



ARE YOU BRAVE ENOUGH TO TAKE ON A GIANT?

EYnovation™ helps innovative entrepreneurs
grow from challenger to leader.

#BetterQuestions



Shape the future
with confidence

Will you wait for
the future to happen

**Or will you take a hand
in shaping it?**

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the future to happen

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the future to happen

EY strongly believes in Entrepreneurship and Innovation.

Through our EYnovation™ program, developed specifically for startups and scaleups, we support the Luxembourg government policy around startup nation by bringing our in-house expertise of dedicated multidisciplinary EY professionals and our international network to ambitious entrepreneurs to grow big.

From engaging for years with entrepreneurs and international start-ups/scale ups, who are eager to step into our ecosystem, we proudly look back on great experiences, enriching encounters and promising discoveries.

We want to continue this exciting journey together from idea to exit. As part of EY's mission to build a better working world, we offer specialized and tailored guidance for sustainable growth. Our goal is to enable innovation within startups and scaleups, within our corporate clients and the local and international ecosystem.

The EYnovation™ program will help you to accelerate your growth journey and grow from local to global.

Share your project with us. We are looking forward to collaborating with you.

Sincerely,

*Anthony Cannella,
Fernando Longares,*

*Elise Deschildt,
Juan Gasca*



Limited space: A focus on quality

The program provides all necessary support to make sure foundations of your business are strong to support your expansion.

Upon being selected, within our 6-month long program, you will benefit from 20 hours of advice to address your business needs, a dedicated Account Manager and program mentor to accompany through your journey, strategic workshop sessions with our experts, direct access to EY's worldwide extensive network to help scale your business and further additional advantages to leverage from, at no costs.

What is the EYnovation™ Program?

6 months

Holistic startup & scaleup coaching and mentoring program.

20 hours of Coaching

Leverage 20 hours of our expertise to work on your urgent topics through workshops and day to day questions followed by your own account manager, program mentor and EY experts.

Tailored Workshops

Focused and individual workshops on high priority topics provided by all EY service lines and our experts.

Selected Startups

Upon careful and detailed selection, we offer startups and scaleups, we believe in, a spot in our program. Space is limited to ensure individual collaboration and quality driven results.



Your journey with us

Become a Program Alumni

Continue your growth journey with us and benefit from preferential alumni rates, access to network and corporate matchmaking.

Acceleration

Benefit from our program offers-tailored to you, tackle your business opportunities and challenges and bring your startup to the next level.

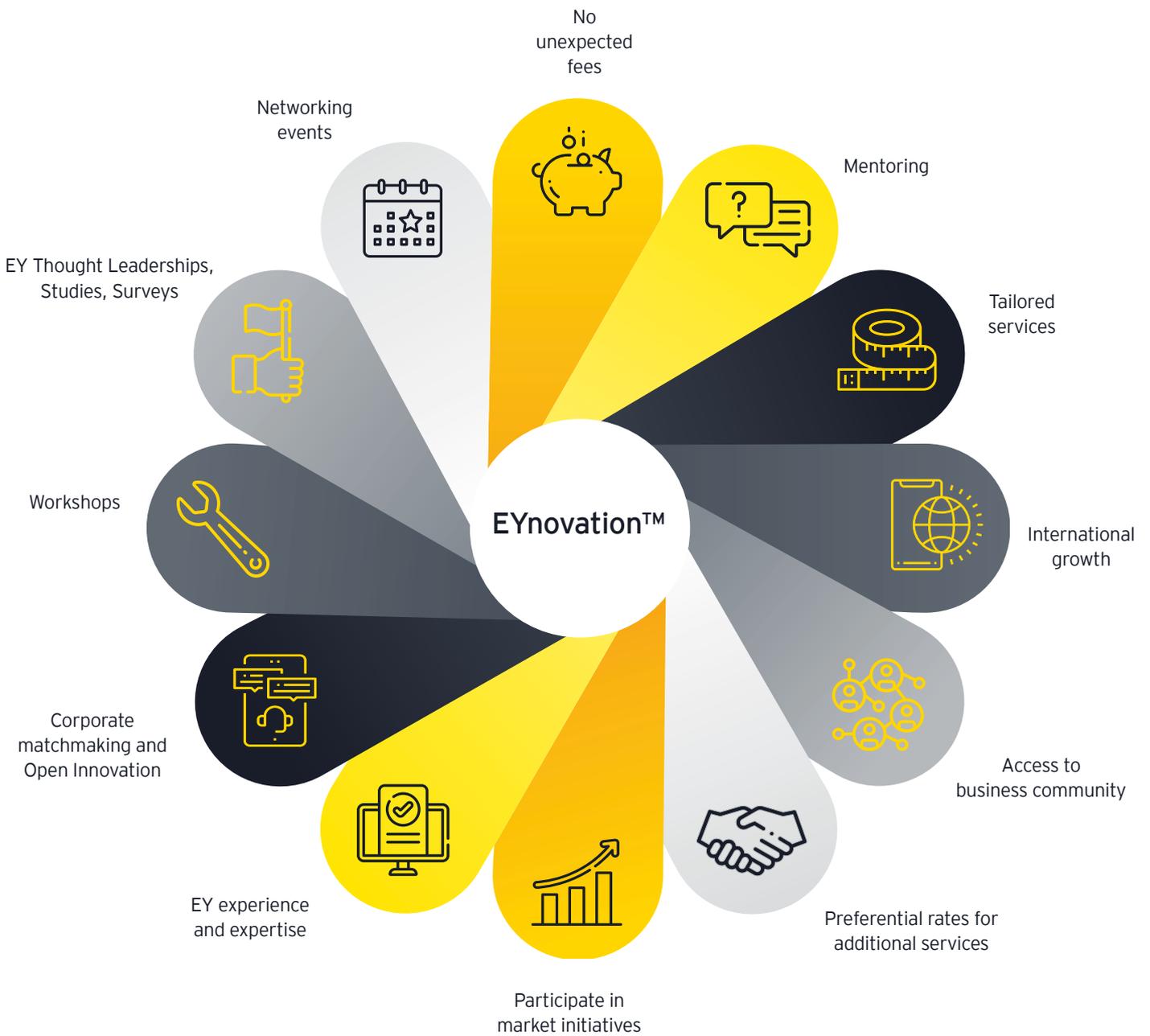
Onboarding and Kick-Off

Set up of program goals, business areas of support and strategic roadmap.

Connect & Pitch

Startup selection: Meet the EYnovation team and become part of the EYnovation family.

Your benefits



Scale, get funded, connect

We support you



Startups/
Scaleups

Boost your business with our expertise

- ▶ Business plan and financial model review and update
- ▶ Detailed growth strategy support
- ▶ Financial performance review
- ▶ Target operating model design and implementation support
- ▶ Product innovation review and strategy support
- ▶ Support available across all EY service lines
- ▶ IP protection strategy and implementation



Investors

Partner with the right and valuable Investor

- ▶ Matchmaking/funding support
- ▶ Due diligence services
- ▶ Fundraising documentation and pitch support
- ▶ Valuation services
- ▶ Financial report analysis + feedback



Corporates

Bring your solution to your customer and foster innovation in reality

- ▶ Matchmaking/introductions
- ▶ Encourage and support open Innovation
- ▶ Support joint ventures
- ▶ POC support



Lux/Worldwide
Ecosystem

Constantly engage in strategic conversations and initiatives

- ▶ Matchmaking/introductions
- ▶ Access to local and international EY network
- ▶ Events, competitions, hackathons
- ▶ Aid-and support programmes

Getting a head start in every growth phase:

Our services for Startups/Scaleups

As part of EY's mission to build a better working world, we support entrepreneurs from early in their business-cycle to establish life-long relationships. No matter which stage your company is in, through the EYnovation™ program, we provide you with intensive coaching and deep expertise that fits your needs. We offer a vast variety of custom-designed services and include all the ingredients for sustainable growth.



EY supports cross Service Line "From Idea to Exit"

1 Early stage



Consulting

- ▶ Business plan review and update
- ▶ Detailed growth strategy support
- ▶ Strategy and Market support
- ▶ Sales and Marketing strategy and plans
- ▶ Customer and Channel analysis and execution strategies
- ▶ Excessive product and value proposition services
- ▶ Innovation and tech assessment

2 Growth phase



Tax and Legal

- ▶ Business tax/VAT/transfer pricing advisory
- ▶ Corporate income tax return and VAT return preparation
- ▶ Personal tax services
- ▶ IP protection

3 Expansion phase



Strategy and Transactions

- ▶ Transaction support services
- ▶ Funds and investment strategies
- ▶ Investor matchmaking
- ▶ Due Diligence/Valuation services
- ▶ Corporate finance workshop readiness (Fundraising, M&A)
- ▶ Data room support
- ▶ Fundraising documentation/pitch support



Regulatory

- ▶ Incorporation and legal structure (including general business license request)
- ▶ Contract review
- ▶ International IP structuring and planning



Accounting/Compliance/Reporting

- ▶ Compilation (LUX GAAP/IFRS financial statements, filing requirements)
- ▶ Financial accounting advisory services
- ▶ Bookkeeping and financial reporting
- ▶ Cash flow analysis and forecast

4 Exit

Why restrict your imagination?

EY Luxembourg,
an international network



Where to find us and the latest



ey.com/en_lu/technology/eynovation

Welcome to our dedicated EYnovation™ site, you can find out about upcoming interactive workshops and tailored events, access valuable know-how and useful links, as well as read interviews with inspiring people and experienced peers. Take a look at for yourself and stay tuned about our events and news.



Services



News



Interviews



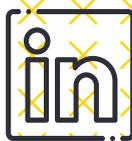
Events



Workshops



Online
application



EYnovation Luxembourg

EY is building a better working world by creating new value for clients, people, society and the planet, while building trust in capital markets.

Enabled by data, AI and advanced technology, EY teams help clients shape the future with confidence and develop answers for the most pressing issues of today and tomorrow.

EY teams work across a full spectrum of services in assurance, consulting, tax, strategy and transactions. Fueled by sector insights, a globally connected, multidisciplinary network and diverse ecosystem partners, EY teams can provide services in more than 150 countries and territories.

All in to shape the future with confidence.

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