

RE-shape your FUTURE (Week0)

6th > 8th October

Topic: Startup Assessment

Deliverable: 6-week plan

Output: Build a plan for the program

6th October (Wednesday) > Welcome to Madeira Startup Retreat

14h00 > Check-in @ Colégio dos Jesuítas

14h30 > Retreat: The 4th Edition

14h40 > Madeira – Your new home!

14h50 > Portugal Tourism Innovation Hub

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

15h05 > Growing Skills, Network, and Businesses in Madeira Islands

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

15h30 > Startups: The Class of 2021

Carlos Soares Lopes > CEO – Startup Madeira

15h55 > Office Disclosure

16h00 > Break

16h15 > Working Session with Startups

Team's Get to Know [warm-up]

[Joana Barba](#) > Program and Community Manager at Haddad Entrepreneurship Institute

17h10 > Flash Pitch | Speed Dating with Local Host

17h40 > Expectations for the program

18h15 > End of the Day

7th October (Thursday) > Team and Self-Assessment

09h00 > Welcome & Set-UP

09h30 > Warm-up

10h00 > Self-Assessment

[Catarina Holstein](#) > Team Dealer – NOVA SBE

11h30 > Team Assessment

13h00 > Lunch Break

14h30 > Sum-up and main conclusions | Sharing

17h30 > Preparation for day 3 [Short Intro]

[Joana Barba](#) > Program and Community Manager at Haddad Entrepreneurship Institute

18h30 > End of the Day

8th October (Friday) > Pitch Assessment

09h00 > Welcome & Warm-UP

09h30 > Intro for the Day

[Joana Barba](#) > Program and Community Manager at Haddad Entrepreneurship Institute

10h00 > Pitch

11h30 > Mentors Madness Online

[[António Marinho Torres](#), [Euclides Major](#), [João Castro](#), [Marta Sousa Pires](#), [Mariana Baptista](#), [Miguel Alves Ribeiro](#), [Salvador Burnay Barros](#)]

13h00 > Lunch Break

14h30 > Goals [Intro]

15h00 > Teams work on the Big Goal

15h30 > Share and receive new Instructions

16h00 > Work on the objectives

16h30 > Instructions & Outcomes

17h00 > Teams work on KPI's

17h30 > Setting Actions & Steps

18h00 > Sum-UP & Wrap-UP

RE-design **VALUE** (week1)

11th October > 15th October

Topic: Customer & Value Proposition

Deliverable: Review Creation & Communication

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

11th October (Monday) > Value Creation

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Customer Definition and Customer Journey

[Manuel Melo](#) - Team Leader @ Business Transformation at NOVA SBE

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

12th October (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

18h30 > End of the Day

13th October (Wednesday)

09h30 - 10h30 > Zen Moment

13th > 15th October (work¹ & leisure²)

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** (week2)

18th > 22nd October

Topic: Product Strategy & Sales

Deliverable: Line Up Product Value & Sales Framework

Output: Review Product & Sales Strategy

18th October (Monday) > Product Strategy 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

18h30 > End of the Day

19th October (Tuesday) > Improve Sales

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Unlocking the Power of Sales

[Helga Saraiva-Stewart](#) – Exec. Director at Nova SBE Sales Lab

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

20th October (Wednesday) > Investment

09h30 > Local Entrepreneur: Conscious & Authentic Travel

[Linda Kajli Bettencourt](#) > Madeira With Linda

10h00 > Welcome

10h10 > Competitiveness on the Global Market

[Miguel Barbosa](#) > Investment Director Tourism BU – Portugal Ventures

11h30 > One-on-One Meetings I

13h00 > Lunch Break

14h00 > One-on-One Meetings II

18h30 > End of the day

21st > 22nd October (work¹ & leisure²)

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-launch **GROWTH** (week3)

25th > 29th October

Topic: Doing Business & Scale

Deliverable: Business Model & KPIs

Output: Metrics & Measures | KPIs | Team | Goals | Vision & Mission

25th October (Monday) > Prepare your Business Model to Scale

09h00 > Welcome

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

[Gil Belford](#) > Head of Strategic Partnerships – Stealth Startup

12h45 > Local Entrepreneur: Creating Genuine Experiences

[Jeffrey Gouveia](#) > Hit the Road Madeira

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

26th October (Tuesday) > KPI's

09h00 > Welcome

09h30 > Workshop: KPI's

[Tiago Araújo](#) > CEO & Co-founder – HiJiffy

13h00 > Lunch Break

14h30 > Mentoring One-on-One I

15h20 > Mentoring One-on-One I

18h30 > End of the Day

28th October (Thursday) > Madeira Library

14h30 > Madeira Library | Networking Session with the sector

Alexandra Viveiros (Hotel & Events Sector); [Bárbara Rodrigues](#) (Marketing & Communication);

[Carlos Soares Lopes](#) (Entrepreneurship & Ecosystem); Cátia Caires (Tourism); [Filipe Janeiro](#)

(Gastronomy); [Jhonathan Rodrigues](#) (Leisure & Activities); [Lúcia Gonçalves](#) (Seamless Tourism &

Technology); [Luís Calado](#) (Sport & Community); [Maurício Marques](#) (Blockchain, Culture &

Tourism), [Philippe Moreau](#) (Regenerative Tourism & Sustainability)

16h30 > End of the Day

27th - 29th October (work¹ & leisure²)

1) Work:

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

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- daily work
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- 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-experience **BLEISURE** (week4)

1st > 5th November

Topic: Business & Leisure

Deliverable: Re-boost your Energy & Increase your Network

Output: Meetings with (*future*) clients; Network Events; Leisure Activities; Web Summit

1st > 5th November (work¹ & leisure²)

Note: WebSummit will take place in Lisbon, from the 1st – 4th November 2021

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-expand your **IMPACT** (week5)

8th > 12th November

Topic: Team Potential & Growth

Deliverable: Foster Company Culture & Define and Measure Objectives

Output: Growth | Define & Measure Objectives

8th November (Monday) > Maximise your Team Potential

09h00 > Welcome & Flash Pitch

09h30 > Workshop: All about People > Attract, Motivate & Retain

[Cécile Labat](#) > Country Manager Portugal – Ignition Program

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

9th November (Tuesday) > Growth Hacking

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Growth Hacking & Marketing

[Fernando Nahat Jardim](#) > Founder – Tripr

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

10th November (Wednesday)

09h30 > Gathering Needs with Startup Madeira

11h00 > Local Entrepreneur: Dolphing Watching

[Pedro Mendes Gomes](#) > Rota do Cetáceos

12h00 > Official Governmental Visit (Regional Secretary of Economy, Universidade da Madeira and AJEM)

12th November (Friday)

16h30 > International Celebration @ Office

11th > 12th November

1) Work:

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- 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-connect and GO (week6)

15th > 19th November

Topic: Pitch Rehearsal

Deliverable: Pitch Slide Deck & Future Steps

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

15th November (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 > End of the Day

16th November (Tuesday)

09h00 > Welcome & Warm-UP

09h30 > Workshop: What's Next after Madeira Startup Retreat?

[António Nabais de Carvalho](#) – Coordinator @ Haddad Entrepreneurship Institute

11h30 > Mentoring One-on-One

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h30 > End of the Day

17th November (Wednesday) > Demo Day

14h15 > Welcome

14h20 > The 4th Edition [by Startup Madeira]: Overview

14h25 > Talk: Tourism Strategy in a Disrupting World

[Sérgio Guerreiro](#) - Senior Director, Knowledge Management & Innovation at Turismo de Portugal

14h45 > Our startups*

Boser (Portugal)

CoworkIntel (Spain)

Globe4all (Russia)

Nomad Stays (France)

RemoteCamp (Russia)

RouteRavel (Estonia)

Table4one (Ireland)

Travel Buddy INC. (USA)

Travel Class (Russia)

Tryp.com (Denmark)

15h55 > Madeira Living HUB!

Miguel Albuquerque – President of the Regional Government of Madeira

16h00 > Coffee-Break

16h20 > Talk: Improving Business, Growth, and Marketing Strategies!

[João Freitas](#) - Director of Growth & Partnerships at Host Hotel Systems

16h35 > Talk: Sustainable Solutions with Digital Bridges

[Kate Wolfenden](#) – Co-Founder 103 Ventures

16h50 > Talk: Irreverent Hotels VS Classic Hotels

[Henrique Tiago de Castro](#) – General Manager at MAMA Shelter

17h05 > Future Innovation Challenges

[António Nabais de Carvalho](#) – Coordinator at Haddad Entrepreneurship Institute

17h20 > From Madeira to the World

Carlos Soares Lopes – CEO at Startup Madeira

17h45 – 18h00 > Networking Session

17th > 19th November (work¹ & leisure²)