

**FIT4
START**



LAUNCH YOUR
START-UP IN
LUXEMBOURG



**PROPEL YOUR
BUSINESS TO THE
NEXT LEVEL**



FIT4 START

Are you determined to succeed with your start-up? Even with a brilliant business idea, the right skills and endless enthusiasm, you will face multiple challenges in an extremely competitive and fast-moving field. To maximise your business's chance of becoming successful and sustainable, Fit 4 Start offers intensive coaching, attractive pre-seed funding and access to key networks. The programme is open to high-potential innovative start-ups that are seeking to expand their business in and from Luxembourg.

Evaluate your project in real life conditions:

our coaches will constantly challenge your product hypotheses, clients and markets and help you assess them in actual market situations.

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.

Scale your business:

we will support you in accelerating your development and help you identify growth opportunities in Europe and beyond.

Sharpen your pitching skills:

you will only succeed if you attract clients and convince investors and others that your product is outstanding. Our coaches and jury members will at all times push you to develop the skills to present your offer succinctly, clearly and attractively.

See doors open:

benefit from a vibrant start-up ecosystem and direct access to an extensive network of potential investors, clients, partners and expert service providers.





FIT 4 START OFFERS:

16 weeks of intensive coaching provided by international lean start-up experts with high entrepreneurial knowledge and expertise in company growth.

Free access to co-working space in business incubators.

A grant of up to €150,000*, supporting selected participants in getting started in Luxembourg.

* with an initial payment of €50,000 that can be topped up with additional €100,000 offered by the Ministry of the Economy to start-ups that have both successfully graduated from the Fit 4 Start programme and managed to raise at least €50,000 of private equity after the end of the programme.

YOU ARE:

setting up or have incorporated a company with an innovative product or service less than 5 years before applying to 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 and investors who select the most promising start-ups for participation.

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

📌 www.fit4start.lu

📌 fit4start@luxinnovation.lu



An initiative by:



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of the Economy

Organised by:



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In collaboration with the
following partners for
incubation:

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