



# STARTUP LISBOA

Boosting Lisbon's Entrepreneurial Movement

# Who We Are

Start up  
Lisboa





# STARTUP LISBOA

## A Business Incubator in the historical center

Incubator for startups from **TECH, COMMERCE** and **TOURISM**

**Born in 2012:** Lisbon's Participatory Budget

**MISSION:** Support the **creation of startups** and track their first years of activity; promote the creation of **jobs** & the social, economic and **urban rehabilitation** of the city center

Founded by the **Lisbon Municipality**, Bank Montepio Geral and IAPMEI – Portuguese Agency for Competitiveness and Innovation

**A private non-profit association**

### Awards

Partner of the year 2013  
by Portugal Ventures

European Enterprise  
Promotion Award 2013  
European Commission

People's Choice Award  
for Best Accelerator or  
Incubator in Europe  
by London Web Summit





# Startup Lisboa Less than 5 years of Existence

## METRICS

- + 3500 Applications
- 240 Startups Supported
- + 80M Eur Investment
- + 500 Entrepreneurs Supported
- Entrepreneurs from + 35 Countries
- + 1500 Jobs Created



# STARTUP LISBOA

## Our Community





FUNDADORES CML MONTEPIO IAPMEI 3 ANOS DEPOIS MAIS DE 180 STARTUPS APOIADAS DESDE FEVEREIRO 2012

# Start up Lisboa



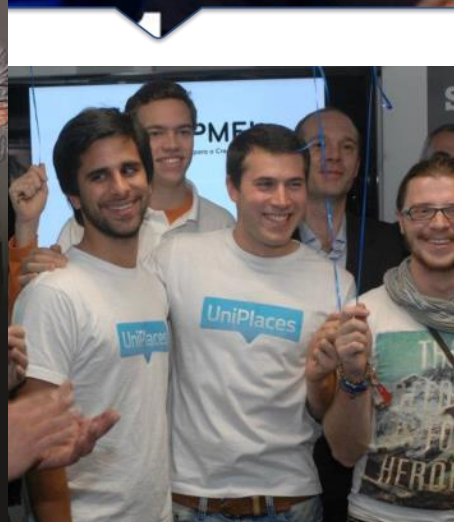
COMEÇARAM AS SUAS EMPRESAS NA STARTUP LISBOA, EM 2012. HOJE JÁ VOAM SOZINHOS!

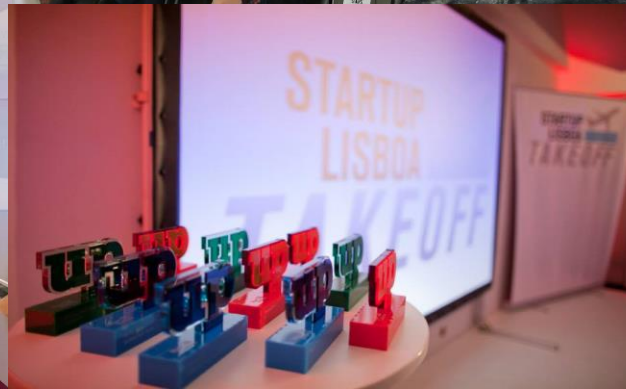
## GERAÇÃO EMPREENDEDORA

ATRAÍRAM INVESTIMENTO, TÊM CLIENTES E CRIARAM MAIS DE 200 POSTOS DE TRABALHO

STARTUP LISBOA 250 EMPREENDEDORES  
3 EDIFÍCIOS NO CENTRO DE LISBOA | 100 MENTORES

WWW.STARTUPLISBOA.COM





# OUR VALUE PROPOSITION

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# Startup Lisboa

## The place to be when it comes to hit success

Our greatest value is our Community

### 2 INCUBATION MODELS

● PHYSICAL

● VIRTUAL

### VALUE PROPOSITION

The only difference in the value proposition between the two incubation models is access to office space

#### ● MENTORS

Entrepreneurs / Experts who share their experience and help startups to grow

#### ● EVENTS/WORKSHOPS

We promote the sense of community

#### ● PARTNERS

Discounts and easy access to specialized services: legal, financial, communication, etc.

#### ● INVESTMENT

We put our startups in touch with BAs and VCs

#### ● COMMUNICATION

Every day we stimulate the interest of the community to our startups through media channels: facebook page with 50,000 followers, newsletter that reaches more than 5000 people, etc



# Our Facilities

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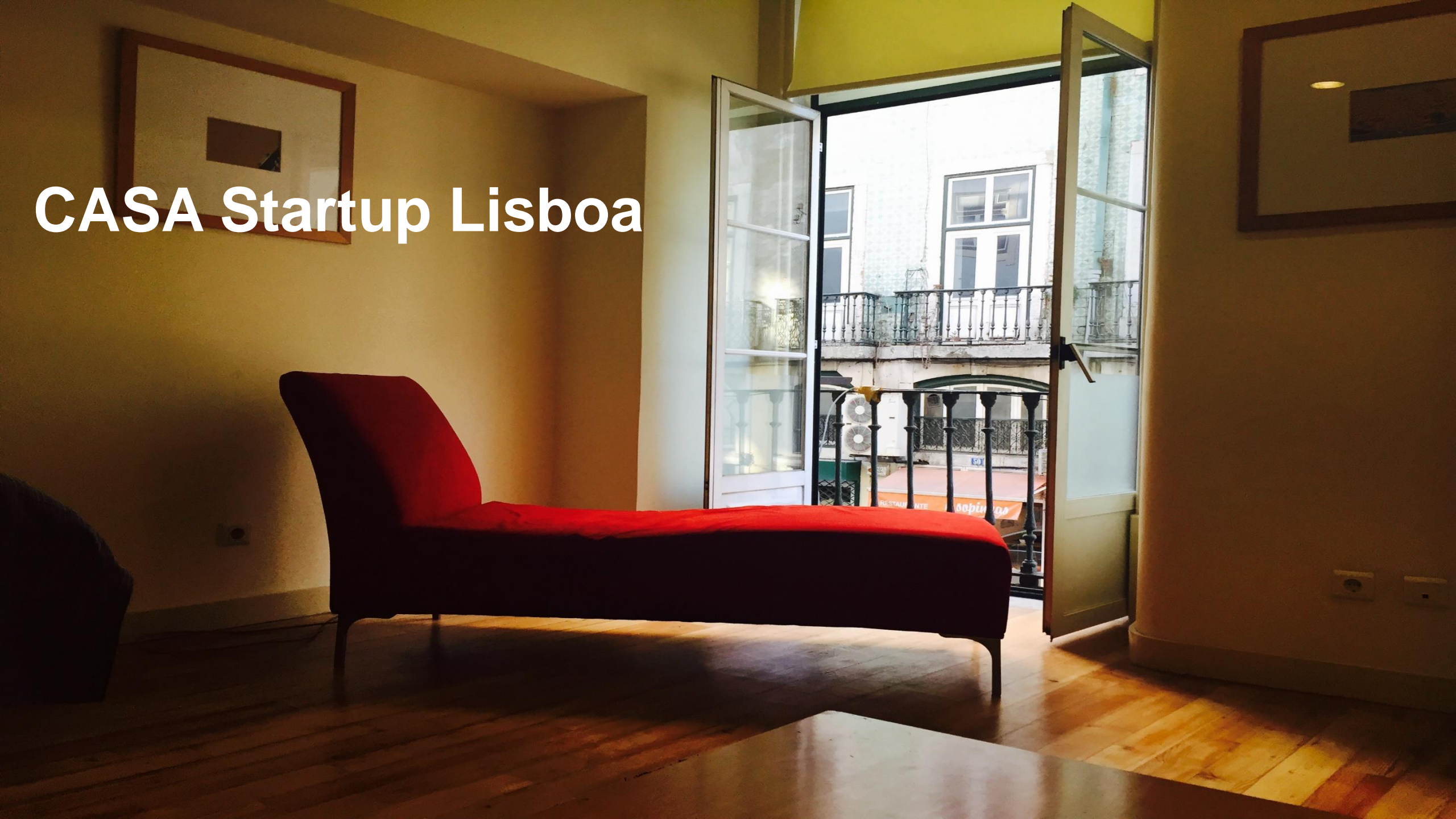
Rua da Prata, 80



Rua da Prata, 81



# CASA Startup Lisboa



ABC - Airport Business Center  
powered by Startup Lisboa

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# Projects

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# Startup Lisboa Line of Merchandising

Pick up the new apparel from Lisbon



- Startup Lisboa is teaming up with Portuguese fashion designers and creatives to offer the entrepreneurial community unique products from Lisbon powered by Startup Lisboa

**ONLINE SHOP**  
[startupilisboa.facestore.pt](https://startupilisboa.facestore.pt)

**Start up**  
**Lisboa**





# Startup Lisboa Tourism Programme for Entrepreneurs

## Looking at Lisbon?



- Learn about the setting up of your business in Portugal, the local entrepreneurial ecosystem and what the city has to offer  
**Mix Business with Pleasure**



TAP  
**CREATIVE**  
LAUNCH



**800 applications**

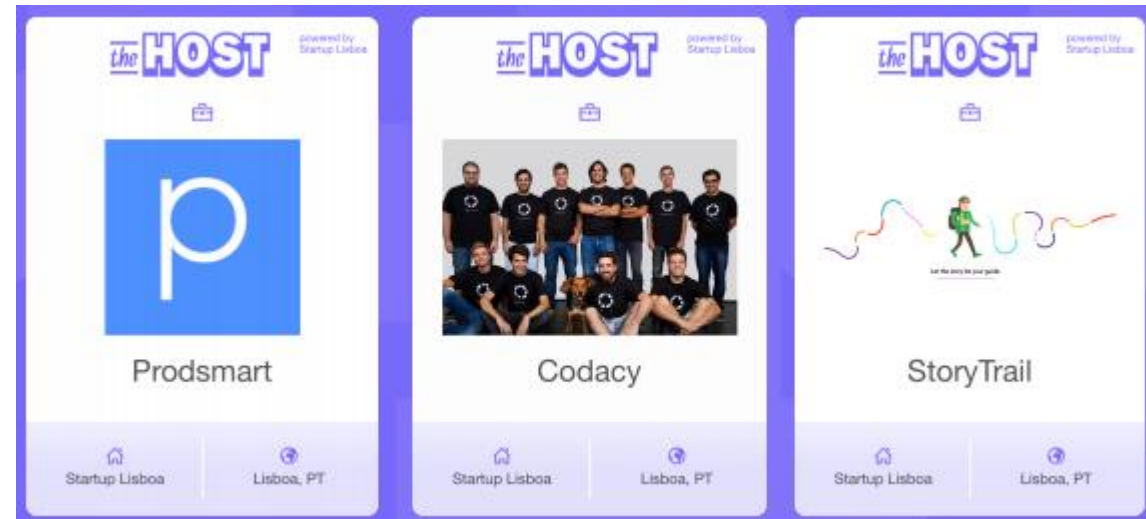
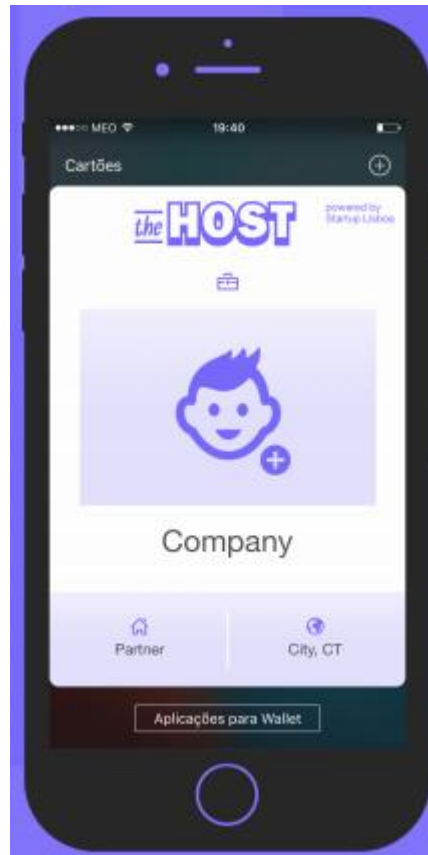
10% international

**13 finalists acceleration programme**



**Start up Lisboa** Incubadora de Empresas

# Startup Lisboa The HOST International Startup Pass



—● Digital card that allows their users to access free office spaces, events and other benefits of partners worldwide

To become a partner  
[www.startuplisboa.com/the-host/](http://www.startuplisboa.com/the-host/)

# TEAM

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Lisboa



# STARTUP LISBOA Team



**Miguel Fontes**  
CEO



**Marta Miraldes**  
CFO



**Maria Guimarães**  
COO & International  
relations



**Ana Santiago**  
Head of Communications



**Marta Ganso**  
Partnerships & Mentoring



**Maria Moutinho**  
Executive Assistant



**Jorge Rodrigues**  
Facilities Manager



**Bruno Gomes**  
Community Manager



**José Mota Leal**  
Project Manager  
Hub Beato



**Joana Rio**  
ABC Manager



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[www.startuplisboa.com](http://www.startuplisboa.com)