

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

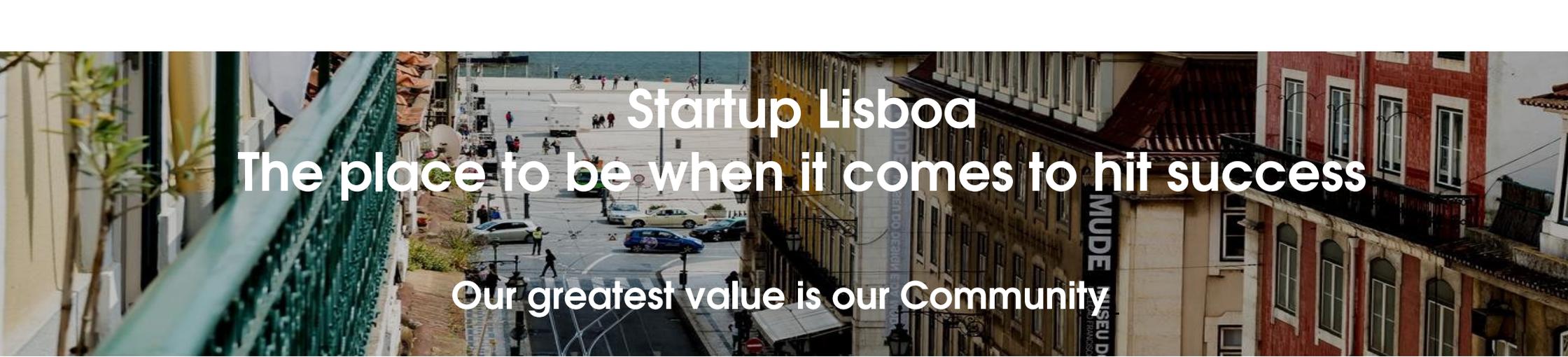
METRICS

- + 3500 Applications
- 240 Startups Supported
- + 60M Eur Investment
- + 500 Entrepreneurs Supported
- Entrepreneurs from + 35 Countries
- + 1000 Jobs Created

OUR VALUE PROPOSITION

Start up
Lisboa





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

INVESTMENT

We put our startups in touch with BAs and VCs

EVENTS/WORKSHOPS

We promote the sense of community

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

PARTNERS

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

FINANCING MODEL

Start ^{up}
Lisboa



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

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

PORTUGAL

TAP

800 applications

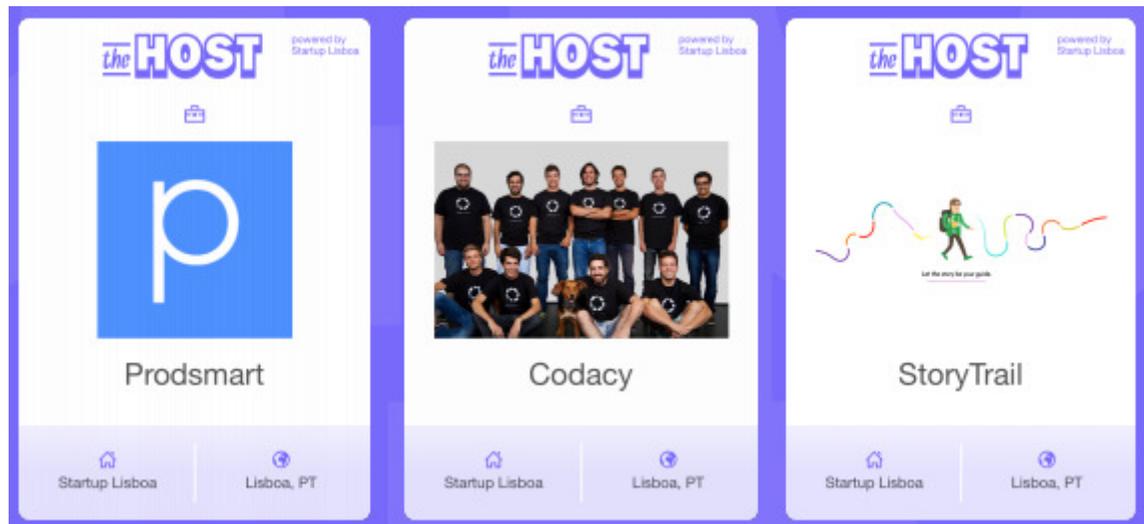
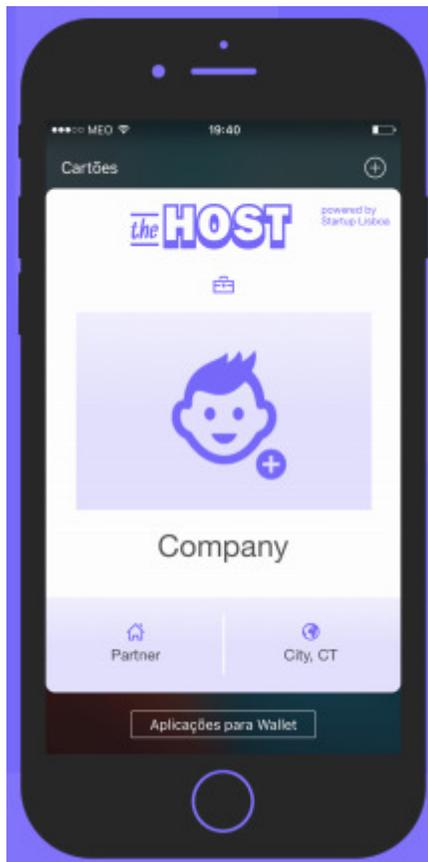
10% international

13 finalists acceleration program



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/

Recommendations

**Start up
Lisboa**





Startup Lisboa

What we have learnt

- Be an independent entity from local authorities
- Startups shouldn't be your main source of financing – Be creative! Look to other sources of financing
- Be selective
- Promote a culture of proximity with all actors of the entrepreneurial ecosystem. The secret of success lies in the partnerships established

**Start ^{up}
Lisboa**



Boosting Lisbon's Entrepreneurial Movement

marta.ganso@startupilisboa.com

www.startupilisboa.com