

## **New BIL Innovation Award at Pitch Your Startup 2018**

**Luxembourg, 12 March 2018: As the bank of choice for start-ups, BIL is happy to announce its involvement in the fourth edition of Pitch Your Startup. The start-up that wins the BIL Innovation Award will receive EUR 20,000.**

A keen actor in the development of the Luxembourg start-up ecosystem, BIL has decided to take part in this year's Pitch Your Startup event. Launched by Docler Holding and Luxinnovation in 2014, this event allows start-ups to present their plans to experts and investors, and – more importantly – to win a prize. With the BIL Innovation Award worth EUR 20,000, the total to be won has now reached EUR 100,000. Enough to breathe life into more than one innovative project!

According to Pierre-Olivier Rotheval, Head of Marketing and Innovation at BIL, *"the start-up scene is booming in Luxembourg. There are a growing number of promising start-up projects and we at BIL are glad to be able to support them, in particular through InnovFin loans adapted to their needs. Alongside ICT Spring, Pitch Your Startup is a great way of giving our start-up ecosystem some fresh exposure. We are looking forward to discovering this year's candidates!"*

The pitches will be given on 15 May at ICT Spring Europe 2018. As in previous years, each start-up will have 3 minutes and 33 seconds to present its project, followed by 2 minutes of Q&A before a panel of experts from Luxembourg start-ups and the entrepreneurial sphere.

Start-ups can still apply online: [www.pitchyourstartup.eu](http://www.pitchyourstartup.eu)

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# Press release



**About Banque Internationale à Luxembourg (BIL):**

Founded in 1856, Banque Internationale à Luxembourg (BIL) is the oldest multi-business bank in the Grand Duchy. It has always played an active role in the main stages of the development of the Luxembourg economy. It currently operates in retail, private and corporate banking, as well as on capital markets. Employing more than 2,000 people, BIL is present in the financial centres of Luxembourg, Switzerland (since 1984), Denmark (since 2000) and the Middle East (since 2005).

[www.bil.com](http://www.bil.com)

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