

Startup Programme Digital Guide

2026-2027

Jonk Entrepreneuren Luxembourg



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All documentation, project registration, as well as useful information regarding the 2026–2027 Startup Programme schedule, can be found here:

https://jonk-entrepreneuren.lu/fr/startup-programme-2025-2026-2/#gf_119

A Guide to Keep... in Digital Format

This guide has been designed to support you throughout the Startup Programme in a simple and practical way.

As many of us will be using it, we invite you, whenever possible, to favour the digital version. It is a small gesture which, multiplied by the number of participants, can make a real difference for our environment.

And this guide is yours too: if you are missing any information, have a question, or have a suggestion, I will always be available to support you and help improve it together with you.

Wishing you a great journey through the Startup Programme!

1. Jonk Entrepreneuren Luxembourg

Founded in 2005, the non-profit organisation Jonk Entrepreneuren Luxembourg (hereinafter JEL) has the mission of “inspiring and preparing young people to innovate, create, take initiative and be responsible”.

The association’s objective is to encourage creativity and an entrepreneurial mindset among young people, while introducing them to professional life through various programmes offered at every level of Luxembourg’s education system, across 13 distinct programmes.

Through a learning-by-doing approach, students develop an entrepreneurial mindset as well as essential skills for their future, such as teamwork, problem-solving and self-confidence. JEL also promotes responsible and sustainable entrepreneurship, helping young people understand the social, environmental and economic impact of their ideas.

Supported by a broad network of teachers, volunteers and business partners, JEL brings classrooms closer to the professional world and gives students practical experience and the mindset needed to thrive in a constantly changing society.

JEL is part of the global Junior Achievement network, one of the leading international organisations dedicated to entrepreneurship, work readiness and financial literacy.

2. The Startup Programme

The Startup Programme is a pre-startup programme designed for higher-education students. Working in teams of 2 to 5 members, participants take on the challenge of imagining an innovative, feasible and economically viable product or service, and then building a strong business model around their idea.

Beyond creating a startup, this programme develops key skills that will support students throughout their professional careers. In particular, they strengthen their entrepreneurial mindset, creativity, proactivity, marketing skills, ability to persuade and confidence in public speaking. The objective is to give them the tools and confidence they need to approach the world of work with confidence or pursue an entrepreneurial journey.

Expert Support

Throughout the programme, teams are supported by business professionals acting as coaches and mentors. Their role is to help students assess the feasibility of their project, validate their business model and turn their idea into a genuine entrepreneurial opportunity.

In addition, several Masterclasses, both online and in person, will be led by experts to guide teams through each stage of their development, professionalise participants’ skills and prepare them as effectively as possible for their submissions and pitches.

Masterclass content includes:

- Lean Canvas
- The Perfect Pitch
- Marketing and Sales
- Finance
- Prototyping

Les dates et horaires des Masterclass seront communiqués aux équipes au cours de l’année scolaire et le lien se trouvera sur le site dédié : [Startup Programme 2026-2027 – Jonk Entrepreneuren](#)

Throughout the programme, teams will also have several opportunities to present their startup to a jury made up of professionals, entrepreneurs and potential investors. These presentations provide valuable experience in learning how to defend a project, receive constructive feedback and continuously improve the value proposition.

A Future-Oriented Experience

The Startup Programme aims to develop the entrepreneurial skills that are essential in a constantly changing world.

Faced with major economic, technological, environmental, and societal challenges, it has never been more important to imagine businesses capable of providing innovative solutions to the needs of tomorrow.

The key priorities are: Innovation – Sustainable Development – Scalability.

With this in mind, the 2026-2027 Startup Programme will place particular emphasis on several essential areas:

- Identify a real need in society or the environment in order to develop a meaningful solution with a positive impact;
- Design truly innovative products or services, both in terms of their development and their use;
- Integrate sustainability criteria, particularly by considering the life cycle of products and their environmental impact;
- Develop businesses with high growth potential, capable of addressing future challenges.

Students are encouraged to imagine the solutions they would like to see exist and to make full use of the expertise of the programme's coaches, trainers and partners to turn their ideas into concrete projects.

The programme also evolves alongside new technologies. Artificial intelligence plays an important role, and participants learn to use these tools responsibly, ethically and effectively in order to make them a genuine driver of innovation.

Innovation therefore does not rely solely on the use of new technologies, but also on the ability to create responsible and value-creating solutions.

Documents will be regularly updated on our website, including useful links for creating the required documents, as well as links to updated documents provided by our partners on artificial intelligence.

Updates will be communicated by email to participants and programme coordinators.

Reference: Startup Programme Deliverables Manual.

https://jonk-entrepreneuren.lu/fr/startup-programme-2025-2026-2/#gf_119

A National and European Competition

At the end of the programme, teams present their projects at the national final. The three best startups win attractive prizes.

The winning team will then represent Luxembourg at GEN-E, the largest European entrepreneurship competition organized by the Junior Achievement Europe network.

GEN-E website: [Gen-E 2026 – Europe's Largest Entrepreneurship Festival](#)
GEN-E Luxembourg 2027 teaser: [GEN-E 2027 | Official Teaser | Luxembourg](#)

In 2027, Luxembourg will have the privilege of hosting this European final. For the winners of the Startup Programme, this edition will represent an exceptional opportunity. By participating in GEN-E on home soil, they will benefit from unique visibility and have the opportunity to present their startup to key players in Luxembourg's entrepreneurial ecosystem: policymakers, investors, entrepreneurs, potential sponsors, and strategic partners.

Beyond the competition, GEN-E represents a genuine accelerator for young companies. Meetings, exchanges, and networking opportunities can pave the way for new partnerships, funding, or support, helping to transform a promising idea into a successful startup.

3. Overall Programme Structure

The first step in participating in the Startup Programme is to register for the **Kick-Off Day**, which marks the beginning of the programme. Following the Kick-Off, participants must register their team and project on the website: [Startup Programme 2026–2027 – Jonk Entrepreneuren](#).

Register for the Startup Programme 2026–2027 before 9 October 2026!

During registration, teams will have the opportunity to request a coach. The coach's role is to support the team throughout the development of its project, according to dates agreed upon jointly. Although requesting a coach is not mandatory, JEL strongly encourages teams to do so in order to benefit from the expertise and professional guidance of someone who can support them in developing their project.

JEL organises 5 Masterclasses to prepare teams as effectively as possible for setting up a business. Participation in the various Masterclasses is also strongly recommended, as they provide an opportunity to broaden participants' skills and ensure that their projects reflect the knowledge they have acquired.

Before pitching, teams will be required to submit their project documentation.

Pitch 1 will then take place on **17 November for ECG Students at the école de Commerce et de Gestion and for non-ECG students on 19 November 2026 at the House of Startups**.

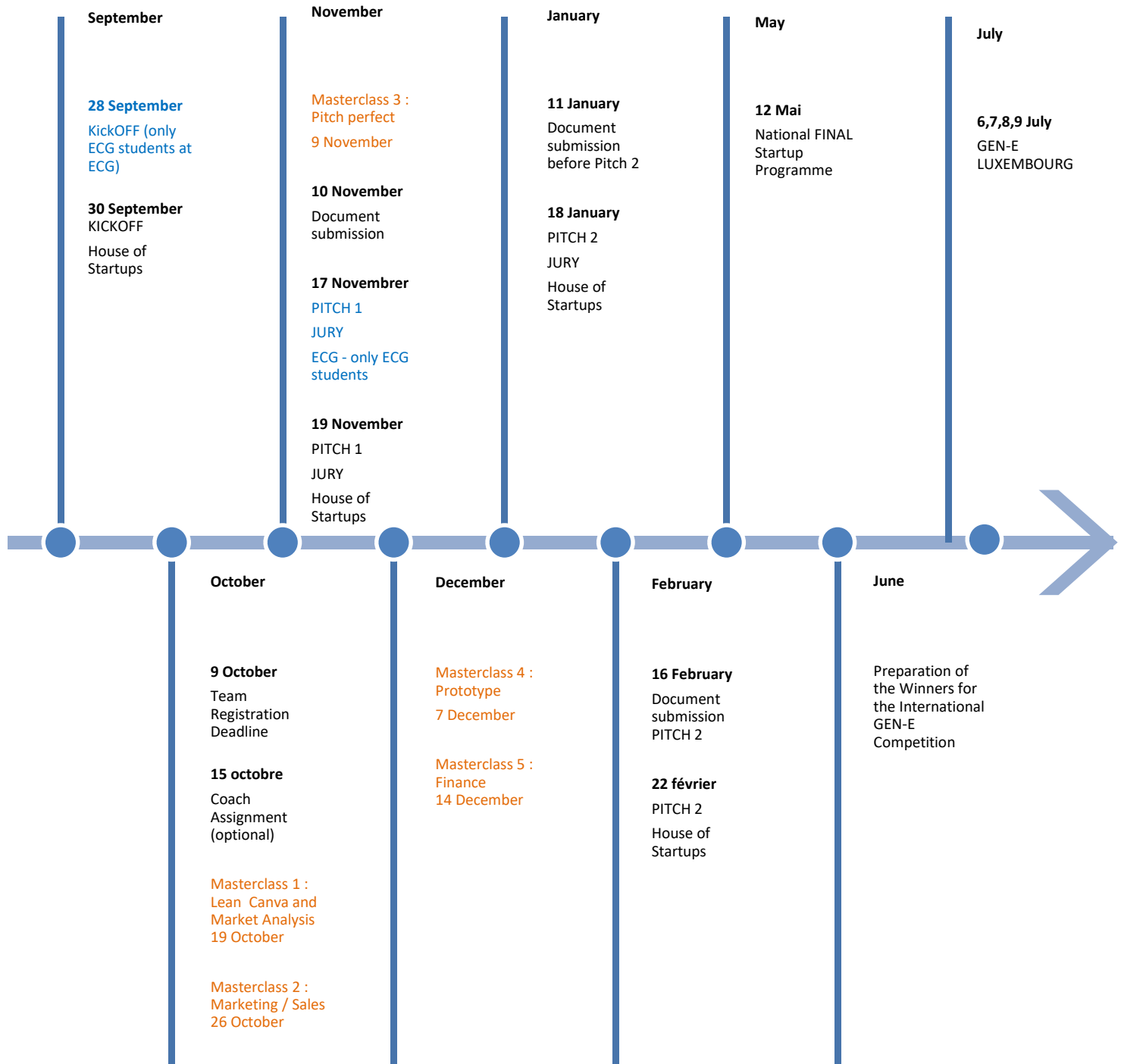
Each team will receive its invitation shortly after registration closes on **9 October 2026**.

Following **Pitch 1** and the recommendations provided by the jury regarding the submission and oral presentation, teams will be able to further develop their business and prepare for the second part of the programme by refining their submission, project, and preparation for the **Pitch 2**.

Teams will then present to the jury on either **18 January 2027 or 22 February 2027**. These dates will be communicated during the year.

Following the Pitch 2, **10 teams** will be selected to participate in the **Startup Programme Final on 12 May 2027**, where they will compete for the prizes awarded to the three best teams.

The winning team from the national Finals will then be supported by JEL in **June 2027** to prepare for its participation in the **GEN-E Luxembourg international final**, taking place on **6, 7, 8 and 9 July 2027**.



4. A Kick-Off to Get You Started

The launch of the Startup Programme begins with a mandatory Kick-Off day, specifically designed to give teams all the foundations they need to develop their project.

The Kick-Off will take place on 30 September 2026, from 8:00 a.m. to 3:00 p.m., at:

HOUSE OF STARTUPS 9, rue du Laboratoire L-1911 Luxembourg

Please arrive at least 10 minutes early so that everyone is settled before the day begins at 8:00 a.m.

For ECG students: the 2026–2027 Kick-Off will take place on Monday, 28 September, from 8:05 a.m. to 3:00 p.m., at the ECG premises.

The Kick-Off follows a structured schedule. Punctuality is therefore essential to ensure that external speakers are given their allocated time.

This day brings together several experts who will address key topics such as:

- Methods and tools for finding a business idea
- Innovation and identifying opportunities
- Sustainable development and responsible entrepreneurship
- Using artificial intelligence in an entrepreneurial project

The trainer has provided a link to AI tools. You will find this link, along with valuable resources that will be updated regularly : <https://jel.clearthinking.lu/>

Day Objective

The launch day focuses on two fundamental areas: innovation and sustainable development. The objective is to support participants in defining their “Why”, that is, the reason for being of their future entrepreneurial project. Students are encouraged to identify the contribution they wish to make and the mission of the company they will create. To achieve this, they benefit from courses, workshops and coaching sessions providing them with the necessary methods and tools.

The objective is not only to design a product or service, but also to consider how this project can address a real need while generating a positive impact on society or the environment. Even while taking technical, economic, or organizational constraints into account, students are encouraged to propose concrete, realistic, and meaningful solutions.

Participants will attend several sessions led by professionals covering topics including sustainable business development, value creation through innovation, the fundamentals of Design Thinking, the use of artificial intelligence, market analysis, the Lean Canvas for formalising the key elements of the project, and how to test and adjust their hypotheses through an agile approach.

The Kick-Off provides an opportunity to understand entrepreneurship, exchange with entrepreneurs and prepare the project throughout the year by clearly understanding the programme’s expectations.

5. Guide and Information for the First Pitch

Once the Kick-Off has taken place and the team has been formed and registered on the website [Startup Programme 2026–2027 – Jonk Entrepreneuren](#) by October 9, 2026 at the latest, you will need to develop your idea, structure it, and lay the foundations for your project.

The first phase of the programme is dedicated to researching and developing your business idea. This is an essential step, because every great project starts with a strong and innovative idea.

During the first few weeks, you will explore different avenues in order to identify an original and meaningful project idea.

Think back to the Design Thinking phase: what problems can you solve? Also consider the 17 Sustainable Development Goals, life-cycle analysis, and the innovation you can bring through a product or service.

This challenge may arise from:

- a problem you have observed in everyday life that you would like to solve
- a passion or personal interest that you would like to turn into a project
- more in-depth research into emerging needs or current trends

The key is to focus on innovation and sustainable development. Also remember to seek support from your coach during the ideation phase. Innovation can lie in the product, the service, the business model, the way it is used, the manufacturing method, reuse, or even in the response to a societal need.

Team Composition

Each team consists of a minimum of 2 and a maximum of 5 people, with a project leader responsible for coordinating the group's work and ensuring communication with the coach, JEL, the designated teacher and the jury.

Documents to Submit

Each group will present its idea to a jury, which will have received the following documents in advance:

1. LEAN CANVAS:

Following the training provided, the Lean Canvas is an essential document for structuring your business.

Format: JPEG, Word, or one PowerPoint slide in PDF format. The Lean Canvas must be clear, readable, and easy to understand.

Link to the Lean Canvas template: [Startup Programme 2026–2027 – Jonk Entrepreneuren](#)

2. FIRST STEPS OF THE BUSINESS PLAN

Format: Word

Reference: **Startup Programme Deliverables Manual**, available online from September 16, 2026: [Startup Programme 2026–2027 – Jonk Entrepreneuren](#)

3. MOODBOARD

Format: PowerPoint – 1 slide illustrating your visual identity, world, and sources of inspiration.

Reference: **Startup Programme Deliverables Manual:** [Startup Programme 2026–2027 – Jonk Entrepreneuren](#)

The documents must be submitted no later than **November 10, 2026, at 11:59 p.m.** to the following email address: mamer@jel.lu.

After the first pitch, each team will receive personalised feedback on its submissions and oral presentation. This feedback must be taken into account when preparing the second submission and the second pitch.

1st Pitch

During this first pitch, you will need to:

- Clearly describe your product or service
- Present the organization of your startup
- Introduce the first elements of your business model : viability, differentiation, innovation potential ..

At the end of this stage, the jury will provide feedback that will enable you either to continue developing the project in greater depth or helps to reshape your idea based on specific recommendations in order to propose an improved version. As for previous years there won't be a GO / NO GO evaluation. However recommendations have to be considered.

These framing measures are often taken when the regulatory framework is not yet aligned, or when the team has the potential to present a more ambitious and differentiated project.

Each team must take notes on the feedback received. This feedback must be mentioned in your second report in order to demonstrate the evolution of your project.

Practical Organisation of the 1st Pitch

Le 19 novembre 2026 à la :

HOUSE OF STARTUPS 9, rue du Laboratoire L-1911 Luxembourg

Pitch times between 8.30am and 3.00pm will be communicated by email to the groups and coordinators.

Uniquement les étudiants de l'Ecole de Commerce et de Gestion :

Le 17 novembre 2026

Ecole de Commerce et de Gestion

Start of the Pitches : 2pm

Presentation times will be communicated by email to the groups and class coordinators.

Oral Presentation

The presentation will take the form of a pitch followed by a question-and-answer session.

Duration: 2-minute pitch, followed by a maximum of **1 minute to briefly introduce your team**, followed by a **10-minute discussion with the jury**.

There is no need to present your academic background. The objective is to highlight your roles and contributions to the project.

You are free to decide how many team members will speak during the presentation.

During your presentation, your **Moodboard (1 PowerPoint slide)** will serve as the background to illustrate your vision. JEL will prepare the slides in the order of presentation; therefore, it is essential that everything is submitted within the indicated deadlines.

6. Guide and Information for the 2nd Pitch

Following the first pitch and the feedback received, it is time to prepare the next stage of your project and move it towards something more concrete.

The objective of this phase is to demonstrate that your project addresses a genuine problem, provides an innovative solution, can be scaled up and is based on a sufficiently strong market to be viable.

Your work must demonstrate that:

- that there is a clear need that you are addressing.
- that your solution creates real added value.
- that there is a real and measurable market.
- that you have started validating your idea in the field by engaging with real potential customers.
- that your business model can work.
- that your project has the potential to evolve, attract partners, and grow over time.

You will have 4 minutes for your Pitch, in French or English.

Documents to submit

1. LEAN CANVAS : Your Lean Canvas evolves along with your project. Update it by adding the new information you have gathered.

Format: PDF or PNG – 1 page

Link to the Lean Canvas template: [Startup Programme 2026–2027 – Jonk Entrepreneuren](#)

2. BUSINESS PLAN

Format : PDF- minimum 5 pages maximum 10 pages

Reference : **Startup Programme Deliverables Manual** : [Startup Programme 2026-2027 – Jonk Entrepreneuren](#)

3. PITCH DECK

Format : PPT – 5 to 6 slides

The complete application must be submitted by **January 11, 2027, at 11:59 p.m.** to the following email address: mamer@jel.lu.

Teams whose presentation is scheduled for **February 22, 2027**, must submit their complete application by **February 16, 2027, at 11:59 p.m.** to the following email address: mamer@jel.lu.

Location of the 2nd Pitch: HOUSE OF STARTUPS, 9 rue du Laboratoire, L-1911 Luxembourg

The invitation will be sent to the different teams and to the school coordinators of the Startup Programme.

The scheduled presentation times will be between **8:30 a.m. and 3:00 p.m.**

Towards the national Final

After the 2nd Pitch, the jury will select the **10 finalist teams** that will participate in the **Startup Programme National Final on May 12, 2027**.

The location and time of the Startup Programme National Final will be communicated at a later date.

For the final, the finalist teams will present a **commercial video** as well as a **prototype of their product** or a **concrete visualization of their service**. They will be evaluated based on all the submitted documents as well as their Pitch.

The preparation and follow-up for the final, including the additional elements to be produced such as the commercial video and prototype, will be coordinated by **JEL** with the teams concerned.

Following the Pitches during the National Final, the jury will deliberate and announce the **three winning teams** at the event. The winners will receive prizes, including **financial rewards**.

The leader of each of the **10 finalist teams** will participate in an **Alumni Interview**. During the National Final, an additional special **"Alumni Leadership" Award** will be presented.

The team that finishes in **first place** will also be nominated to participate in the international **GEN-E Luxembourg 2027** competition. This team will receive personalized support to prepare and pitch their startup in **July 2027**. The specific evaluation criteria for this competition will be communicated to the winning team.

Practical Information

JONK ENTREPRENEUREN Luxembourg

14, rue Erasme
L-1468 Kirchberg

Coordinator Startup Programme : Serena MAMER

The email address to use when submitting documents for the various deadlines is:
mamer@jel.lu

Please include the following in the subject line of your email:

- The name of your high school or university
- The name of your team

Good luck with your work!

