

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

9th > 13th February

Topic: Startup Assessment – Strategy and Business Diagnosis

Deliverable: 6-week plan

Output: Self & Team Assessment | Business Diagnosis (State of the Art) | Pitch Assessment & Goals' definition

9th February (Monday) > Welcome to Madeira Startup Retreat

14h00 > Check-in @ Colégio dos Jesuítas

14h30 > Retreat: The 7th Edition

14h40 > Madeira – Your new home!

14h50 > Portugal Tourism Innovation Hub

[Filipa Silva](#), Innovation Project Manager @ Turismo de Portugal

15h05 > Talk: Why sustainable tourism needs ethical marketing: The AI question

[Yuval Ackerman](#), CEO @ Ethical Emails

15h30 > Startups: The Class of 2026

[Carlos Soares Lopes](#), CEO @ Startup Madeira

15h55 > Office Disclosure

16h00 > Break

16h15 > Working Session with Startups

Team's Get to Know

[Maria Eugénia Mascarenhas](#), Associate Director @ NOVA SBE Haddad Entrepreneurship Institute

17h10 > Flash Pitch | Speed Dating with Local Host

17h40 > Expectations for the program

10th February (Tuesday) > Team and Self-Assessment

09h00 > Welcome & Set-UP

09h30 > Warm-up

10h00 > Self-Assessment

[Marta Pereira](#), Founder, Coach & Facilitator @Elephant Answer

11h30 > Team Assessment

13h00 > Lunch Break

14h30 > Sum-up and main conclusions | Sharing

18h30 > End of the Day

11th February (Wednesday) > Mentor Madness & Pitch Assessment

09h00 > Welcome & Warm-UP

09h30 > Intro for the Day

[Maria Eugénia Mascarenhas](#), Associate Director @ NOVA SBE Haddad Entrepreneurship Institute

12h00 > Intro to the Mentor Madness Exercise

13h00 > Lunch Break

14h30 > Mentors Madness

18h30 > End of the Day

12th February (Friday) > Goals & KPI's

09h00 > Welcome & Warm-UP

09h30 > Goals

[Maria Eugénia Mascarenhas](#), Associate Director @ NOVA SBE Haddad Entrepreneurship 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

13th February (Friday)

Free day to Work & Gathering Needs

14th February (Saturday)

1st Roadtrip [09h00 – 19h30]

Events: Carnival

Parade @Funchal

RE-design **VALUE** (week2)

16th > 20th February

Topic: AI-Driven Value Creation & Brand Communication

Deliverable: Review Creation & Communication

Output: Customer Experience & AI-Driven Value Creation | Digital Storytelling & Brand Communication

16th February (Monday) > AI Driven Value Creation

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Customer Experience & AI-Driven Value Creation

[Shadia Yazdan](#), CEO @ SY Strategy

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

17th February (Tuesday) > Carnaval Break

Cortejo Trapalhão @ Funchal

Working Space will be closed all day

18th February (Wednesday)

Working Space will be closed all morning

14h15 > Welcome

14h30 > Workshop: AI powered experiences

With participants, locals and expats

17h00 > End of session

19th February (Thursday) > Value Communication

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Digital Storytelling & Brand Communication

[Patrícia Soares da Costa](#), CEO and Branding Consultant @ MARQUINISTA

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

20th February (Friday)

(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

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2) Leisure:

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

RE-align **STRATEGY** (week3)

23rd February > 27th February

Topic: Product Strategy and Business Growth

Deliverable: Line Up Product Value & Sales Framework

Output: Building a Product that Maximizes Value and Scales | Is the Business Model prepared for Growth?

23rd February (Monday)

10h00: Welcome | Visit of Portugal Ventures

[Marco Neves](#), CEO @ Portugal Ventures

11h00: Masterclass: The Agentic Playbook: How to build an AI-first startup

Why AI-first? | Practical framework for AI and automation implementation | Case studies and practical internal examples | Live demo | Q&A and live building

[Martin Hýravý](#), Startup Program @ Make

12h00: Lunch Break

14h00: Co-Create Lab | Academia & Startup | with University of Madeira

Session "Connecting Students & Startups Through Real Challenges"

Phase 1: Challenges Presentations (40 minutes)

Phase 2: Solutions Co-creation (1h30)

Phase 3: Pitch & Feedback

17h00: End of day

24th February (Tuesday) > Prepare your business model to scale

09h00 > Welcome & Warm-Up

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

[Gil Belford](#), Director Corporate Business Development @ City Storage Systems

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

25th February (Wednesday) > Citizen Circle

10h00 > Welcome Coffee and Speed Networking Session

10h10 > Startup Madeira' Presentation

[Micaela Vieira](#), Project Manager @ Startup Madeira

10h20: Citizen Circle - Introduction

[Tim Chimoy](#), Founder @ Citizen Circle

10h30: Matchmaking Session

12h00: Closing session

26th February (Thursday) > Madeira Library

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

Speaker (TBA)

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

Guests (TBA)

17h15 > End of the Day

27th February (Friday) > Product Roadmap Review

09h00 > Welcome & Warm-Up

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

[Eliano Marques](#), Founder & Investor @ Datamentors

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

RE-launch **GROWTH** (week4)

2nd March > 6th March

Topic: Scaling UP

Deliverable: Sales Strategy and Growth Hacking

Output: Unlocking the Power of Sales | Growth Hacking Advanced

2nd March (Monday) > Metrics and Measures

09h00 > Welcome & Warm-Up

09h30 > Workshop: Unlocking the Power of Sales

[Miguel Alves Ribeiro](#), Founder & CEO @ sheerME

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

3rd March (Tuesday) > Growth Hacking

09h00 > Welcome & Warm-Up

09h30 > Workshop: Growth Hacking advanced

[Fernando Jardim](#), Ecosystem Developer @ Startup Genome

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

4th > 6th March

(work¹ & leisure²)

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 - enjoy the retreat time to relax in Madeira

2) Leisure:

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

9th March > 13th March

Topic: Team Potential & Expansion

Deliverable: Leadership for Impact | Partnerships for expansion

Output: Building High-Impact Teams & Turning Partnerships into Growth

9th March (Monday) > Team Potential and Leadership

09h00 > Welcome & Warm-Up

09h30 > Workshop: Building High-Impact Teams

[Paula Marques](#), Director for Future of Work @ Executive Education at NOVA

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h30 > End of the Day

10th March (Tuesday) > Growing and Expanding

09h00 > Welcome

09h30 > Workshop: Turning Partnerships into growth

[Tim Ward](#), Founder @ Bid Buddy Pro

13h00 > Lunch Break

14h30 > Mentoring One-on-One

[20 minute/startup]

18h00 > End of the Day

11th > 12th March

(work¹ & leisure²)

13th March (Friday) > By Madeira Impact Collective

14h00 > Welcome & Introduction

Finalists of [Madeira Impact Collective](#) & Madeira Startup Retreat

Hackathon

Presentations

Networking

18h00 > End of the Day & Happy Hour

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 - contact with local business/clients
 - press interviews
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2) Leisure:

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RE-connect and GO (week6)

16th March > 20th March

Topic: Pitch Rehearsal

Deliverable: Pitch Slide Deck & Future Steps

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

16th March (Monday) > Pitch Practice

09h00 > Welcome & Set-UP

09h30 > Workshop: The amazing art of Pitching

[Brian Tam](#), Founder, Consultant & Coach @ Let's Make Great!

11h30 > Mentoring One-on-One

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h00 > End of the Day

17th March (Tuesday)

09h00 > Welcome & Warm-UP

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

[Brian Tam](#), Founder, Consultant & Coach @ Let's Make Great!

11h30 > Mentoring One-on-One

13h00 > Lunch Break

14h30 > Final Pitch Rehearsal

18h30 > End of the Day

18th March (Wednesday) > Demo Day

14h15 > Welcome

14h20 > The 7th Edition [by Startup Madeira]: Overview

14h25 > Talk: Upgrading Visitor Experience

[Sérgio Guerreiro](#), Senior Diretor @ Turismo de Portugal

14h45 > PITCH Sessions by startups

Apollo: Turismo Outdoor

Ciceru

eTrilhas

HISTOR.IAR

HotelBuddy

Passabot

Simplifyer

The Regenerative Tourism

Tripio.co

Tripnly

Volvero

16h00 > Coffee-Break

16h20 > Talk:

Speaker (TBA)

16h35 > Talk:

Speaker (TBA)

16h50 > Talk:

Speaker (TBA)

17h05 > Talk: Future Innovation Challenges

[Carla Portela](#), Executive Director @ NOVA SBE Haddad Entrepreneurship Institute

17h15 > Madeira Living HUB!

[Carlos Soares Lopes](#), CEO @ Startup Madeira

17h30 – 20h00 > Happy Hour & Networking Session

@ tba

19th March (Thursday)

10h30 > What's after Madeira Startup Retreat?

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

Mentor (TBA)

12h30 > WrapUp

20th March (Friday)

tba