



**FIT4
START**



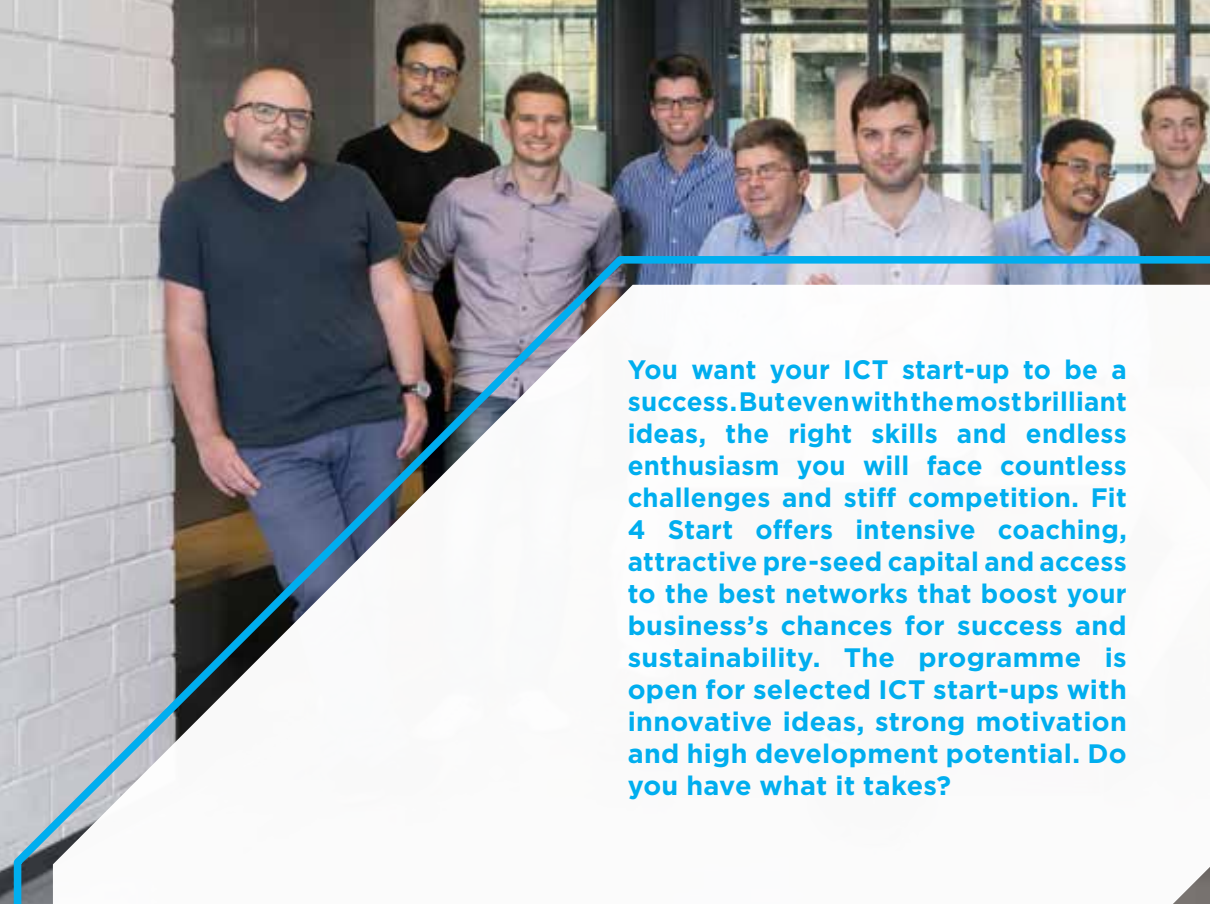
**Launch your
ICT start-up in
Luxembourg**

**Optimise your
chances of success**



LUXINNOVATION
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www.fit4start.lu



You want your ICT start-up to be a success. But even with the most brilliant ideas, the right skills and endless enthusiasm you will face countless challenges and stiff competition. Fit 4 Start offers intensive coaching, attractive pre-seed capital and access to the best networks that boost your business's chances for success and sustainability. The programme is open for selected ICT start-ups with innovative ideas, strong motivation and high development potential. Do you have what it takes?

Expose your idea to real conditions: our coaches will constantly challenge your hypotheses regarding your product, clients and markets and help you evaluate them in real situations.

Test your prototype: we will support you in developing a “minimum viable product” and systematically analysing and taking into account the feedback from your first potential clients.

Find your optimal business model: make sure you target the right clients, address the right market and implement the right pricing strategy and revenue model. We

will help you define a business model that is viable over the long term.

Hone your pitching skills: you will only succeed if you can – in a few short minutes – convince clients, investors and others that your product is the best. Our coaches and jury members will at all times push you to develop the skills to present your offer briefly, clearly and attractively.

See doors open: we can give you direct access to our extensive network of potential investors, clients, partners and expert service providers.



Fit 4 Start offers:

- 16 weeks of expert coaching in Lean Start-Up, a structured methodology for rapid product and service development, and the Agile methodology which calls for high flexibility and the ability to pursue and realise well-defined short-term objectives;
- free access to co-working space in a business incubator; and
- a grant of €50,000, to be matched by €10,000 of equity.

The grant should contribute significantly towards the realisation of your project. An additional €100,000 is offered by the Ministry of the Economy to start-ups that have both successfully graduated from Fit 4 Start and managed to raise at least €50,000 of private equity after the end of the programme.

You are:

- setting up or have incorporated an ICT company with an innovative slant in Luxembourg less than 12 months before the start of the programme;
- a team of at least 2 people, of whom at least one will work full time on the project during your participation in Fit 4 Start.

Apply to Fit 4 Start

Two editions of Fit 4 Start are organised every year, one in spring and one in autumn. You can apply online. The best candidates are invited to pitch their projects to a jury composed of experienced entrepreneurs who select the 5 most promising start-ups for participation.

Find all information on Fit 4 Start, including the next submission date, and apply on:

WWW.FIT4START.LU

An initiative by:



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