CloudSoul: using cloud technologies in a secure way

Merkur highlights the growing momentum in Luxembourg's entrepreneurial landscape by showcasing innovative startups supported by key national initiatives. Featured are startups based at the House of Startups, powered by the Chamber of Commerce, and the Luxembourg City Incubator (LCI), a joint initiative of the Chamber of Commerce and the City of Luxembourg designed to support and accelerate promising ventures. Among the featured entrepreneurs is Daniel Grigorovich, CEO & founder of Cloudsoul, who wants to simplify the often complex and time-consuming process of setting up cloud infrastructure.

Pitch your startup!

CloudSoul is a startup offering a software-as-a-service platform that helps companies use **cloud technologies** in a secure and compliant way. We focus on small-to-medium-sized enterprises in Luxembourg and neighbouring countries that lack internal expertise to navigate cloud security on their own.

We start with our virtual CISO service: [CloudSoul](#) reviews a company's business profile and cloud configuration, then builds a custom security and compliance roadmap that prioritises what matters most to them. From there, it handles configuration, management, and maintenance, ensuring everything is aligned with industry standards.

Our goal is to maximise return on investment at every step, so companies only pay for what they actually need

How did you come up with your idea?

Having worked in the **cloud industry** for many years, I have seen the same thing: people think the cloud is a quick and easy solution. Starting with cloud is easy, but maintaining it over time, keeping it secure and compliant, becomes increasingly hard when you need to navigate hundreds of services and configurations.

On top of that, **expertise** in information security is extremely expensive in the market. And when you need to connect the dots between technology, security and regulation, the costs add up quickly.

That's where the idea came from: a platform that aggregates all the knowledge about secure and compliant cloud posture and helps companies choose the right priorities, so they avoid overpaying for something they might not need at their current stage.

Why is now the best time to start your company?

Cloud adoption is growing, and cyber breaches are growing with it; regulations like DORA and NIS2 now require companies to maintain a certain level of cyber resilience. This creates a gap: hiring that expertise in-house is often not justified for smaller companies, yet you still need to improve your posture; otherwise, you become an easy target.

Why Luxembourg?

Luxembourg shares our values for innovation, privacy and technology sovereignty. Being part of the local start-up ecosystem, notably through the **[Luxembourg-City Incubator](#)** (LCI) at the **[House of Startups](#)**, has played an important role in our early development by providing the right environment to connect with other founders, experts and potential clients. It provides the resources to build a strong foundation and serves as a great launch point for further expansion into Europe.

What is the next step?

Right now, we are focused on scaling within Luxembourg. Based on demand from existing customers, we see that companies need our offering, and there is still a gap in the market. At the same time, we are preparing to expand into neighbouring regions where companies need help with the security and privacy of their cloud operations

According to you, what will your company look in 10 years?

CloudSoul will be the market leader in helping companies control and maintain their cloud environments in a secure and compliant state, in a fully autonomous way: always prioritising what's best for the company at their given stage.

What change do you hope to create in the world?

I believe that all companies should take privacy and security seriously. But right now, when you hear "**security**", you imagine a heavy bill with no clear ROI. We want to change that. Through automation, we want to lower the bar to becoming secure, so companies at any stage can maintain their IT in a secure and compliant posture without significant budget spend or headaches, creating a safer, more secure digital environment for everyone.