



Start Path Europe Returns

Following the successful launch of the program in 2014, MasterCard Start Path is again welcoming innovative startups to grow their businesses through MasterCard expertise, partnerships and products.

Through February 19, startups from Europe and Israel can apply to be a part of Start Path Europe's 12-month hybrid onsite and virtual program. Selected companies will receive mentorship from MasterCard experts, introductions to MasterCard partners to explore pilot opportunities, and the ability to leverage existing MasterCard solutions.

"Start Path Europe is unique, because we tailor the support to match the individual needs of a startup, rather than applying a 'one size fits all' approach," says Stephane Wyper, global lead of Mastercard Start path. "We're excited to work with a new group of startups and welcome the help of MasterCard employees in spreading the word across Europe."

Startups from 30 countries applied for the first Start Path Europe program, but with your help we can reach even more. You can use the hashtag #StartPath & link to the Start Path page to help spread to those who may be interested in your, professional or personal networks.

In 2014, colleagues from MasterCard Labs, Advisors, DataCash and many other parts of the organization helped us to mentor and educate our supported startups, as well as create new business opportunities for them. We look forward to extending that collaboration even further in 2015.

Eligible startups should:

- Be based in Europe or Israel
- Have a commerce-focused technology, either live or in-beta
- Be pre-Series A and have secured seed funding

The Start Path Europe program will begin in April. Participating Startups will spend the first four-months in Dublin receiving hands-on support. The remaining eight-months will be conducted virtually to allow the startups to work in their home markets.