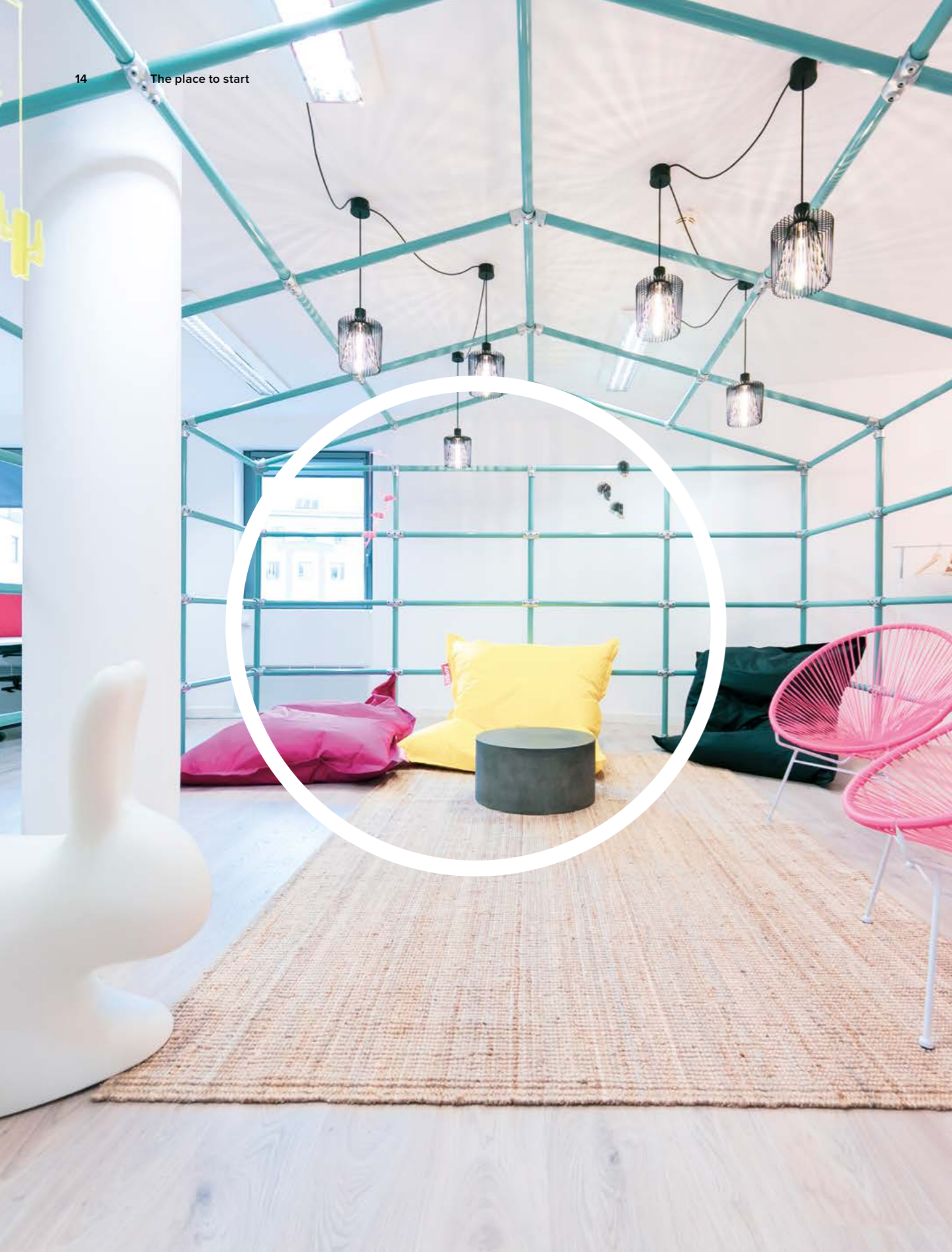
Facilities:

- Co-working space
- Fixed Desks
- Closed offices
- Meeting rooms
- Large common areas



**Luxembourg-City
Incubator**

contact@cityincubator.lu
www.cityincubator.lu
+352 28 84 08 20



Luxembourg House of Financial Technology – driving innovation

LHoFT is Luxembourg's dedicated FinTech hub that brings together finance and technology. It fosters innovation to find solutions for the financial services industry.

Offering Fintech incubation, co-working and a soft-landing platform into the EU, the LHoFT connects, engages with and creates value for the broader Fintech ecosystem. This touches on financial institutions, the IT industry, investors, research and academia, as well as regulatory and governing authorities.



Facilities:

- Hot desks
- Dedicated open plan desks
- 23 offices (for 3 to 10 people)
- Meeting rooms and integrated social spaces. 2,500 sqm over 2 floors
- Day passes



[the LHoFT]

info@lhoft.lu

www.lhoft.lu

+352 2775 0210

nyuko – accelerating startup growth

Nyuko works with early and later stage startups in any industry. This not-for-profit organisation drives a productive ecosystem by providing a team of expert mentors who can advise on product development, fundraising, marketing, and more.



nyuko

info@nyuko.lu
www.nyuko.lu
 +352 28 84 08 20



Hub@Luxembourg

Hub@Luxembourg is an accelerator of business and innovation for highly innovative startups with a potential for international growth (aerospace, cyber security, fintech and assurtech, maritime, green economy, smart city...).

Hub@Luxembourg provides the necessary skills to support entrepreneurs by giving access to experts and mentor networks, advice from multinational parties, first class offices and facilities etc.

Our objective is to provide the best opportunities for a cross-border success



contact@ca-hub.lu
www.ca-hub.lu
 +352 40 20 99 1 or +352 40 20 99 35

International Climate Finance Accelerator Luxembourg (ICFA)

The International Climate Finance Accelerator is an initiative launched by the Ministry of Finance, the Ministry of Sustainable Development and Infrastructure and 9 private sector partners in June 2017 under the Luxembourg Climate Finance Strategy.

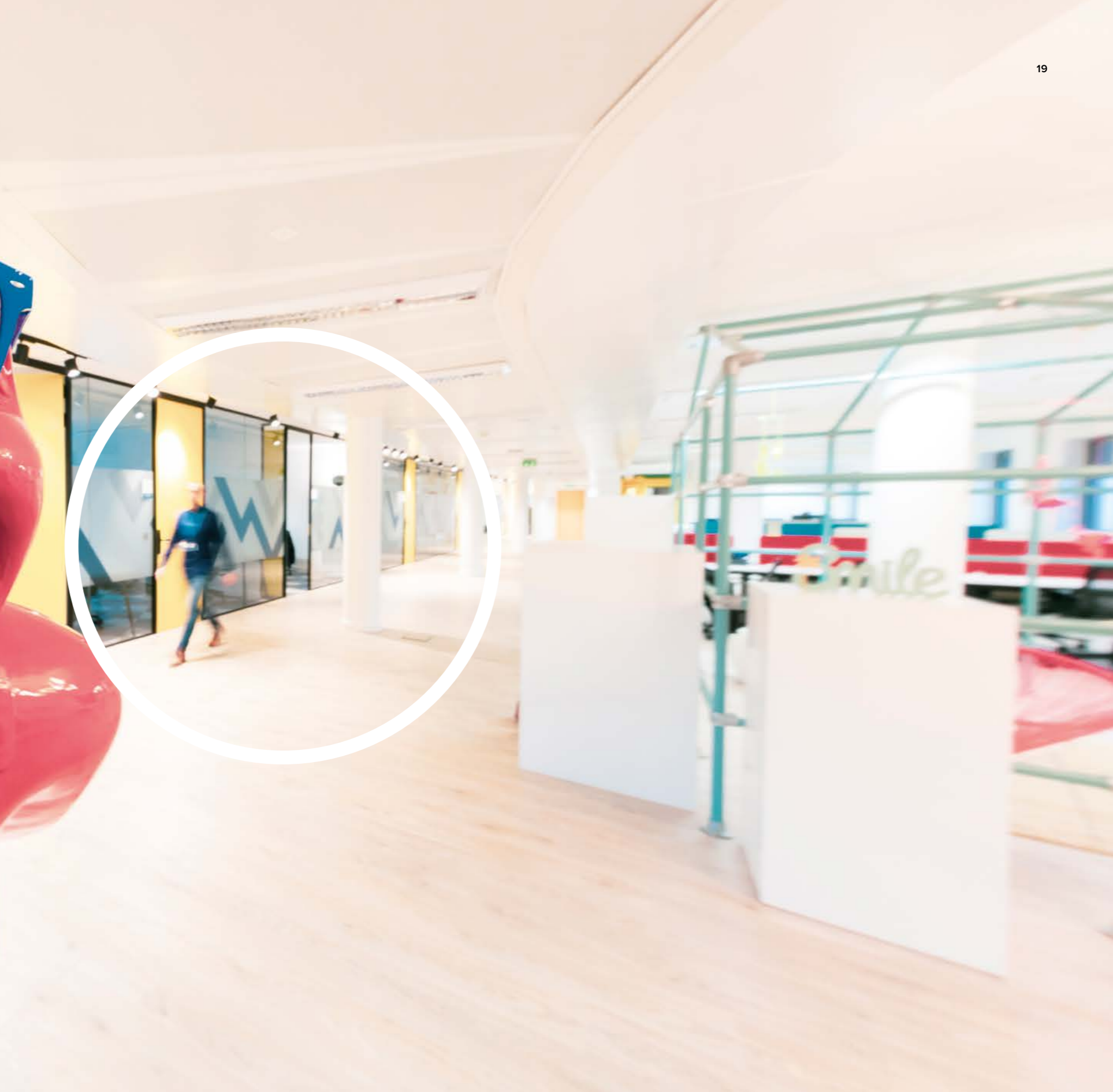
We support innovation and high impact strategies to grow tomorrow's leaders in climate finance fund management. We offer support to startup Climate Fund Managers who pursue strong and innovative climate investment strategies and are in their set-up and fundraising process.

Selected cohorts of fund managers are trained, coached and supported technically and financially in order to speed up the materialization of their fund project under the best possible conditions.



ICFA

info@icfa.lu
www.icfa.lu



5 The place to get advice from experts



Check Point

You are a startup and need quick answers to your questions about:

- Law
- Accounting
- Web design
- Marketing
- Data management
- And more...

Check Point's experts are there to help.

Located on the 1st floor of the House of Start-ups, this facility has 15 desks and a meeting room where your questions can be worked through in a practical, tailored fashion.

Business Mentoring

Your startup is growing and you face questions about team management, managing your growth, approaching new markets.



businessmentoring@nyuko.lu

Experienced entrepreneurs are there to help through mentoring in one-on-one sessions.

6 The place to connect to Corporates



Our Sponsors

Major Sponsors have decided to join either directly innovation hubs such as the LHoFT or accelerators such as nyuko or ICFA.

They provide invaluable insights and support to startups not only through their financial commitment but also through their presence, their interaction with startups, their good advice and the role of advocates

and ambassadors of good will they play. They often agree to become our startup's first clients in testing their products or services.

We thank them for their unrelenting support.

Luxembourg Open Innovation Club (LOIC)

The Luxembourg Open Innovation Club is a true link between a Europe-wide startups community and the corporate members of the Chamber of Commerce.

If a Luxembourg corporate is interested in new developments or has a need for new innovative processes or products they can refer to LOIC who will then launch a search for startups working in that area.

The founding members of LOIC – Luxinnovation, lux future lab, Technoport and nyuko – will ensure that this search is conducted through their international and European networks.

7 The place to meet, train, pitch, network... and relax



We give great importance to people interaction. Having the opportunity to meet actors from such a broad spectrum of initiatives is a true asset of House of Startups. Therefore, we designed great spaces to meet and network.

These spaces are available for both internal and external clients.

Big Bang

- This is a large open space including a pitching area, kitchen, a lounge, a large space for meetings, receptions, play and relaxation. In the summer it also offers access to the garden space.
- Ideal for large conferences
- After 6pm Big Bang can be privatized for dedicated events organized by internal and external clients

Host Forum

At the entrance level, the Host Forum space opens into a nice area to sit down and chat with a visitor.

The space offers also a large board room and training facilities.

Finally it hosts the meeting place for the Luxembourg Innovation Club with a dedicated room for its Members



Reservations please contact
events@host.lu



8 Some answers to some questions

Do you need access to FinTech resources and technologies?

- Become a member of the Luxembourg House of Financial Technology (LHoFT).

Do you have practical questions?

- Visit Check Point for expert help. Open during office hours.

Are you a specialist in UrbanTech?

- Luxembourg-City Incubator (LCI) is for you.

Is RegTech, FundTech, InsurTech your thing?

- LHoFT is dedicated to your needs.

Need assistance setting up your company?

- Contact nyuko, which along with the House of Entrepreneurship offers tailor made advice and dedicated programs.

Are you a corporate looking to innovate?

- The Luxembourg Open Innovation Club (LOIC) can help

Are you interested in setting up a fund in climate finance?

- IFCA is the place to check in

Need solutions to your growth or funding concerns?

- Visit the nyuko fundraising hub.

Need to clear your mind?

- Visit our Big Bang space to reflect on your next move.

Do you need room to develop your projects in retail, tourism, logistics, environment or construction?

- Contact the LCI.

9 Why Luxembourg?



Invest in Luxembourg.
 Luxembourg, your prime business location. Geographically, Luxembourg is the beautiful green heartland of Europe and a strategic smart business location with a national character of openness, dynamism, reliability. International studies on the competitiveness of countries consistently rank Luxembourg among the first. Discover just some of the advantageous reasons to invest in our country

Welcome to Luxembourg

Luxembourg is more than you think. We invite you to look closer.

Your gateway to Europe:

- Located in the heart of Europe: 1 market, 28 countries
- 500 million consumers
- 60% of EU reachable by 1 hour flight
- Free mobility of capital, products, services and labour

Business-friendly:

- 1st competitive country in EU
- 2nd EU country for economic health
- 1st highest labour productivity in the world
- Strong legal, regulatory and tax regime

Stable and reliable:

- Sound macroeconomic fundamentals (AAA rated)
- Political stability and neutrality
- Access to public authorities
- Reduced bureaucratic hurdles

Attractive work environment:

- 3rd most attractive city to move to for work worldwide
- Highest productivity in the EU
- Optimised salary scheme for all parties (companies and employees)
- Global talent, young population

Skilled and talented multilingual work force:

- 1st country in the world for high skilled employment
- 3rd for Global Talent Competitiveness
- Home to 170 nationalities
- Highest labour productivity in the EU

High-quality infrastructure and connectivity

- 1st in the world for technological readiness
- 2nd top digital economy in the world
- 2nd logistics performant in the world

High performance computing:

- Investment and RDI incentives
- Several instruments for investment aid to stimulate R&D activities within companies: grants, loans, venture capital, export credit
- Lowest VAT rate in Europe

Inclusive and multicultural:

- 1st international country in EU
- 2nd most inclusive economy in the world

Safe and welcoming with a high quality of life:

- Safest city in the world
- 1st safe country for ex-pats
- 1st healthcare in the world



For further information:
tradeandinvest.lu



Notes



Disclaimer: although the information contained in this brochure, prepared by the House of Startups, has been drawn up with the greatest care, it is of a purely indicative nature and consequently its author cannot be held responsible for any errors or inaccuracies it may contain. The information it contains does not purport to provide an exhaustive response and cannot take the place of an in-depth consultation.



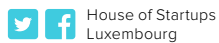
HOUSE OF **STARTUPS**

powered by the Luxembourg Chamber of Commerce

To find out more about HoST, please contact:

House of Startups
9, rue du Laboratoire
L-1911 Luxembourg
T. (+352) 28 81 00 01
info@host.lu

host.lu



House of Startups
Luxembourg