CHAMBER OF COMMERCE LUXEMBOURG
POWERING BUSINESS

HOUSE OF ENTREPRENEURSHIP
powered by the Luxembourg Chamber of Commerce

GET READY TO LAUNCH YOUR BUSINESS!

You are an aspiring entrepreneur at the ideation stage or you have just launched your business?

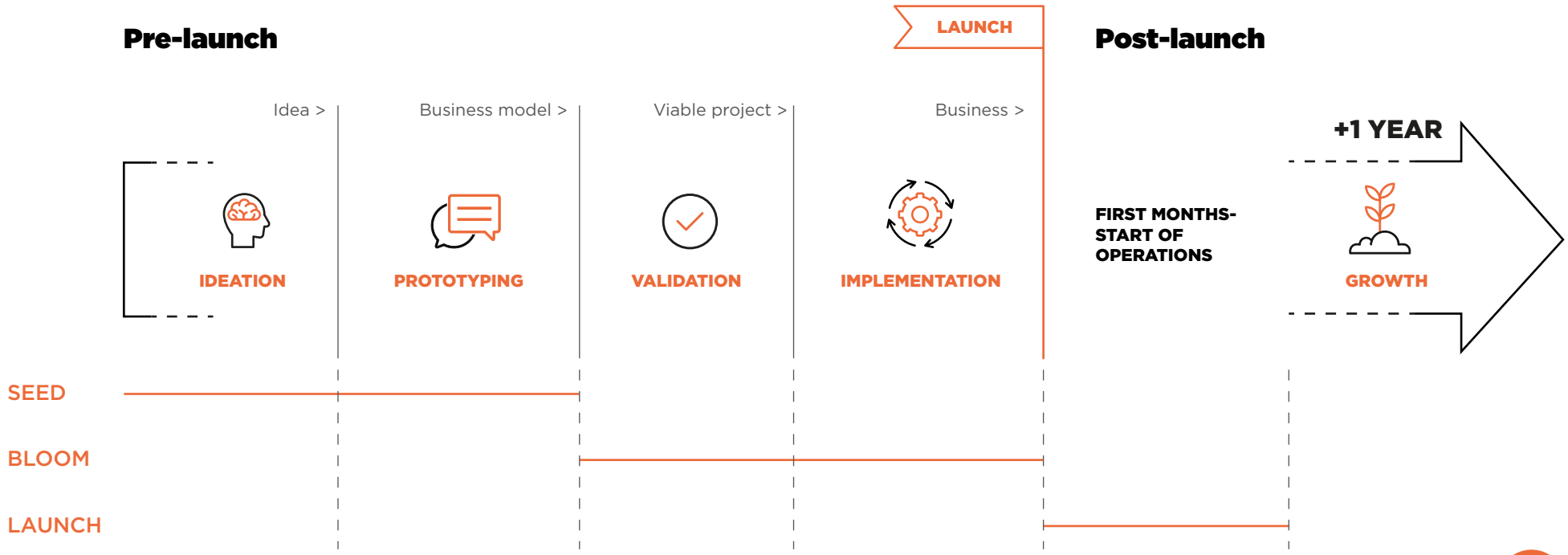
The **House of Entrepreneurship** guides you, supports you and offers you a space for iteration and learning in order to get ready to start your business, everywhere in Luxembourg.

DISCOVER HOW TO BENEFIT FROM A SUPPORT PROGRAMME TAILORED TO YOUR NEEDS.

FROM **IDEATION** TO **BUSINESS LAUNCH**

The **House of Entrepreneurship** offers **several free support programmes**. Entrepreneurs can get enrolled based on an exploratory meeting and after validating their eligibility in terms of availability and advancement with an advisor.

FOCUS ON THE PROGRAMMES



SEED SUPPORT

ADVANCEMENT STAGE :
IDEA EMERGENCE OR BUSINESS MODELING.

The **SEED programme** is aimed at individuals wishing **to turn their initial business idea into a potential project** through a combination of regular meetings with a dedicated advisor, group coaching sessions with other wannabe entrepreneurs and valuable networking opportunities with public partners of the House of Entrepreneurship community. Participants can also access pragamatic information-driven workshops.

GOOD REASONS TO GET ENROLLED

The **SEED support programme**, tailored to your needs, is planned over **3 to 6 weeks** and will help you:

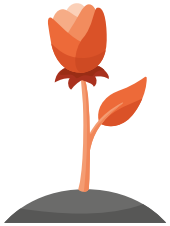
- understand and apply the entrepreneurial mindset, while boosting your self-confidence,
- assess the viability and feasibility of your idea,
- join a community of like-minded entrepreneurs with similar concernss,
- get valuable insights and guidance from seasoned public experts.

KEY CRITERIA FOR ELIGIBILITY INCLUDE:

- intending to launch a business in Luxembourg, based on a first entrepreneurial idea,
- ensuring that they can be regularly present in Luxembourg, in order to attend face-to-face exchange sessions when needed,
- demonstrating sufficient availability and motivation to actively participate in - at least - a 4-week support programme. This includes engaging in multiple collective coaching sessions of 2 to 3 hours. Those are scheduled primarily in the evening or during lunchtime and spread over a period of 2 weeks, with a focus on remote participation.

LEARNING METHODS

Hybrid :
online and **in-person**.



BLOOM SUPPORT

ADVANCEMENT STAGE :
VALIDATION OF A BUSINESS MODEL/PRE-LAUNCH OF A COMPANY.

The **BLOOM support programme** is aimed at individuals who are at the validation stage of their business model or preparing an upcoming business launch in Luxembourg within 3 to 6 months. It provides **a solid foundation for a successful start** by offering a combination of regular meetings with a dedicated advisor, ongoing professional development through a group of fellow entrepreneurs also getting prepared for a business launch, personalized post-training coaching, valuable connections with public partners of the House of Entrepreneurship community and access to pragmatic information-driven workshops.

GOOD REASONS TO GET ENROLLED

The **BLOOM support programme** is spread over **4 to 8 weeks**, depending on the complexity of your business implementation and will give you the opportunity to:

- strenghten your fundamental skills in management, marketing, and finance for a successful management of your future business,
- adapt or reinforce certain aspects of your launch strategy,
- join a supportive community, receive guidance from public experts, and be challenged by a dedicated advisor.

KEY CRITERIA FOR ELIGIBILITY INCLUDE:

- having a finalized or partially validated business concept and being able to launch a business within 3 to 6 months,
- having developed a first financing plan that is essential for the upcoming business launch and having an initial document outlining the business model,
- being able to demonstrate sufficient availability and motivation to actively participate in – at least – a 4-week collective support program. This includes engaging in several collective training sessions. Each session has a duration of approximately 3 hours, spread over a period of 3 weeks, exclusively held in the evening and through online classes.

LEARNING METHODS

- Mostly **online**.
- **Possibility of follow-up meetings and coaching sessions in person**.

LAUNCH SUPPORT

ADVANCEMENT STAGE:
BUSINESS LAUNCH/ FIRST YEAR OF OPERATIONS.

The **LAUNCH support programme** is intended for newly-established entrepreneurs who have been leading their business for approximately 1 to 12 months. It aims at **breaking the isolation typically experienced by new entrepreneurs and at providing valuable guidance on essential aspects of the early stages of business management**. Through personalized coaching sessions, participants are encouraged to tackle key challenges while enhancing their soft and hard skills in parallel. The programme also includes follow-up appointments with a dedicated advisor, along with opportunities to connect with public partners of the House of Entrepreneurship community and to attend relevant networking events.

GOOD REASONS TO GET ENROLLED

The **LAUNCH support programme** is spread over **2 to 6 weeks**, depending on your needs, and offers the following benefits:

- gain a fresh perspective on potentially underestimated or overestimated aspects of your business launch and financial strategy, or refine your initial market study,
- adapt or strengthen your leadership approach and align your mission, vision, and expectations, especially when dealing with partners or investors,
- implement effective practices for the day-to-day management of your business and monitor key objectives closely,
- get valuable insights of a coach mastering both theoretical and practical aspects of a business start.

KEY CRITERIA FOR ELIGIBILITY INCLUDE:

- managing a recently launched business in Luxembourg,
- having a regular presence in Luxembourg to be able to attend in-person follow-up sessions,
- holding a valid business permit,
- demonstrating sufficient availability and motivation to participate in an individual coaching programme and commit to preparations between follow-up meetings. This may imply dedicating 1 to 3 hours to self-managed preparations per coaching session,
- being open to recommendations for short and practical training opportunities and potentially involve in further training sessions, either in parallel or upon completion of the support programme.

LEARNING METHODS

Hybrid : **online** and **in-person**.

OUR **OFFER**, AT A GLANCE

Each **programme** is made of specific services suited to the advancement stage of the entrepreneur. All programmes have been co-designed with entrepreneurs having a theoretical and practical understanding of business creation. They are **concise**, **concrete** and **based on a human approach of entrepreneurship**.

	WEBINARS EVENTS	COLLECTIVE COACHING	CONTINUOUS VOCATIONAL TRAINING	INDIVIDUAL CHALLENGE	CUSTOM FOLLOW-UP	NETWORKING GUIDANCE	REGULATORY INFORMATION
SEED	✓	✓			✓	✓	✓
BLOOM	✓		✓	✓	✓	✓	✓
LAUNCH	✓		✓	✓	✓	✓	✓

ABOUT THE **SUPPORT SCHEME**

During the summer of 2023, Luxembourg introduced a support scheme for newly-created businesses, initiated by the Ministry of the Economy in close collaboration with the Chamber of Commerce and the Chamber of Skilled Crafts. The aim of the scheme is to help new entrepreneurs active in **commercial- or crafts-centric industries** in Luxembourg to improve their business skills and to provide them with a financial support while launching their business.

WHICH SUPPORT IS PROVIDED?

The aid consists of a capital subsidy of up to 12.000 euros, paid in 6 lump sum grants to a new micro-enterprise run by a first-time entrepreneur, after an application for the aid has been duly completed and submitted to the Department of Small and Medium-sized Enterprises of the Ministry of the Economy. .

The two professional chambers are promoting a short and practical training course governing access to the aid, designed on the basis of a common educational programme. In addition to guiding and informing applicants according to the nature of their activity, the two professional chambers are supporting entrepreneurs by offering this practical training aimed at enabling them to acquire fundamental knowledge of business management in order to maximize their project's chances of success.
This training is embedded in the "BLOOM" support scheme of the *House of Entrepreneurship*.

WHO IS ELIGIBLE?

This scheme is intended for newly created micro-enterprises:

- who have held a commercial or craft business permit to carry out a new activity on a principal basis in Luxembourg for no more than 6 months;
- who have their own premises that are not used for residential purposes.

DEFINITION OF A MICRO-ENTERPRISE

Any company with fewer than 10 employees and an annual turnover or balance sheet which is not exceeding EUR 2 million.

INFORMATION AND E-APPLICATION

Further criteria are applicable and are listed on the governmental portal **www.guichet.lu** ("support for first-time business start-ups" section).

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CONTACT

HOUSE OF ENTREPRENEURSHIP
14 rue Erasme
L-1468 Kirchberg

(+352) 42 39 39 330
houseofentrepreneurship.lu

Continuous vocational training programmes are offered in partnership with the House of Training and can be accessed with a preferential rate, out of a pre-selection of sessions from its current portfolio. The full offer is available on www.houseoftraining.lu. Although this pre-selection was carried out with the greatest care by the House of Entrepreneurship in the interest of the supported entrepreneurs, only entrepreneurs can decide whether they want to attend such training sessions, which are at their own expense.