



KPMG IN CYPRUS

Redefining Innovation

Welcome to the KPMG Startup Innovation Lab

In the world of entrepreneurship, ideas have the power to transform and/or create new industries and fuel big growth. Entrepreneurship is about shaking things up, seeing opportunities where others see problems, and creating new ways of doing things. But starting a business isn't easy. You need resources – financial and otherwise, such as money, talented people – and you have to deal with rules and regulations. To succeed, startups need the right support to help them through the tough times and set them up for success. Over time, new businesses have been trying hard to figure out how to grow steadily and sustainably. While there's no magic solution, startups have realized the importance of teaming up with others, getting advice and learning from experienced mentors to move their ideas forward. This mix of help gives startups not only money but also the know-how, skills and connections to handle the ups and downs of starting a business. Along the journey,



places that help innovation and growth are pivotal. These places offer more than just resources; they create a supportive environment where startups can work together, share knowledge, experiment and find crucial support. Today, as we stand at the dawn of a new era, we are thrilled to

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announce the metamorphosis of our startup and innovation hub. KPMG Entrepreneurship and Startups is evolving and we are introducing one of its pillars: the KPMG Startup Innovation Lab (KPMG SIL). This signifies a new intensification and tenaciousness to our approach and philosophy. It represents our steadfast determination not only





to adapt but to lead in an ever-evolving entrepreneurial landscape. Entrepreneurship/enterprise remains essential to what we do and acts as a pillar of differentiation from other startup entrepreneurial efforts.

At the heart of the KPMG Startup Innovation Lab lies our profound understanding of the evolving needs of the startup ecosystem. Our core mission remains steadfast – to provide comprehensive support for startups to thrive – and, at the same time, resonates with the vibrant essence of entrepreneurship. Our goal is for the KPMG Startup Innovation Lab to work together with startups at every stage of their journey, offering what is needed, tailored to address their unique needs.

From brainstorming to getting funding and growing your business, we're here to help at every step. We offer resources, mentoring and chances to connect with others to push your business toward success. But what really makes us special is our focus on building a community of innovators and leaders. The KPMG Startup Innovation Lab isn't just a regular support centre; it's a lively place where we celebrate ideas and foster collaboration. As we go through this exciting rebranding, we want to welcome startups of all kinds to join us. Whether you're a new entrepreneur with a bold idea or a growing startup,

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we're here to help you reach your goals and make your dreams a reality.

We're not just inviting startups; we're also welcoming investors, visionaries, and industry leaders who are passionate about innovation and shaping the future. At the KPMG Startup Innovation Lab, you'll have amazing chances to connect with exciting startups, explore investment opportunities and work together on groundbreaking ideas that can change entire industries and, indeed, the world.

In a world that's always changing, our lab is a reliable place where you will receive the guidance, support and expertise you need to navigate the ups and downs of starting a business. In our ex-

perienced team of mentors, advisors and industry experts, you'll find the support you need to turn your ideas into reality and make a big impact. So, come join us on this exciting journey of innovation and transformation. Let's dream big, shake things up and make changes on a scale you've never imagined before. Welcome to the KPMG Startup Innovation Lab, where the future of innovation is waiting, and the possibilities are endless.



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