# YourIdealOffice: reinventing 'remote work' and life balance




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.

Interview with Thomas Cougouille Lauro, CEO.

**Pitch your startup!**

YourIdealOffice is a platform used by companies that want to offer their employees inspiring ‘remote work’ locations – from countryside cottages to seaside villas – so they can work where they feel best. For employers, it’s a concrete benefit that boosts well-being, engagement and productivity, while answering the growing demand for flexibility.

**How did your idea come about?**

After years of working in both corporate environments and the hospitality industry, I saw two trends colliding: the rise of remote work and employees' desire for more meaningful experiences. Too many people work from home in conditions that are far from ideal. We realised that companies could easily offer better alternatives by using underused hospitality venues as occasional workplaces. That's how YourIdealOffice was born.

**Why now?**

Remote and hybrid work are here to stay – although the amount varies – companies still struggle to make them sustainable and attractive. Talents expect more than just a laptop at home. They want flexibility without isolation. Employers, meanwhile, need practical solutions to foster engagement and keep teams productive and loyal. Our solution ticks all these boxes with minimal effort for HR teams.

**Why Luxembourg?**

Luxembourg is the perfect place for an idea like ours: it's international, open to innovation, and home to companies that truly care about talent retention and well-being. Its workforce is highly mobile, with many cross-border commuters who need flexibility. We also benefit from a strong hospitality network, ideal for hosting our partner venues.

**What is the next step?**

We are expanding our network of unique work-friendly venues across Europe with a strong presence in France and growing our partnerships with companies who want to stand out with meaningful benefits. We're also investing in technology to make booking and managing these experiences even easier for HR teams and employees alike.

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

In 10 years, YourIdealOffice will be the reference for work-life balance through exceptional workplaces. Our ambition is to be present across Europe, with thousands of locations and a strong community of companies and employees who see remote work not just as a necessity, but as a true lever for well-being and performance.

**What impact would you like to make?**

We want to make work more human. Our goal is to help companies prove that flexibility and performance can go hand in hand – that taking care of people's well-being at work pays off in engagement and loyalty. If we can inspire more employers to give people the freedom to work where they thrive, we'll have done our part.