

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

4th > 8th February

Topic: Startup Assessment

Deliverable: 8-week plan

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

13h30 > Check-in @ Colégio dos Jesuítas

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

14h40 > Welcome to Madeira

Paula Cabaço > Secretariat of Tourism and Culture

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

5th 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

6th 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

7th 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

8th February (Friday) > work¹

RE-design **VALUE** (week2)

11th > 15th February

Topic: Product Design

Deliverable: Product Roadmap

11th 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

12th 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

13th 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

14th 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

15th February (work¹ & leisure²)

Work¹:

Leisure²:

RE-launch **GROWTH** (week3)

18th > 22nd February

Topic: Growth Hacking

Deliverable: Customer Acquisition Plan

18th 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

19th February (Tuesday)

09h00 > Welcome & Flash Startup's Pitch

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

Pedro Mendes Gomes > Rota dos Cetáceos

18h45 > End of the day

20th February (Wednesday)

11h30 > EnviRating Workshop

Startup Envirate > Petri Tuhkanen

12h45 > Workshop finale

14h30 > Talk: Investment Process in Startups

Paulo Bandeira > Partner at SRS Advogados

16h00 > Talk: Madeira – Best Location for your Business

Cristina Dionísio > Consultant Lawyer at SRS Advogados

18h30 > End of the day

21st > 22nd February (work¹ & leisure²)

22nd 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

25th 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

26th 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

27th 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

28th February (Thursday)

10h00 > Baltazar Dias Municipal Theatre

Guided Visit to the Theatre

12h00 > Work¹

15h00 > Workshop: Yoospot – PLAY to WIN!

Startup Yoospot

16h00 > Work¹

1st March (Friday)

08h45 > Dolphins & Whales Watching

Rota dos Cetáceos – Meeting Point: Marina Shopping

11h45 > Work¹

MADEIRA STARTUP RETREAT



www.retreat.startupmadeira.eu

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

4th > 8th March

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

4th > 8th March (work¹)

1) Work:

> Working office space will be available from 09h00 to 22h00 to all participants [expect on Tuesday, March 5th]

> 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
- ...

6th March (Wednesday)

10h00 > Krav Maga

Ana Gouveia - Local Host

11h30 > Work¹

Tourist Entertainment Calendar

26th February to 10th March > Entertainment in downtown Funchal

2nd March (evening) > Great Allegoric Carnival Parade

5th March (afternoon) > Slapstick Parade

RE-discover **MONEY** (week6)

11th > 15th March

Topic: Doing Business

Deliverable: Financial Plan

11th March (Monday)

09h00 > Welcome & Startup Pitch

09h30 > Let's talk Corporate @ Madeira

Expedita

Xis Group

Regional Government of Madeira's Visit

14h30 > Madeira Senses: Globalização Gastronómica*

Chef Octávio Freitas

16h00 > Work¹

12th March (Tuesday)

09h00 > Welcome & Startup Pitch

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 > Local Entrepreneur & Networking

Jeffrey De Gouveia > Hit the Road Tours

13th March (Wednesday)

09h00 > Welcome & Startups Pitch

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

14th March (Thursday)

10h00 – Welcome to Altice

@ Altice Madeira - Funchal

10h10 – ENTER

10h30 – Startup's Pitch

12h00 – End of the Visit

13h00 > Lunch Break

14h30 > Peddy Paper

Sara Morais – Local Host

Ricardo Faia – Local Host

17h00 > Work¹

15th March (Friday)

11h00 > Workshop > Unskippable

Startup Instaviagem - Best tips to develop your Instagram account

13h00 > Work¹

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

18th > 22nd March

Topic: Pitch & Impact Training

Deliverable: Pitch Slide Deck

18th March (Monday)

09h00 > Welcome

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

19th March (Tuesday)

09h00 > Welcome & Warmup

09h30 > Workshop: How to Pitch v2

Diogo Silva > Creative Collaborator for Sustainable Development - imatch

14h30 > Mentoring one-on-one

Diogo Silva & Jesper Carvalho Andersen

18h30 > End of the day

20th March (Wednesday)

10h00 > Mindfulness

Joana Passos – Local Host

12h00 > From Local to GLOBAL

Rui Dantas Rodrigues – Terminal 7

13h00 > Work¹

14h30 > Portuguese Music

Vítor Sardinha

15h30 > Work¹

21st March (Thursday)

Work¹

22nd March (Friday)

09h00 > RoadTrip – V2

Meeting Point – Funchal Courthouse

09h30 > Startup Madeira

Discover Startup Madeira and its Incubator

10h30 > M-iti

11h00 > Back to the Bus

The road trip continues around the north and east coast

19h00 > Back to Funchal

RE-connect and GO (week8)

25th > 29th March

Topic: Pitch Rehearsal

25th 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

26th 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

Euclides Major > OZZY Ventures

14h30 > Mentoring: Rehearsal on-stage

18h30 > End of the Day

27th March (Wednesday) Demo Day – "Tourism and Travel Startups – The Challenges"

14h15 > Welcome @ Museu Casa da Luz

14h30 > Interlocking Two Months: The 2nd Edition [by Startup Madeira]

14h35 > From Madeira to the World!

Pedro Calado > Vice president of the Regional Government of Madeira

14h50 > Our startups*

BookBySlot (India)

CycliGO! (Lithuania)

Envirate (Finland)

Flyright (USA)

Instaviagem (Brazil)

Placeme.pl (Poland)

Portugal Farm Experiences (Portugal)

Totte (Spain)

Yoospot (UK)

16h10 > Taking an hotel online experience to the next level...

Pedro Colaco > GuestCentric

16h30 > Mobile travel trends & solutions

Filipe Freitas > Altice

16h50 > Digital content in real-time

Pedro Figueiredo > Wall-i

17h10 > Envisioning the Tourism of the future

Euclides Major > OZZY Ventures

17h30 > Closing Event

Miguel Muñoz Duarte > Head of NOVA SBE Venture Lab

Cristina Salsinha > Turismo de Portugal

18h10 - 18h30 > Networking Session

28th March (Thursday)

10h00 > Feedback Final Meeting

11h00 > Live Cooking with Chef Octávio Freitas

@ Hotel Four Views Baia

14h30 > Work¹

29th March (Friday)

Free Day to say Farewell