

LUXEMBOURG CALLING - FOUNDERS

Scale your cybersecurity company in Europe's economic powerhouse

The R3i Ventures' House of DeepTech offers cybersecurity companies a European soft landing program that helps growth stage startups to develop & execute a targeted market access and capital raising strategy to expand into Europe via Luxembourg as a launchpad.

Our world-class EIRs, as ecosystem navigators, provide you with a secure guidance, network you with other startups, corporate partners, and potential investors in our community.

Why Luxembourg? The European cybersecurity market is estimated to be over USD 25 billion in 2018 and is expected to grow with a CAGR of over 13% between 2019 and 2025 which is attributed to the increasing public-private partnerships for enhancing cybersecurity infrastructure in the region.

At the House of DeepTech we:

- Screen and filter startups for investment, business development and talent acquisition
- Provide access to the most talented entrepreneurs driving new business models
- Pump startups with high level energy and R3i core values, business and deal flow methodology
- Prepare startups and founders for their funding rounds
- Facilitate introduction and work with global VC for the various fundraising stages
- Provide innovation strategy matching & alignment

20 startups per cohort will be selected (2 cohorts/year) from a global pool of 1 000's of applicants, through rigorous recruiting and screening.

Supercharge your growth and ensure you hit the ground running with a 100% digital Luxembourg business partner that is located in the hub of the European DeepTech/Fintech ecosystem, with a deeply experienced team of Navigators that will help you to increase brand awareness, market share, and access to capital in the European market.

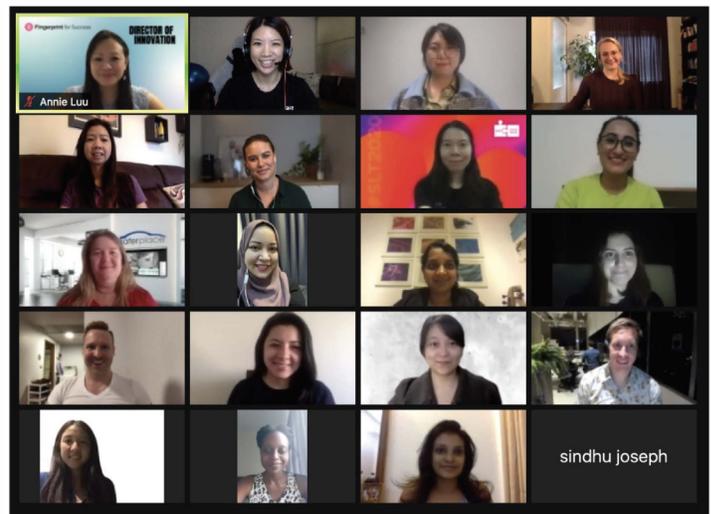
Application Deadline: 14th February 2021

Program Start Date: 15th March 2021

Who should apply?

Cybersecurity pioneers with:

- Demonstrated \$50K MRR in export capability and are GDPR compliant.
- An established home customer base and case studies.
- Cybersecurity competencies that are uniquely differentiated and priced for the European market.

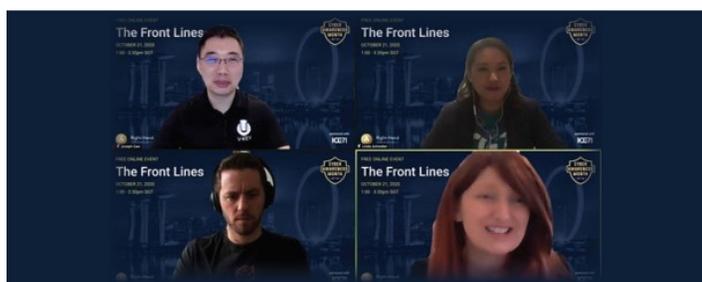


HOUSE OF DEEPTECH

The “Luxembourg Calling” program will:

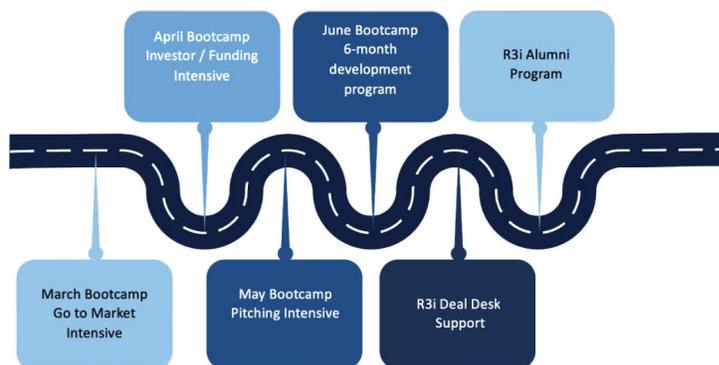
-  Provide a customised go to market and scale-up program that is tailored to your growth objectives.
-  Organise appointments to meet with prospective Clients, Partners, and Collaborators.
-  Conduct a pre-market visit boot camp on market entry strategies and logistics.
-  Provide a cost effective way to secure European market entry and market feedback.
-  Organise and accompany you to meetings with resellers and distributors and assist with cultural interpretation if required.
-  Provide market entry regulations, packaging, labelling, duty, and tax information.
-  Provide access to efficient company setup, banking, accounting and secretarial support.
-  Access to cloud credits and discounts from our partners.
-  Provide immediate footprint in the Luxembourg ecosystem, accelerating to a broader European market.
-  Create increased brand awareness and opportunities for business expansion

The House of DeepTech will utilise its unique local market knowledge to introduce your company directly to key Fintech players, resellers and distributors in the industry. By approaching only those prospective clients, resellers and distributors with the capability to procure and/or develop your brand, your investment will be targeted, outcome focused and efficient.



Program Timeline

The following timeline is critical to the success of the program.



Cost of participation

This program is a no equity, pay for play program. The total cost per Pioneer in the Luxembourg Calling Program is €35.000,00. This program is eligible for reimbursement from your applicable government SME Export support programs under marketing, business development, or export assistance.

Why Luxembourg

Luxembourg is your gateway for European distribution. 60% of the EU’s GDP can be reached by a one-hour flight. Secure easy access to 500 million consumers. Setup a simplified limited liability company. Tap into a vibrant start-up ecosystem within the fintech cluster.

Advantageous import and export regulations, and extensive network of double tax treaties. Free mobility of capital, products, services and labor. Luxembourg shows robust growth and employment, education, high median living standards, strong environmental stewardship and low public debt. Luxembourg has implemented a broad array of policies and institutional mechanisms to make economic growth more socially inclusive. This translates into an open and equal society, which is spurred on by a long tradition of welcoming foreign nationals and making them feel at home.

Apply here before February 14, 2021
<https://www.houseofdeeptech.com/>