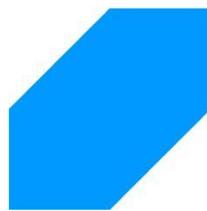


**Call for  
applications of  
certified coaches**



**FIT4  
START**



## **Content**

<b>Fit 4 Start: CONCEPT AND IMPLEMENTATION</b>	<b>3</b>
<b>Introduction</b>	<b>3</b>
<b>Goals</b>	<b>3</b>
<b>Coaching programme</b>	<b>3</b>
<b>Remuneration</b>	<b>5</b>
<b>EXPECTATIONS TOWARDS THE COACHES</b>	<b>5</b>
<b>Profile of required coaching offices</b>	<b>5</b>
<b>References and case studies</b>	<b>6</b>
<b>CONTACT</b>	<b>6</b>



## Fit 4 Start: CONCEPT AND IMPLEMENTATION

### Introduction

The prime objective of the present document is to explain the application process for the “certified coach” title for the Fit 4 Start programme.

Fit 4 Start is a programme that aims to support the launch and the development of high potential innovative start-ups, initiated and funded by the Ministry of Economy and driven by LUXINNOVATION.

### Goals

Fit 4 Start is a support programme of 4 months which seeks to accelerate the development of luxembourgish start-ups (or foreign start-ups that wishes to go international in Luxembourg). The start-ups are selected on the basis of calls of application published twice a year. The selection is made by a jury of private experts who evaluate the relevance of the projects during the “pitching” days organized by Luxinnovation.

The selected candidates will benefit from a support and funding programme embodied as follows:

- 16 weeks of coaching held by experts, based on methodologies that proved their worth in the start-ups area (“Lean Start-Up”, “Agile” ...) and that requires flexibility and the ability to achieve short term goals;
- Free access to a co-working space, among incubators in Esch-Belval and in Luxembourg-City;
- The payment of a €50.000 funding;
- An additional financial assistance of €100.000 is granted by the Ministry of Economy to the start-ups that will reach goals set in the beginning of the programme and will raise €50.000 of funding over a 6-month period that follows the end of the programme.

By the end of the programme, the start-ups must be able to propose a solid business plan that could convince potentials partners and investors.

In this approach, Luxinnovation has the support of private coaches and experts who have a strong background in accompanying start-ups (cf. “Expectations towards the coaches”).

Luxinnovation ensures assistance throughout the process and guarantees the good execution of the given tasks to the coaches and all of this in accordance with the timetable planned by Luxinnovation.



## Coaching Programme

The coaching programme aims to refine the start-ups value proposition, to bring the candidates to establish a lasting business model and to assist the start-ups in the acquisition of their first clients or in their internationalization.

The programme offers 16 weeks of coaching including:

### 1. Coaching sessions provided by internal coaches

#### 1.1. Organisation

These coaching sessions are organized as follows:

- Group sessions on topics identified as being common to all start-ups (e.g. customer delivery, field testing, etc.)
- Individual interviews with each start-up based on their needs
  - In-person interviews for every start-up
  - Distance interviews (which are preparing for the Steering Committees\*)
- Participation in the Steering Committees

*\*The "Steering Committees" are monthly meetings (4 in total) with internal coaches, the selection jury and representatives of the Ministry of Economy and of Luxinnovation. These Committees aim to follow and evaluate the progression of the projects.*

These coaching sessions include in total 4 sessions of each 2 days (excluding the distance interviews) to which must be added the "Steering Committees" attendance.

#### 2.1. Responsibilities of the coaches

The responsibilities of the coaches are as follows:

- To lead the coaching sessions
- Attend the Steering Committees
- Ensure a consistent reporting, towards the Luxinnovation candidates as well as the members of the Steering Committees, which includes the following:
  - Coaching feedback for every start-up at the end of every coaching session
  - Comments about the coaching report written by the candidates at the end of every coaching session
  - Revision of the progress report prepared on this basis by every candidate (report used as support)



- Report with a general debriefing for every start-up, to the attention of the Steering Committees members
  - Validation of the comments/goals identified through the Steering Committees
  - In general, ensure the follow-up and a periodic support of the start-ups during the programme (questions, networking requests, etc.) through the digital platform made available to them
- On a regular basis, the coaches might be asked to answer the questions of the press, through interviews that will be planned as part of the different sessions.

## 2. Group sessions of general information provided by external consultants

These interventions are led by specialists in every area likely to be useful to the candidates (e.g.: intellectual property, GDPR, fund raising, clinical studies, etc.). They can be dispatched in half-days depending on the themes and requirements of the calendar.

### Remuneration

- The remuneration of the coaches is fixed at a standard rate of 1.200€ tax-free per day and per coach.
- The related costs are reimbursed as follows:
  - Transportation: 0.60€/km (VAT incl.)
  - Accommodation: actual costs (set at 200€ by default day/night, VAT incl.)

All additional costs will be reimbursed after prior agreement given by Luxinnovation.

After the validation of the application, the relations between the coach and Luxinnovation will be formalized by the signature of a Provision Agreement.

## EXPECTATIONS TOWARDS THE COACHES

### Profile of required coaching offices

The programme is open to all experts showing:

- the skill in tracking innovative start-ups
- particular expertise in one or more of the following areas: strategy and management/ marketing/ finance/ fund raising
- great knowledge of new technologies generally
- great knowledge of the national and international landscape (institutional and economical) in the start-ups and ICT areas



**LUXINNOVATION**

TRUSTED PARTNER FOR BUSINESS

- expertise of Lean Start-up and of the Agile method
- the ability to deliver services in English and in French

The candidates will have to prove at least 5 years of experience in the implementation of similar projects as referred in Fit4Start (previous coaching experiences in incubation or acceleration programmes or in any similar programme).

For the firms, a maximum of 5 CVs of experienced coaches in themes covered by the programme can be submitted.

**Deadline for submission of applications: 28/02/2019**

## **References and case studies**

The candidates are requested to:

- submit the description of 3 support cases carried out on behalf of clients and to submit as well luxemburgish business listings
- communicate a methodology and programme proposal.

## **CONTACT**

Laurence HULIN  
Fit4Start Programme Manager  
T : (+352) 43 62 63-898