

## RE-shape the **FUTURE** (Week1)

4<sup>th</sup> > 8<sup>th</sup> February

**Topic:** Startup Assessment

**Deliverable:** 8-week plan

### 4<sup>th</sup> February (Monday) > Launch Event: Tourism & Travel Trends – The Next Frontier

13h30 > Check-in @ Colégio dos Jesuítas

14h30 > Retreat: The 2<sup>nd</sup> Edition (by Startup Madeira)

14h40 > Welcome to Madeira

Pedro Calado > Vice-president of Regional Government of Madeira

14h50 > Building a Travel & Tourism International Hub for Innovation

Cristina Salsinha > Turismo de Portugal

15h05 > The Entrepreneurship Scene in Portugal and in Europe

Miguel Muñoz Duarte > Head of NOVA SBE Venture Lab

15h20 > Master in Life Adventures - The World as a Classroom

Catarina Holstein > Master in Life Adventures

15h35 > Startup's Introduction

15h55 > Startup's new office!

16h10 > Coffee-Break

16h40 > Working Session with Startups:

Flash Pitch

Speed Dating with Local Host

18h40 > Networking

### 5<sup>th</sup> February (Tuesday) > Strategy & Business Diagnosis

09h00 > Welcome & Warm-up

Victor Micu > NOVA SBE Venture Lab

Tomás Abreu > NOVA SBE Venture Lab

10h00 > Team Building

12h00 > Talk: Team Assessment

Team current status, main challenges, main opportunities. Team dynamics: communication, leadership and feedback;

14h30 > Mentoring: Team Assessment

18h30 > End of the day

### 6<sup>th</sup> February (Wednesday) > Startup Team Status

09h00 > Welcome

09h30 > Talk: Business Model Assessment and Strategy

Joana Barba > Entrepreneurship Area Manager – NOVA SBE Venture Lab

Marta Egídio Pereira > Project Manager – NOVA SBE Venture Lab

14h30 > Mentoring: Session on Business Model Assessment

18h00 > 1st week's Leisure Activity Presentation

18h30 > End of the day

### 7<sup>th</sup> February (Thursday) > 8 Week Plan

09h00 > Welcome

09h30 > Building a plan, define objectives and KPI's

Joana Barba > Entrepreneurship Area Manager – NOVA SBE Venture Lab

Marta Egídio Pereira > Project Manager – NOVA SBE Venture Lab

12h00 > Tool for the 8 Week Plan

14h30 > Mentoring: Session on Thinking about the Future and Build the 8 Week Plan

17h30 > Next Steps...

18h30 > End of the day

### 8<sup>th</sup> February (Friday) > work<sup>1</sup>

## RE-design VALUE (week2)

11<sup>th</sup> > 15<sup>th</sup> February

**Topic:** Product Design

**Deliverable:** Product Roadmap

### 11<sup>th</sup> February (Monday)

- 09h00 > Welcome & Flash Startup's Pitch  
Intro: Bernardo Véstia > Former CMO in Inviita
- 09h30 > Customer segment revisit - How To  
How to Identify the Target Market of you Startup  
Market Segmentation Game
- 14h30 > Customer segment revisit - Hands On  
Market Segmentation Mix  
Create Customer Personas  
Create Customer Surveys
- 17h00 > Customer segment revisit - Show n' tell
- 18h30 > End of the day

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

- 09h00 > Welcome & Flash Startup's Pitch
- 09h30 > Workshop: Value Proposition Review  
Fernando Moreira > Founder – Angry Ventures  
Look at what you are offering customers. Is it solving a real problem? Is it enough? Is it too much?  
Is it clear for your customers?
- 14h30 > Mentoring
- 18h30 > Local Entrepreneur & Networking  
Mónica Viveiros > MadSea  
Linda Kajli Bettencourt > Nordic Walking Madeira
- 18h45 > End of the day

### 13<sup>th</sup> February (Wednesday)

- 10h30 > Welcome & Flash Startup's Pitch
- 11h00 > Seeding Ambition  
Miguel Barbosa > Investment Director Tourism BU – Portugal Ventures
- 12h00 > One-on-One Meetings I
- 13h00 > Lunch Break
- 14h30 > One-on-One Meetings II
- 18h00 > End of the day

### 14<sup>th</sup> February (Thursday)

- 10h00 > Welcome & Flash Startup's Pitch
- 10h15 > Tax Benefits at Madeira  
Nuno Coelho > Madintax
- 10h35 > Canada Market... Challenges & Partnerships  
Andrew Patricio > Biz Launch
- 10h55 > Business Angels Network  
Élia Vieira > Finy Ventures
- 11h15 > Meetings

### 15<sup>th</sup> February (work<sup>1</sup> & leisure<sup>2</sup>)

Work<sup>1</sup>:

Leisure<sup>2</sup>:

## RE-launch **GROWTH** (week3)

18<sup>th</sup> > 22<sup>nd</sup> February

**Topic:** Growth Hacking

**Deliverable:** Customer Acquisition Plan

### 18<sup>th</sup> February (Monday)

09h00 > Welcome & Flash Startup's Pitch

09h30 > Workshop: Growth Strategies & Tactics

Gil Belford > General Manager – Fever & Lisboa Secreta

How should your growth strategy look like? Is there a clear plan for it? What should be your next steps? What should be the long run strategy?

14h30 > Mentoring

18h30 > End of the day

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

09h00 > Welcome & Setup

09h30 > Workshop: Branding and Business Development

Rui Gouveia > Co-Founder & CIO – coMon Group

How strong is your brand? How important is to care about your brand? Is it communicating the right message?

14h30 > Mentoring

18h30 > Local Entrepreneur & Networking

Jeffrey De Gouveia > Hit the Road Tours

Pedro Mendes Gomes > Rota dos Cetáceos

18h45 > End of the day

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

09h00 > Welcome & Setup

09h30 > Workshop: Branding and Business Development

SRS Advogados

13h00 > End of the day

### 21<sup>st</sup> > 22<sup>nd</sup> February (work<sup>1</sup> & leisure<sup>2</sup>)

1) Work:

> Working office space will be available from 09h00 to 22h00 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

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2) Leisure:

> Each week we will disclosure a leisure activity for all participants

### 22<sup>nd</sup> February (Friday)

16h00 > Happy Friday @ Quinta Vigia

Invitation by the President of the Regional Government of Madeira

## RE-start **SOMETHING** (week4)

25th February > 1st March

**Topic:** Solution Sprint (for any subject your Startup needs to fast-track)

**Deliverable:** Prototype

### 25<sup>th</sup> February (Monday)

09h00 > Welcome & Flash Pitching

09h30 > Brief explanation of the 3 days

Joana Roquette > Assistant Project Manager – NOVA SBE Venture Lab

Teresa Mannebach > Teaching Assistant – NOVA SBE

10h00 > Sprint Day 1: Problem

Setting a Long-term goal: get optimistic - what is our vision? Why are we doing all of this?

Designing Sprint questions: get pessimistic - how could we fail? Turn fears into questions.

Making a Map: get realistic - who are our key players and how do they interact?

Picking a Target: get decisive - what will be the focus of the Sprint/the main problem we want to solve?

18h30 > End of the day

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

09h00 > Welcome & Setup

Joana Roquette > Assistant Project Manager – NOVA SBE Venture Lab

Teresa Mannebach > Teaching Assistant – NOVA SBE

09h30 > Sprint Day 2: Solution

Lightning Demos: get inspired - what is out there?

Solution Storming: get creative - what other ideas can we think of?

Crazy 8s: get sketchy - what can be 8 possible solutions?

Decision and Fine-tuning

18h30 > End of the day

### 27<sup>th</sup> February (Wednesday)

09h00 > Welcome & Warm-Up

Joana Roquette > Assistant Project Manager – NOVA SBE Venture Lab

Teresa Mannebach > Teaching Assistant – NOVA SBE

09h30 > Sprint Day 3: Build

Creating a Storyboard: get imaginative - what can be the story associated with our final solution?

Designing a Prototype: get innovative - how can our final solution look like?

Doing trial runs: get experimental - does our prototype work the way we want it to work?

18h30 > End of the day & Networking

### 28<sup>th</sup> February (Thursday)

10h00 > Baltazar Dias Municipal Theatre

Guided Visit to the Theatre

12h00 > Work<sup>1</sup>

### 1<sup>st</sup> March (work<sup>1</sup> & leisure<sup>2</sup>)

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## RE-boot your **ENERGY** (week5)

4<sup>th</sup> > 8<sup>th</sup> March

**Topic:** Time-off Week... To find some rest and enjoy some tourism yourself!

4<sup>th</sup> > 8<sup>th</sup> March (work<sup>1</sup> & leisure<sup>2</sup>)

### 1) Work:

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- > These days can be used for:
  - daily work
  - meetings
  - contact with local business/clients
  - press interviews
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  - enjoy the retreat time to relax in Madeira

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### 2) Leisure:

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

**Exclusive: We're planning special activities for this exciting week! Keep checking this calendar!**

#### **Tourist Entertainment Calendar**

26<sup>th</sup> February to 10<sup>th</sup> March > Entertainment in downtown Funchal

2<sup>nd</sup> March (evening) > Great Allegoric Carnival Parade

5<sup>th</sup> March (afternoon) > Slapstick Parade

## RE-discover **MONEY** (week6)

11<sup>th</sup> > 15<sup>th</sup> March

**Topic:** Doing Business

**Deliverable:** Financial Plan

### 11<sup>th</sup> March (Monday)

09h00 > Welcome

09h30 > Funding in Madeira  
Local Enterprises

13h00 > End of the day

### 12<sup>th</sup> March (Tuesday)

09h00 > Welcome & Setup

09h30 > Workshop: Startup Finances

Pedro Monteiro de Barros > Head of Finance – Codacy

What should you be taking care of in your finances? How to control? What to control? How to predict?

14h30 > Mentoring

18h30 > End of the day

### 13<sup>th</sup> March (Wednesday)

09h00 > Welcome & Setup

09h30 > Workshop: Funding in Portugal/Europe

Stephan Morais > Managing General Partner – Indico Capital Partners

How does the ecosystem look like? What are the opportunities and possibilities? Where to look for investment, when and how much? What are investors looking for?

14h30 > Mentoring

18h30 > End of the day

### 14<sup>th</sup> > 15<sup>th</sup> March (work<sup>1</sup> & leisure<sup>2</sup>)

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2) Leisure:

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## RE-invent your **IMPACT** (week7)

18<sup>th</sup> > 22<sup>nd</sup> March

**Topic:** Pitch & Impact Training

**Deliverable:** Pitch Slide Deck

### 18<sup>th</sup> March (Monday)

09h00 > Welcome & Flash Startup's Pitch

09h30 > Workshop: How to Pitch v1

Diogo Silva > Creative Collaborator for Sustainable Development – imatch

How to make a great Pitch that is true to yourself, your brand and your business? How to build a Pitch that conquers the audience and gives a first good impression to investors?

14h30 > Workshop: How to Impact

Jesper Carvalho Andersen > Globalizer & Capitalizer

How to present yourself in a meeting? How to speak, how to start a conversation? How to network?

18h30 > End of the Day

### 19<sup>th</sup> March (Tuesday)

09h00 > Welcome & Warmup

09h30 > Workshop: How to Pitch v2

Diogo Silva > Creative Collaborator for Sustainable Development - imatch

14h30 > Mentoring

18h30 > End of the day

### 20<sup>th</sup> > 22<sup>nd</sup> March (work<sup>1</sup> & leisure<sup>2</sup>)

#### 1) Work:

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...

#### 2) Leisure:

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## RE-connect and GO (week8)

25<sup>th</sup> > 29<sup>th</sup> March

Topic: Pitch Rehearsal

### 25<sup>th</sup> March (Monday)

09h00 > Welcome & Flash Startup's Pitch

09h30 > Workshop: Review your Pitch Tone and Body Language

Francisco Brazão > Vocal Coach

How to improve your body language, and voice? How to communicate clearly and show confidence?

14h30 > Mentoring: Rehearsal of-stage

18h30 > End of the Day

### 26<sup>th</sup> March (Tuesday)

09h00 > Welcome & Flash Startup's Pitch

09h30 > Workshop: Review your Pitch presentation

Miguel Muñoz Duarte > Head of NOVA SBE Venture Lab

José Damião > Science Park Manager - Madan Parque

14h30 > Mentoring: Rehearsal on-stage

18h30 > End of the Day

### 27<sup>th</sup> March (Wednesday) Demo Day – "Tourism and Travel Startups – The Challenges"

09h00 > 13h00

Agenda is uploading...

#### > Startups:

BookBySlot (India)

CycliGO! (Lithuania)

Envirate (Finland)

Flyright (USA)

Instaviagem (Brazil)

placeme.pl (Poland)

Portugal Farm Experiences (Portugal)

Totte (Spain)

Yoospot (UK)

#### > Talks on Stage:

Startup Madeira

Sérgio Guerreiro (Turismo de Portugal)

Miguel Muñoz Duarte (NOVA SBE)

Euclides Major (Ozzy Ride)

14h30 > 17h00

Agenda is uploading...

### 28<sup>th</sup> March (Thursday)

14h30 > Feedback Final Meeting

18h00 > Program End Party

### 29<sup>th</sup> March (Friday)

Free Day to say Farewell