

EasyBiz : saving time in setting up your company!



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 Daniil Kirikov, founder and CEO of Easybiz, who shares insights into building a business within Luxembourg's dynamic startup environment.

Pitch your startup !

[EasyBiz](#) is a digital-first solution for incorporation and accounting in Luxembourg – built by entrepreneurs, for entrepreneurs.

We combine smart automation and AI with expert local service to help founders save time, avoid costly mistakes, and focus on what actually grows their business – not chasing accountants or Googling VAT rules.

Everything that can be automated, we automate – from **invoice** recognition and **bank sync** to payroll, **tax filings**, and dashboards. That means faster processes, fewer errors, and **better pricing**. But we're not just a sleek interface. EasyBiz is also a fully licensed **fiduciary** with real

people behind the platform – people who understand the rules, speak your language, and actually reply when you need help.

It's the tool I wish I had when I started my first company in Luxembourg – and now we're building it to make sure no founder wastes their time on bureaucracy again.

How did your idea come about?

Honestly, it started with frustration and a lot of time lost on things that shouldn't be so hard. I had already launched a few businesses in Luxembourg, but every time, the administrative process felt like running in circles. I didn't know who to ask, what to ask, or even what answers I should expect. At times, it felt like unless you had grown up here or had a family lawyer on speed dial, you were just stuck figuring it out on your own.

I spent months going back and forth with fiduciaries and legal assistants. Delays, invoices, emails without replies... and still no clear understanding of what was going on. The most frustrating part? None of it created any value. It wasn't product. It wasn't sales. It wasn't growth. It was just paperwork and admin – necessary, but slow, expensive, and totally disconnected from what actually matters in a business.

And as an **entrepreneur**, that drove me crazy. So I stopped waiting for someone to solve it – and built the tool I wish I'd had. Something founder-friendly. Clear. Fast. Digital. A platform where you don't need to understand local regulation to get things done right.

That's how EasyBiz started. I built it for myself – and I think that's exactly why it resonates with other **founders**. I get what they're dealing with. I've been there. And now I'm just trying to make it easier for the next one.

Why now ?

Because founders today expect better. The world has changed – we're all used to intuitive tools, real-time data, and fast, responsive support. But in Luxembourg, the back-office experience hasn't caught up. It's still emails, PDFs, long waits, and big bills for things that should already be automated or simplified.

Luxembourg is one of the best places in Europe to run a business. The government is investing in **innovation**, the **talent** pool is international, and more and more entrepreneurs are launching startups, service companies, and **investment** vehicles here. It has all the right ingredients – except for the operational tools to make the experience seamless.

That's where EasyBiz comes in. We built it to bridge that gap. A faster, smarter, more transparent way to incorporate and manage your company – so founders can experience everything Luxembourg has to offer, without getting stuck in outdated systems.

Why Luxembourg ?

In the beginning, I didn't really choose Luxembourg, it kind of chose me. I moved here almost 5 years ago thinking it was temporary. But over time, I got more involved in the **ecosystem**, started building, and now I genuinely wouldn't want to live and run a business anywhere else. I've traveled a lot and launched businesses in different places, but nothing compares to Luxembourg. It's international, safe, efficient, and once you've experienced the business environment here, you don't want to leave. The support for **entrepreneurship** is insane! Luxembourg may be small, but it's incredibly ambitious. It's a serious player in space, fintech, and sustainability. The number of companies started here compared to the population is one of the highest in the world. You feel that energy in the community – people are building all the time.

What are your next steps ?

We're expanding. Luxembourg was just the beginning. We're already preparing our launch into Belgium and France. The goal is to make starting and running a company just as easy in **Brussels** or **Paris** as it is in Luxembourg – all from the same platform.

We're also constantly improving the product. We listen to our users carefully — a lot of the features we've launched came directly from founder feedback. From dashboards to smarter invoice tools, everything is built to save time and reduce stress. We move at startup speed, because that's the only way to serve other startups well.

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

In 10 years, I want EasyBiz to be the default choice for founders across **Europe**. If you want to launch a business, whether it's in France, Germany, or Luxembourg, you go to EasyBiz.

What impact would you like to make ?

I've been an entrepreneur since high school. I've never worked for anyone else – building is just what I do. And I truly believe this: all the best things in life were created by entrepreneurs. Every product we love, every tool we rely on, every big leap forward – it started with someone who had an **idea** and took a risk.

That's why I built EasyBiz. Not just to fix accounting, but to support entrepreneurship itself. The world doesn't need more paperwork – it needs more people building smart things, solving real problems, and **creating value**. If we can take away even a fraction of the friction founders face, we're doing something meaningful. Because when entrepreneurs thrive, everyone benefits.