

SOVERYN

THE VOICE OF INDEPENDENT LUXEMBOURG

Soveryn – À propos:

SOVERYN is a Luxembourg-based podcast and magazine that highlights independent success stories in the Greater Region and the wider pan-European project. There are roughly 29,000 registered independents in Luxembourg alone – a community that deserves a voice. For too long the entrepreneur buzzword has been connected to finance or tech. Yet the true backbone of any country's culture and economy is maintained by small to medium sized enterprise. Enterprise of any sort is our focus – be that a side-hustle, passion project, creative endeavour, family business or minor empire.

Soveryn then is a weekly podcast that publishes a new episode every Friday at 12h00 noon, where we interview, dissect and address topics relevant to the independent classes: Talent, Health, Capital, Risk, Market Acquisition, Family, Faith and Fortune are just some of the themes we will address.

Soveryn – A note on our name:

SOVERYN derives from the word *Sovereign*, which inspires images of a kings, currency and independence. It also nods to our host country, the Grand Duchy of Luxembourg, and the grand House of Nassau who have been both patron and sovereign of this unique country. But 'Soveryn with a Y' also touches on the very meaning of independence – for founder Paul Comrie, that hints at his Celtic roots. But the name ultimately means what it means to you – each person with their own independent understanding of the term. Of course, it doesn't hurt that artists such as *The Weeknd* and startups like *Tumblr* and *Lyft* have done well for themselves using a similar strategy.

Soveryn – a note on language:

Our content is produced in English however we will also interview in French and Luxembourgish, according to whatever is most suited to our guest