

EU Startup and Scaleup Strategy

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1. Choose Europe to start and scale

- The EU Startup and Scaleup Strategy aims to make Europe the best place in the world to launch and grow global technology-driven companies
- The strategy seeks to shift the European economy towards a more entrepreneurial, innovative model
- A thriving startup and scaleup ecosystem can transform Europe's economy – by increasing productivity, creating quality jobs and attracting talent and investments
- **Our competitiveness and ultimately our prosperity depend on it**



2. Key challenges identified

- **Regulatory and bureaucratic burdens and fragmentation:** fragmented reporting requirements, taxation and employment conditions as well as high failure costs. Slow pace of regulatory approval for new technologies and slow adaptation of existing regulatory frameworks to innovation.
- **Access to finance:** underdeveloped EU financial market and a patchwork of national measures regulating various aspects of private investment negatively impact access of startups to private financing needed for their scaling up. The EU's VC market remains **significantly underdeveloped** compared to that in the US. The highest gap is observed at **later-stage financing**.
- **Access to markets:** low participation rate to public procurement in the EU, the link with corporates, expanding the customer base. A key issue is the lack of commercialisation of research.
- **Access to talent:** bureaucracy, regulations, tax rules and costs prevent startups and scaleups from tapping into the highly-skilled talent they need to develop innovative products and solutions.
- **Access to infrastructure, networks and services:** difficult access to and fragmentation of research and technology infrastructures, business acceleration services, coaching and networking support.



3. Building Blocks of the Strategy

- The Strategy is structured according to different needs that an innovative company may face through its lifecycle
- The Strategy includes 26 key actions under five headings:
 - Innovation-friendly regulation
 - Better finance
 - Fast market uptake and expansion
 - Support for the best talent
 - Access to infrastructure, networks and services
- Plus: a section dedicated to measuring progress for reaching the Strategy's aims



Further Information

<https://research-and-innovation.ec.europa.eu/strategy/strategy-research-and-innovation/jobs-and-economy/eu-startup-and-scaleup-strategy>



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