

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 with:

[Carlos Neto](#) (VC Bright Pixel); [Cintia Mano](#) (Business Angel); [Cosme Del Olmo Torrent](#) (Angel Investor); [José Maia](#) (August One); [José Marques](#) (ex-venture partner); [Nina Simone Franke](#) (Baby VC); [Simone Siebra](#) (Business Angel);

18h30 > End of the Day

12th February (Thursday) > 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 – 18h45]

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

[Shadi 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) > with Google Developer Group Madeira community

Working Space will be closed all morning

14h15 > Welcome

14h30 > Peer-2-Peer Masterclass | AI / Tech Powered Experiences

With participants & locals

16h00 > 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)

09h00: Welcome Coffe & Working Time

10h00: Co-Crete Lab I | Academia & Startup | with University of Madeira (Tourism)

Session "Connecting Students & Startups Through Real Challenges" | Tourism Edition

Phase 1: Challenges Presentations (30 minutes)

Phase 2: Solutions Co-creation (1h)

Phase 3: Pitch & Feedback (30 minutes)

12h15: End of Session

> Lunch Break

14h30: Leisure Activity:

Ciceru City Tour

Picnic @ Parque Santa Catarina

17h00: End of day

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 II | Academia & Startup | with University of Madeira (Management + Languages And Business Studies)

Session "Connecting Students & Startups Through Real Challenges" | Business Edition

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

12h15 > 16h30: (work1 & leisure2)

16h30: [Webinar](#): From AI Prompts to Revenue: A Practical GTM Playbook for Startups [online]

By HubSpot for Startups | Zoya Estey (Founder and CEO @ Zestey Consulting) & Stefany Ludeña - Head of HubSpot for Startups Iberia, Benelux, Italy

26th February (Thursday) > Madeira Library

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

[Élvio Camacho](#)

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

[Abel Lucas](#) (Short/Mid Term Rentals), [Anselmo Nóbrega](#) (Sustainable Mobility); [Carlos Soares](#)

[Lopes](#) (Entrepreneurial Ecosystem); [Lígia Gonçalves](#) (Tech & Mobile Solutions) [Luís Calado](#)

(Communities); [João Paulo Rodrigues](#) (Hotels); [Ricardo da Silva Araújo](#) + [André Encarnação](#)

(Funchal - Tourism, Economy & Market); [Rubina Macedo](#) (Travel Agency) and [Sandra Faria](#) (Blue Economy).

17h15 > End of the Day

27th February (Friday) > Work & Leisure

09h00 > Work & leisure

13h00 > Lunch Break

14h30 > Guided tour to Arts & Crafts museum > Madeira wine tasting @ D'Oliveiras

18h00 > 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 > 5th March

(work¹ & leisure²)

6th March (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

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)

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 March (Wednesday) > Work & Leisure

10h00 > Catamaran Trip by VMT Madeira

13h30 > Lunch Break

14h30 > Work & leisure

18h00 > End of the Day

12th March (Thursday) > Work & Leisure

09h00 > Work & leisure

13h00 > Lunch Break

14h30 > Walking Free Tour (meeting point Colégio Jesuítas)

18h00 > End of the Day

13th March (Friday) > By Madeira Impact Collective

10h30 > Sharing is Caring: Local Hosts Presentation

11h30 > Pre-briefing for last week

12h00 > Lunch Break

14h00 > Welcome & Introduction

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

Hackathon

Presentations

Networking

18h00 > End of the Day & Happy Hour

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-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

14h00 > Welcome Check-In

14h15 > The 7th Edition [by Startup Madeira]: Overview

14h25 > Talk: Future of Agentic and Physical AI > From agents to reality

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

14h40 > PITCH Sessions by startups

Apollo: Turismo Outdoor

Ciceru

eTrilhas

HotelBuddy

Passabot

Simplifyer

The Regenerative Tourism

Tripio.co

Tripnly

Volvero

16h00 > Coffee-Break

16h20 > Talk: The role of technology in sustainability and social impact

[Lúgia Gomes](#), Chief of Staff @Amplify: Good | co-Founder @Nomads & Pirates and @Peggada

16h35 > Talk: Start maximizing potential with AI

[Carlos Bleck de Siqueira](#), Sales Account Executive @ FRANK

16h50 > Talk: Upgrading Visitor Experience

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

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)

(work¹ & leisure²)

MADEIRA STARTUP RETREAT



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