

The Docler Effect

Docler Holding supports the development of startups in Luxembourg – Meeting with its COO.

Luxembourg – Docler Holding is one of these Internet Giants, which started its activities in 2001 in Hungary. The structure gathers 10 different companies, active in the Internet and most particularly in the adult entertainment. The multinational set up its headquarter in 2013 in the Grand Duchy where 200 out of 1000 people are employed. Last year, the company had a €300 Million turnover in Luxembourg and increased its dedication to startups.

Last march, Docler Holding launched “Pitch your Start-up” an event where 17 startups had 3:33 minutes to introduce their project and 2 min of Q&A in front of a Jury. Wondermags won the 50K prize and 6 months free services at Nyuko Luxembourg. Just a few weeks ago, the multinational announced a 2nd edition of the event which will be held during ICT Spring. The objective is clear: give more visibility to structures with real potential, sometimes unknown.

Docler Holding’s Chief Operating Officer Marton Fulop explains the importance of startups support.

Why does a company like Docler Holding want to develop startups in Luxembourg?

We started as a startup 15 years ago. At the time, the “startup” terminology didn’t exist but the ingredients were the same: young enthusiastic people who created and concretized an innovative entrepreneurship project. We think this approach is better and way more efficient. The main reason we invest in startup is that this is how we started 15 years ago and we believe in the potential of small structures. We want to help and get closer to them.

Does this mean these startups are bringing you new tools and technologies to develop your activities?

Exactly. That’s what differentiates us from an Investment Fund or Risk Capital. We’re looking for technologies to grow up with their creators.

What kind of startups represents the best potential for you?

We concentrate ourselves on ICT startups. The thing is not that we’re not interested in other sectors but we’re keen on focusing on structures with similar technologies than ours. For example, we have a livestreaming platform and also an e-commerce platform. So, we’re getting closer to startups that have similar or complementary activities as online music broadcasting and so on. I’m not saying we won’t invest in completely different startups but we will focus on ICT in Luxembourg.

We want to promote Luxembourg as the place to launch an ICT startup. These last years, Luxembourg is mostly known for its financial sector. But for ICT and new technologies, there’s still a lot to do in order to promote and attract new firms. Sometime we have difficulties to attract talents here. That’s why we want to promote Luxembourg as the place where young ICT talents can settle and make business.

What budget does Docler Holding allocate to startup support?

We do not have a precise budget. The event “Pitch your startup” with a 50k€ prize is on but we don’t have strict figures for all the actions undertaken. For us, the question is not about investment but about the potential we can detect in a startup. In Hungary we have a great investment tool called Docler Investment. We want to launch it in Luxembourg as well but the project is just starting. It should be ready in the beginning of next year.

Do you consider Luxembourg as a great place to develop a startup or is there still a lot of work to accomplish?

I think Luxembourg is a great place to settle a startup and also to develop a good working environment. But I think we can improve it. For example, regarding startup initiatives, there are many different associations which support startups but there’s no unified presence for all these associations.

A few weeks ago, I was in Helsinki attending what’s the biggest startup event in the world, with 600k€ prize for the winner. The Scandinavian countries had a great visibility and such a great startup management. And I haven’t seen any Luxembourgish presence at this event. There’s no unified presence for the Luxembourgish representation and promotion. There are some small initiatives and we support most of them. But a unified structure is missing. By comparison, the finance sector promotion is very strong. But to attract developers, there should be more firms like ours as there are enough places to develop something here.

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