



Building a better
working world

Are you brave enough to take on a giant?

EYnovation™ helps innovative entrepreneurs
grow from challenger to leader.

EYnovation.lu #BetterQuestions



The better the question. The better the answer.
The better the world works.



Will you wait for the future to happen, or will you take a hand in shaping it?

Market leaders of tomorrow may be only ideas today. We believe that entrepreneurial spirit drives innovation. For that reason EY supports ambitious entrepreneurs who will change the market.

For the past years, EY Luxembourg has been actively working with entrepreneurs and international start-ups willing to step in our ecosystem or grow abroad.

After these years of great experience, enriching encounters and promising discoveries, we want to invest even more in our relationships with start-ups and be actively engaged in your journey from idea to market leader.

Since innovation and entrepreneurship are part of our DNA, with EYnovation™, we support the Luxembourg government policy around Start-up nation by bringing our expertise and international network to the hands of start-ups.

As part of EY's mission to build a better working world, we offer you specialized guidance for sustainable growth.

The EYnovation™ program will help you grow from local to global.



Getting a head start in every growth phase: Our services

Through the EYnovation™ program, we offer a wide variety of services to high-growth start-ups and scale-ups. Our services are custom-designed and include all the ingredients for sustainable growth.

Our extensive and international network provides the foundation for our services. It allows us to help you quickly get on track, both in your own region and abroad.

Through your dedicated point of contact at EY, we will point out key information relevant to your business. By doing so, we aim to support smart innovations that create sustainable business.

1

Seed phase:

Jump-starting your business

In the early phase of your company, we can help you make the right decisions in key areas such as choosing a legal and tax structure, obtaining business approvals, and protecting intellectual property rights.

2

Start-up phase:

Building momentum

Is your business picking up pace? At this stage, it is vital to make the right decisions in regards to funding, business modeling and due diligence. We can support you in approaching investors, developing your growth strategy and refining your product development.

3

Growth phase:

Increasing speed

Your sales are increasing and your company is growing. We can help you enhance your go-to-market and channel distribution approach and create a sound footing for the development of your company. Your EYnovation team will provide all the support you need to make your success sustainable in the long term.

4

Expansion phase:

Aiming higher

Your start-up has been growing fast and establishes a strong brand name. You are starting to become a strong actor in your chosen market(s). It is crucial for you to find the right answers to major challenges which inevitably arise when companies progress to this stage. We can support you by finding further funding and managing partial exit or initial public offerings (IPOs) as well as developing a robust organization and infrastructure.

Program overview



Service offering

Back-office support ensuring compliance and preparing the organization for growth through our subscription-based service offering.



Participate in market initiative

To support the entrepreneurial ecosystem in Luxembourg, we develop market initiatives aimed at entrepreneurship, open innovation, incubators and valorization programs etc.



Events

We organize special events for the EYnovation community, such as themed breakfast sessions and workshops. We also give you access to our client events.



Community

We connect you to our network of fellow entrepreneurs, subject matter experts, mentors, potential clients, and market and thought leaders.



Internationalization

Our global network of specialists are ready to support your international ambitions and provide you with local introductions.



Thought leadership

As an EYnovation relation we provide you with our latest relevant Thought Leadership, directly from our center for entrepreneurship and innovation as well as our global industry centers.

How does it work ?

1

Boost pack (six months, for free)

The first hour per question is included in the general services and will never be billed. An account manager will be the first point of contact and responsible for quality and service delivery, available for *day-to-day* questions and *second option* on business decisions. You will have an annual strategic session that scans the current state of development of the company and current issues. Last but not least, we give you access to our entrepreneurial network and community where you will reach key information and contacts as well as network with fellow entrepreneurs.

2

Subscription services

You subscribe for a three year period package which includes three services per year of which you can choose from a pre-defined list. You get an exceptional price package for the three services.

3

Additional services

In addition to the Boost pack and Subscription services as described above, you are entitled to a gross amount of €25,000 at 50% discount on our gross hourly rates for a pre-defined package of services.

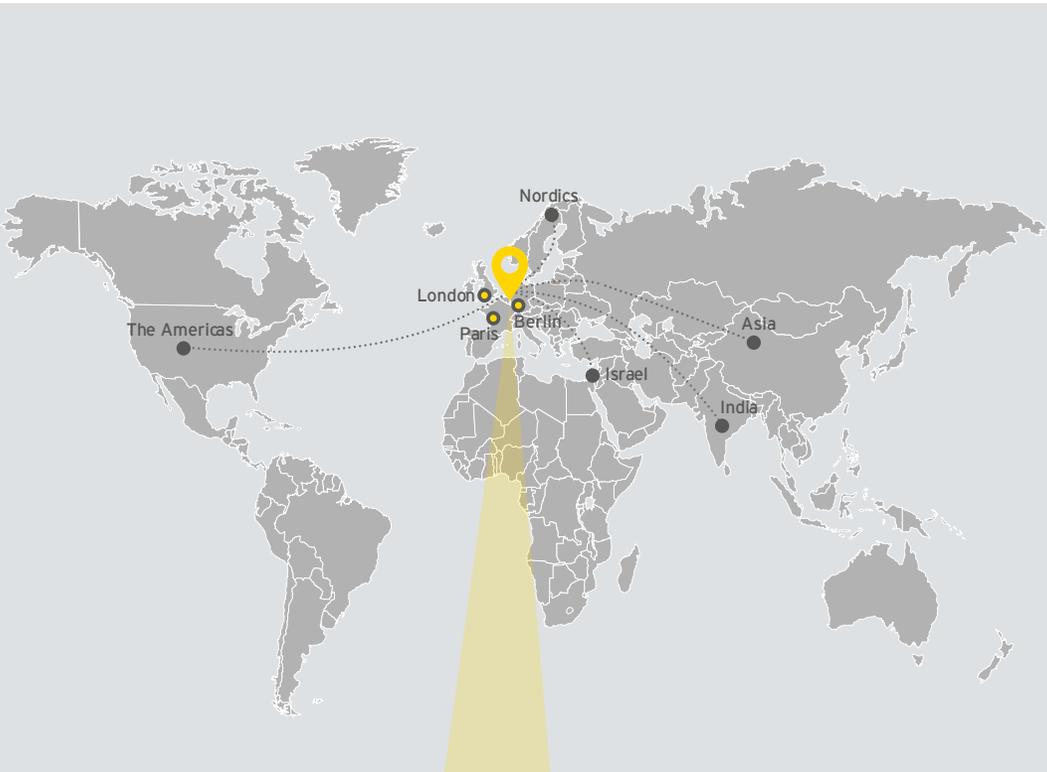
4

Growth pack

The Growth Pack exists to give an increased boost to your start-up, and place your start-up on the path right from the beginning. Think about it as a group of enhanced services, opening your world - deep knowledge and know-how with guidance from experienced industry-specific experts that are able to give your start-up the insider information and actionable growth it needs.

EYnovation™ for start-ups	1 Boost pack	2 Subscription services (3 additional services to choose amongst the below list)	3 Additional services	4 Growth pack
Access to EY Community				
Day to day questions followed by a Manager (limited to 20 hours over 6 months)	✓			
Annual strategic session (4 hours)	✓			
Access to EY thought leaderships, studies and surveys	✓			
Access to our business community	✓			
Access to EY building for a start up event (half a day in the 6 months period)	✓			
Accounting/Compliance/Reporting				
Compilation ▸ LUX GAAP/IFRS financial statements ▸ Filing requirements		✓		
Cash flow analysis and forecast		✓		
Financial accounting advisory services			✓	
Bookkeeping and financial reporting		✓		
Advisory				
Business plan review and update		✓		✓
Financial performance review		✓		✓
Market studies/Strategy, growth and marketing				✓
Target operating model design and implementation support				✓
Funding support				✓
Product innovation support			✓	✓
Tax				
Corporate income tax return and VAT return preparation		✓		
Business tax/VAT/transfer pricing advisory			✓	
Personal tax services		✓		
Transactions				
Transaction support services			✓	
Corporate finance workshop readiness (Fundraising, IPO, mergers and acquisitions)		✓		
Data room support			✓	
Regulatory				
Incorporation & legal structure (including general business license request)		✓		
Review general terms & conditions			✓	
Contract review		✓		
International IP structuring and planning			✓	

EY Luxembourg, an international network



The benefits of working with us

- ▶ Our passion for start-ups, innovation and growth
 - ▶ Exceptional Client Services' experience
 - ▶ No unexpected fees
 - ▶ Long-term commitment to support your growth
 - ▶ Large relationship network, i.e.,
 - ▶ Regional
 - ▶ Global
 - ▶ Investors
 - ▶ In depth industry knowledge in innovative sectors
 - ▶ An enthusiastic and ambitious team
 - ▶ One dedicated account Manager from TMT practice responsible of being your on stop shop contact
-



An online launch pad to help you go higher

eynovation.lu

On our dedicated start-up site, you can find out about upcoming workshops and events, access valuable know-how and useful links, as well as read interviews with people who can inspire you and your business. Of course, we want you to ask us questions about things that really matter to you and your company. We are here to help you.

Services

News

Interviews

Events

Workshops

Online application

Contacts

Knowledge Base

 EYnovation Luxembourg

 @EY_Luxembourg



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"At EY Luxembourg, innovation is part of our DNA. More than a business strategy, EYnovation aims at providing full support to start-up entrepreneurs and brings us to the center of the Luxembourg startup nation, while providing opportunities to our professionals to innovate and develop an entrepreneurship spirit. In a nutshell, EYnovation is an integral part of building a better working world"

*Olivier Lemaire,
TMT Industry Leader*

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About EY

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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