Startup World Cup 2026: Not Six, but Seven Finalists this year for the EY competition



The wait is over. The Startup World Cup 2026, a leading international startup competition, has officially unveiled the startups selected to compete in the Luxembourg 2026 edition, organized by Pegasus Tech Ventures together with EY Luxembourg. In light of the exceptional quality of applications received and the difficulty of differentiating between several outstanding profiles, the independent selection committee composed of startup ecosystem experts found it impossible to draw a clear line between several outstanding profiles and chose to expand the shortlist and retain seven* finalists.

For context, the Startup World Cup is a prestigious global competition founded by Pegasus Tech Ventures, a venture capital fund renowned for supporting iconic companies and startups such as SpaceX, Airbnb, and X. Acting as a bridge between some of the world's most dynamic entrepreneurial ecosystems, the competition offers selected startups a unique opportunity to pitch, gain international visibility, and progress through successive stages culminating in the Grand Finale in Silicon Valley, where the overall winner may notably receive a US$1 million prize investment prize. EY Luxembourg has been organizing the Luxembourg edition of the Startup World Cup since 2017.

Following a demanding selection process, seven startups have been chosen to compete and only one will represent Luxembourg in the 2026 edition:

- **CRAB Traceability Systems**– CRAB Traceability Systems leverages AI to make waste, and material flows measurable and actionable. Its mobile scanning technology enables real-time tracking and analysis, helping industries and cities optimize recycling and circular economy strategies.
- **Deelan** – Deelan AI is an AI-native training platform that enables companies to create personalized, high-impact sales training programs in minutes. By transforming existing content into adaptive learning experiences, it accelerates onboarding and improves revenue team performance.
- **MON5** – MON5 is a cybersecurity startup specializing in protecting operational technology and critical infrastructures from advanced cyber threats. Its platform delivers real-time monitoring, threat detection, and compliance support to ensure operational resilience.
- **TechNovator** – TechNovator is pioneering a breakthrough in wireless energy transfer, enabling devices to be charged remotely without cables or magnetic fields. Its quantum-based technology delivers high-efficiency, safe, and seamless power for applications ranging from consumer electronics to robotics.
- **Scrioo** – Scrioo is an AI-powered risk intelligence platform that transforms global data into actionable insights for businesses. Its autonomous “AI Risk Agents” monitor stakeholders, markets, and supply chains in real time to support proactive decision-making.
- **So.cool** – So.cool is redefining air conditioning with an installation-free, energy-efficient cooling solution powered by proprietary thermal storage technology. Designed for modern buildings, it delivers high-performance cooling without outdoor units or complex installation.
- **STARGATE** – Stargate provides a cloud-based GNSS correction service delivering centimeter-level positioning for autonomous systems, drones, and IoT fleets. By unifying global positioning networks into a single platform, it enables seamless, scalable deployment across geographies.

Together, these young companies reflect the diversity, creativity, and innovation potential of the Luxembourg startup ecosystem, operating in high-impact and fast-growing sectors.

The Luxembourg event will be held this year under the **moderation of Jim Kent,** well? known journalist in the Luxembourg business landscape, and will bring together a high?level jury, composed of five recognized experts from the worlds of investment, entrepreneurship, and innovation.

The 2026 independent Jury will be reconvened, with members including **Kyle Acierno** (CEO of Exobiosphere, and Luxembourg Regional SWC Winner 2025), **Mario Grotz**, (CEO

of Luxinnovation), **Pierre V. Pereira da Silva** (Board Director of PULSE), **Prandjul SHAH** (Responsible of Incubator of the University of Luxembourg) and **Sabrina Alam** (Space Lead, SnT Technology Transfer Office at University of Luxembourg).

At the end of the pitches, one startup will be selected to represent Luxembourg at the global final in San Francisco, where it will compete against more than 100 startups from around the world.