



“How to start and develop your business in Europe”

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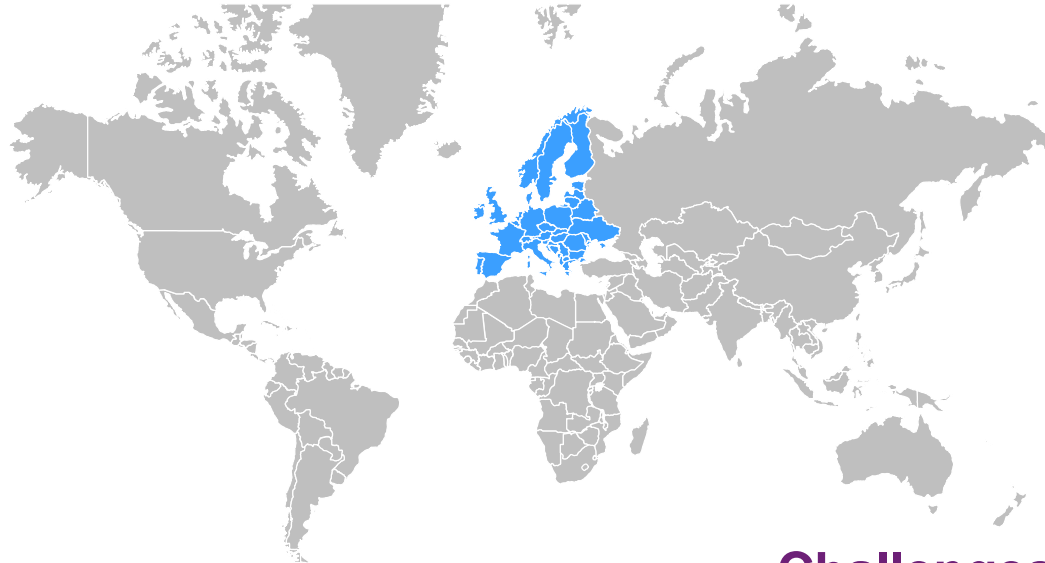
1. Why European market?

500M+

People

28.5%

EU wealth percentage of the Global GDP



28
Countries

24
Languages

11
Currencies

Opportunities:

- The EU is the largest economy in the world*
- The EU is the world's largest trader of manufactured goods and services*
- The EU ranks first in both inbound and outbound international investments*
- The EU is the top trading partner for 80 countries* (20 in the US)
- Single market: lower administrative barriers & greater mobility
- European passport for financial companies
- Access to multilingual & skilled labour

Challenges:

- Different legal & administrative environments
- Different cultural environments

* Source: <http://ec.europa.eu/trade/policy/eu-position-in-world-trade/>

2. Europe as a start-up hub

- Public start-up support



Startup Europe contributes to the EU Commission Entrepreneurship 2020 Action Plan

- Public & Private funding opportunities*



- Networks of incubators & accelerators *



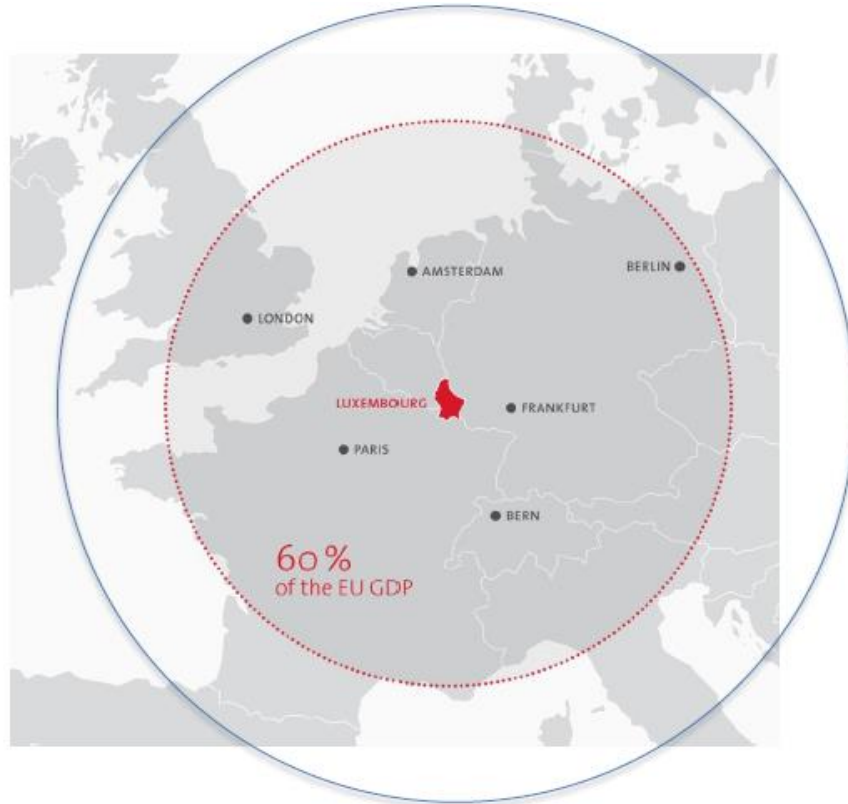
Success Stories 2015**

 Germany [Funds raised: \$310 million]	 Germany [Funds raised: \$193.5 million]
 France [Funds raised: \$300 million]	 The UK [Funds raised: \$100 million]
 Germany [Funds raised: \$263 million]	 France [Funds raised: \$151.3 million]

* Source: http://www.slideshare.net/SEP_EU/sep-sharing-event-ws3-startup-europe-startup-investors-manifesto-a-brief-guide-to-grow-early-stage-investment-by-jessica-stacey

**Source: <http://startups.fm/2016/02/05/8-hottest-startups-of-europe-making-rounds.html>

3. Luxembourg as a starting point



Government support*

400+M

During 2009 - 2015, the Ministry of Economy invested in 663 projects

Access to the financial industry

1st

Bitcoin Licence granted in Europe

ICT Infrastructure

1st

Luxembourg ranks 1st in the world for technological readiness

Talents

3rd

Luxembourg ranks 3rd in the world for talent competitiveness

International environment

46%

Of population are foreigners and come from 170 countries

Innovative approach

6

Luxembourg is ranked no.6 out of 28 countries for innovation performance

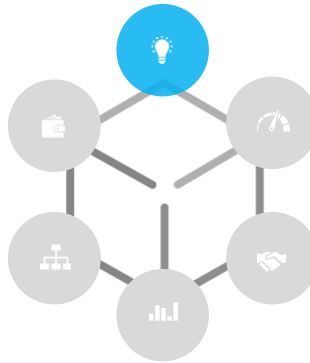
* Source: <http://www.surprisinglux.com/#page=welcome-to-europe>

4. The Khube



- **One-stop-shop** for entrepreneurs -
- A **gap-bridging solution** for Financial Institutions and large corporates -
- An innovation enabling **ecosystem** -

5. The Khube service offering



Run

- Incorporation
- Facilities
- IT infrastructure
- HR (Recruitment & Payroll)
- IP & Legal service
- Regulatory
- Tax & Accounting

Fund

- Funding strategy
- Business plan
- Fund raising (BA, VC & CV)
- Public funding (Luxembourg & EU)

Grow

- Go-to-market strategy
- Business introductions to decision makers (the Khube & KPMG network)
- Communication & networking opportunities
- Pitch training