

## RE-shape your FUTURE (Week1)

15<sup>th</sup> > 19<sup>th</sup> January

**Topic:** Startup Assessment

**Deliverable:** 6-week plan

**Output:** Build a plan for the program

### 15<sup>th</sup> January (Monday) > Welcome to Madeira Startup Retreat

14h00 > Check-in @ Colégio dos Jesuítas

14h30 > Retreat: The 6<sup>th</sup> Edition

14h40 > Madeira – Your new home!

14h50 > Portugal Tourism Innovation Hub

[Cristina Salsinha](#) > Innovation Project Manager at Turismo de Portugal

15h05 > Inspirational talk – “Redefining the way society behaves while traveling.”

[Michelle Maree](#) – Founder & CEO at The Nomad Escape

15h30 > Startups: The Class of 2024

Carlos Soares Lopes > CEO – Startup Madeira

15h55 > Office Disclosure

16h00 > Break

16h15 > Working Session with Startups

Team's Get to Know

[Fernanda Costa Rates](#) > Nova SBE Haddad Entrepreneurship Institute

[Maria Eugénia Mascarenhas](#) > Nova SBE Haddad Entrepreneurship Institute

17h10 > Flash Pitch | Speed Dating with Local Host

17h40 > Expectations for the program

### 16<sup>th</sup> January (Tuesday) > Team and Self-Assessment

09h00 > Welcome & Set-UP

09h30 > Warm-up

10h00 > Self-Assessment

[Marta Pereira](#) > Founder at Elephant Answer

11h30 > Team Assessment

13h00 > Lunch Break

14h30 > Sum-up and main conclusions | Sharing

18h30 > End of the Day

### 17<sup>th</sup> January (Wednesday) > Mentor Madness & Pitch Assessment

09h00 > Welcome & Warm-UP

09h30 > Intro for the Day ([Fernanda Costa Rates](#) & [Maria Eugénia Mascarenhas](#) > NovaSBE Haddad Entrep. Institute)

10h00 > Team's Pitch & Feedback

12h00 > Intro to the Mentor Madness Exercise

13h00 > Lunch Break

14h30 > Mentors Madness

[Clive Saffery](#) (Retired at Swire Coca-Cola), [Marisa Carvalho](#) (PCC Coach & Mentor), [Alberto Garagnani](#) (Business Development), [Flávia Bravo](#) (Collab Head – ACTO CoLAB), [Joana Geraldine Barba](#) (Program Manager at NovaSBE Haddad Entrepreneurship Institute), [Sara Almeida](#) (CEO Com.passo Consulting), [António Nabais de Carvalho](#) (Coordinator @ Haddad Entrepreneurship Institute), [Luís Navega](#) (Senior Account Executive -Salesforce Mexico)

18h30 > End of the Day

### 18<sup>th</sup> January (Thursday) > Goals & KPI's

09h00 > Welcome & Warm-UP

09h30 > Goals ([Fernanda Costa Rates](#) & [Maria Eugénia Mascarenhas](#) > NovaSBE Haddad Entrep. Institute)

10h00 > Teams work on the Big Goal

11h00 > Share & Receive new Instructions

12h30 > Work on the objectives

13h00 > Lunch Break

14h30 > How to measure your Goals

15h30 > Teams work on KPI's [Setting Actions & Steps]

16h00 > Share 6-week plans

17h00 > Sum-UP & Wrap-UP

### 19<sup>th</sup> January (Friday)

Free day to Work & Gathering Needs

### 20<sup>th</sup> January (Saturday)

1<sup>st</sup> Roadtrip [09h00 – 19h30]

## RE-design **VALUE** (week2)

22<sup>nd</sup> > 26<sup>th</sup> January

**Topic:** Customer & Value Proposition

**Deliverable:** Review Creation & Communication

**Output:** Define what values we want to communicate & how to deliver them efficiently

### 22<sup>nd</sup> January (Monday) > Value Creation

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Customer Definition & Customer Experience

[João Casaca](#) > Bliss Applications

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

### 23<sup>rd</sup> January (Tuesday) > Value Communication

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Defining and Communicating Value Proposition

[Patrícia Soares da Costa](#) > Branding Consultant at MARQUINISTA

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

### 24<sup>th</sup> > 26<sup>th</sup> January

(work<sup>1</sup> & leisure<sup>2</sup>)

Wednesday & Thursday Mornings: you can use the working space

Wednesday & Thursday Afternoon + Friday: the working space will be used for HUB Azul Madeira\*

\*You're free to join the program

#### 1) Work:

- > Working office space will be available from 9am to 10pm to all participants
- > These days can be used for:
  - daily work
  - meetings
  - contact with local business/clients
  - press interviews
  - test new features in Madeira with your Local Host help
  - enjoy the retreat time to relax in Madeira

...

#### 2) Leisure:

- > Each week we will indicate a leisure activity for all participants

## RE-align **STRATEGY** (week3)

29<sup>th</sup> January > 2<sup>nd</sup> February

**Topic:** Product Strategy & Sales

**Deliverable:** Line Up Product Value & Sales Framework

**Output:** Review Product & Sales Strategy

### 29<sup>th</sup> January (Monday) > Product Roadmap Review

09h00 > Welcome

09h30 > Workshop: Building a product that maximizes Value & Scales

[Rui Gouveia](#) > Co-founder & CIO at comOn Group

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

### 30<sup>th</sup> January (Tuesday) > Improve Sales

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Is the Business Model prepared for Growth?

[Gil Belford](#) > Director, Corporate and Business Development at City Storage Systems

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

### 31<sup>st</sup> January (Wednesday)

11h00 > Mastermind Session:

"Finding ways NOT to give up and Move further"

[Nick Nedelchuk](#) > Founder of Localie (Alumni, 3rd Edition)

12h30 > End of session

### 1<sup>st</sup> February (Thursday) > Madeira Library

14h30 > Sustainability: Tourism Ecosystem in Madeira: Data, challenges & Opportunities

[Cora Teixeira](#) > Director of Services Tourism Qualification Services at Madeira Tourism Board

14h50 > Madeira Library: Speed Networking session with local industry players

[Cora Teixeira](#) (Sustainability), [Alexandra Viveiros](#) (Pestana), [Jhonathan Rodrigues](#) (Madeira Adventure Kingdom), [Luís Calado](#) (Madeira Friends), [Roland Bachmeier](#), [Rodrigo Rodrigues](#) (An Island Apart), [Javier Santos](#) & [Rubina Santos](#) (Manta), Savoy, [Pedro Mendes Gomes](#) (Luxury Charter Madeira), [Andreia Basilio](#) (University & Restaurants) & Júlio Pereira (Kampo & Akua), more local players to be announced

17h15 > End of the Day

### 2<sup>nd</sup> February

(work<sup>1</sup> & leisure<sup>2</sup>)

#### 1) Work:

> Working office space will be available from 9am to 10pm to all participants

> These days can be used for:

- daily work
- meetings
- contact with local business/clients
- press interviews
- test new features in Madeira with your Local Host help
- enjoy the retreat time to relax in Madeira
- ...

## RE-launch **GROWTH** (week4)

5<sup>th</sup> February > 9<sup>th</sup> February

**Topic:** Doing Business & Scale

**Deliverable:** Business Model & Growth

**Output:** Metrics & Measures | Vision & Mission

### 5<sup>th</sup> February (Monday) > KPIs

09h00 > Welcome

09h30 > Workshop: How to grow your sales?

[Bernardo Vasconcelos](#) > Sales professional, Coach and facilitator  
[20 minute/startup]

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

### 6<sup>th</sup> February (Tuesday) > Growth & Marketing

09h00 > Welcome & Warm-Up

09h30 > Workshop: Growth Hacking & Marketing

[Fernando Jardim](#) > Sales Manager at Startup Genome

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

### 7<sup>th</sup> February (Wednesday) > Opportunities & Investment

10h00 > Welcome & Flash Pitch

10h30 > Competitiveness on the Global Market

[Pedro Mello Breyner](#) > Executive Board Member at Portugal Ventures

11h30 > Tax & Management Consulting Industry | From Madeira to the World

[Nuno Coelho](#) > Director / Partner / Lawyer at MadIntax

12h00 > One-on-One Meetings I

13h00 > Lunch Break

14h00 > One-on-One Meetings II

18h00 > End of the day

### 8<sup>th</sup> February (Friday)

(work<sup>1</sup> & leisure<sup>2</sup>)

19h30 > MeetUp – After Work Networking

@Jaca Café

### 9<sup>th</sup> February

(work<sup>1</sup> & leisure<sup>2</sup>)

Events:

10<sup>th</sup> February (Saturday)

Carnival Parade @ Funchal

## RE-expand your **IMPACT** (week5)

12<sup>th</sup> February > 16<sup>th</sup> February

**Topic:** KPIs & Team Potential

**Deliverable:** Define and Measure Objectives & Foster Company Culture

**Output:** Growth | KPIs

12<sup>th</sup> February (Monday) > Prepare your Business Model to Scale

09h00 > Welcome & Warm-Up

09h30 > Workshop: Unlocking Growth Through the Power of Teams

[Miguel Alves Ribeiro](#) > Founder & CEO at SheerME.com

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

13<sup>th</sup> February (Tuesday) > Carnival Holiday

'Cortejo Trapalhão @ Funchal'

14<sup>th</sup> > February (Tuesday)

15<sup>th</sup> > February

12h30 > Community Lunch with Madeira Friends

16<sup>th</sup> February (Friday)

09h00 > Welcome

09h30 > Workshop: How to measure your business?

[Eduardo Sette Camara](#) > Managing Partner @ Trigr Ventures

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h00 > End of the Day

18<sup>h</sup> February (Sunday)

09h00 > Levada Walk (to be announced)

17h00 > End of the Day

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- press interviews
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- enjoy the retreat time to relax in Madeira
- ...

## RE-connect and GO (week6)

19<sup>th</sup> February > 23<sup>rd</sup> February

**Topic:** Pitch Rehearsal

**Deliverable:** Pitch Slide Deck & Future Steps

**Output:** Priorities after wrapping up Madeira Startup Retreat & Demo Day

### 19<sup>th</sup> February (Monday) > Pitch Practice

09h00 > Welcome & Set-UP

09h30 > Workshop: The amazing art of Pitching

[Salvador Burnay Barros](#) > Business Manager at Closer Consulting

11h30 > Mentoring One-on-One

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > Networking Sunset with 'Gaming Startup Retreat'

### 20<sup>th</sup> February (Tuesday)

09h00 > Welcome & Warm-UP

09h30 > Mentoring One-on-One & Pitch Practice

[Salvador Burnay Barros](#) > Business Manager at Closer Consulting

11h30 > Mentoring One-on-One

13h00 > Lunch Break

14h30 > Final Pitch Rehearsal

18h30 > End of the Day

### 21<sup>st</sup> February (Wednesday) > Demo Day

14h15 > Welcome

14h20 > The 6<sup>th</sup> Edition [by Startup Madeira]: Overview

14h25 > Talk: Upgrading Visitor Experience

Turismo de Portugal

14h45 > PITCH Sessions by startups\*

16h00 > Coffee-Break

16h20 > Talk: From a racing driver to an entrepreneur

[Tomás Caeiro](#) – Founder & Head of Programs @startUP23

16h35 > Talk: TBA

TBC

16h50 > Talk: TBA

TBC

17h05 > Talk: Future Innovation Challenges

[André Gonçalves](#) – Community Manager at NOVA SBE - Haddad Entrepreneurship Institute

17h20 > Madeira Living HUB!

[Carlos Soares Lopes](#) – CEO at Startup Madeira

17h45 – 20h00 > Happy Hour & Networking Session

### 22<sup>nd</sup> February

10h30 > What's after Madeira Startup Retreat?

[Salvador Burnay Barros](#) > Business Manager at Closer Consulting

[Micaela Vieira](#) > Project Manager at Startup Madeira

12h30 > WrapUp

### 23<sup>rd</sup> February

2<sup>nd</sup> Roadtrip & Farewell [09h00 – 18h30]