

PORTIMÃO IS POSSIBILITY

*A Guide
and Workbook
for Entrepreneurs*

1ST EDITION

PORTIMÃO IS POSSIBILITY

"Many times, as an entrepreneur, you go down on the mat, but, as a good entrepreneur, you have to stand up again and keep fighting."

Tim Vieira

CEO of Bravegeneration

A little bit more about this book.

We are here for you.
The first pages of this book demonstrate reasons why you would want to center your new endeavor in Portimão.
The second section will help you consider basic questions around entrepreneurship.

Technical Info

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WHY PORTIMÃO?

Portimão has opportunities for entrepreneurs with a wide range of skills and interests. From real estate to tech to tourism, from the local cafe to the design firm to the five star hotel, Portimão means possibility.



Isilda Gomes

Mayor

Câmara Municipal de Portimão



Luis Matos Martins

CEO

Territórios Criativos

The creation of Startup Portimão and the Business Center is a dream come true and, above all, it's a very important step in supporting the dreams of young entrepreneurs and all those who want to accelerate their business and design their future in Portimão.

In addition to the infrastructure that supports the entrepreneurial ecosystem, this hand-book explores the existing opportunities in the municipality that can improve the experience of entrepreneurs who chose Portimão as a place to develop their businesses: Uniquely beautiful beaches, universities, diverse cultural opportunities, excellent gastronomic experiences, and a great quality of life.

We are available to welcome to Portimão, with open arms, entrepreneurs who have innovative and creative ideas!

This guide symbolizes another step for Startup Portimão in supporting entrepreneurs in the development of their business.

It is a practical, quick, reference manual with contacts and useful tips for entrepreneurs, ranging from how to manage time and energy, to more technical topics like preparing a pitch or a business plan or even creating a financial map.

In addition, it provides exercises designed to encourage entrepreneurs to reflect on themselves as entrepreneurs and on aspects intrinsic to their business, such as associated risks, legal questions, investor profiles, and partner engagement.

We are available at Startup Portimão to support anyone who wishes to be an entrepreneur in Portimão. See you soon!

WHY PORTIMÃO?

Think about a destination. What do you want?

✓ BUSINESS INFRASTRUCTURE AND SUPPORT

Portimão offers: the Portimão Business Center and Startup Portimão.

✓ UNIVERSITIES

Portimão offers: the University of Algarve and ISMAT, both working to enhance sustainable business in the region.

✓ NATURAL BEAUTY

Portimão offers: kilometers of stunning ocean views and easy access to parks.

✓ CULTURAL OPPORTUNITIES

Portimão offers: museums and events that celebrate the region's rich history and exciting present year round.

✓ CUIZINE

Portimão offers: delicious, locally sourced foods, as well as cuisines from around the world.

✓ AFFORDABILITY

Portimão offers: a very reasonable cost of living.

✓ EASE OF TRAVEL

Portimão offers: an international airport, easy drives from several large cities, and a port that welcomes ships from many destinations.

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CONSIDER the GOOD LIFE

Drag your finger down a map to the southern coast of Portugal: There, where the blue ocean meets the green, arid land, you will find Portimão. Portimão is known for the genuine hospitality of its people and the beauty of its shoreline. Come to Portimão and you will discover cuisine and activities that offer a rich experience for inhabitants and visitors alike.

With engaging cultural outlets, sunlit beaches, and reasonable cost of living, it is no wonder that Portimão is a burgeoning hot-spot for entrepreneurs and investors alike. From the speed of the Autodrome



What makes Portimão a good place to invest is that it is a great place with great people, great weather, and we are in the centre of the world, so why not Portimão?

Tim Vieira
CEO of Bravegeneration



racetrack to the lapping of the ocean waves, you can choose your pace of life and find people to welcome and support you and your work.

One of the larger cities in the Algarve region, Portimão is known as a destination for tourists traveling from other parts of Portugal and beyond. Millions of visitors come each year, creating ample business opportunities. Those that decide to stay and call Portimão home find a city driving towards specific and focused development. Whether you are looking for a new place to live, simply want to visit your new business, or want a fresh location from which to telecommute, Portimão has a whole lot you will want to get to know.



PORTIMÃO HAS AROUND **56,000**
INHABITANTS AND **HOSTS**
MILLIONS OF VISITORS
EACH YEAR

Source: INE, census 2011



In my opinion, Portimão is in a region with great potential: The Algarve. Because of the tourist flow, the variety and diversity of consumers passing through the region, it is an interesting place.

João Bacalhau

Founder and CEO of Varzeamar SA/ Algar Experience

Portimão is a fantastic place! It's great to wake up every morning and go to work. Everything is just 10 minutes away.

Paulo Pinheiro

CEO of Algarve's International Autodrome



If you still have doubts, let the facts speak for themselves. Portimão is Europe's second safest vacation destination and Portugal is among the safest in the world. Our crime rate is one of the lowest in the world, a topic discussed during the seminar "Algarve, a Destination Insurance", which took place in April 2019 in Portimão.



- PORTIMÃO IS LOCATED IN WESTERN ALGARVE AND COVERS AN AREA OF **181.6KM²**
- IT'S POPULATION DENSITY IS **303.2 HAB/KM²**



Any initiative that creates something new can leverage the success of the region.

João Bacalhau

Founder and CEO of Varzeamar SA/ Algar Experience



IN 2018, PORTIMÃO WAS **THE 6TH MUNICIPALITY WITH MORE TOURIST OVERNIGHT STAYS**

Source: INE



ALGARVE IS CONSIDERED **THE BEST GOLF DESTINATION**

More information about this topic:



SEIZE these OPPORTUNITIES

Portimão is seeing new growth as it rides a shifting economy and the development of new industries.

GET INTELLIGENT WITH PORTIMÃO

Smart Cities offer huge potential to entrepreneurs. Imagine cities specifically designed, through new technology and data analytics, to support the people that live in them and those that visit. This means intentional integration of business, transit, governance, and energy to support exploration around issues of environment, culture, and education.

Portimão intends to be a smart city. As it focuses on this process, opportunities to par-

ticipate in its future open up in every sector. Building a smart city means creating the conditions for entrepreneurship. Retail, housing, tourism, tech, and other areas are experiencing new pathways for development.



- 4TH ALGARVE MUNICIPALITY WITH **HIGHER BUSINESS DENSITY** (average number of companies per km²)
- PORTIMÃO HAS **7,861 SMES**, BEING THE 4TH MUNICIPALITY OF THE ALGARVE WITH MORE SMES
- ALGARVE IS THE REGION WITH THE **LARGEST N° OF ENTERPRISES PER 100 POPULATION**

Source: Pordata



FUN FACTS

Portugal is developing smart cities. Since 2017, Portimão has been part of a flagship program to bring fiber optics to the entire country, ensuring that this new infrastructure supports systems designed to meet the needs of individual municipalities.

THE FOUR INDUSTRIAL AREAS OF THE MUNICIPALITY

Parque Tecnológico Avant Garde

Innovation Center (Portimão)

areas (m²)

Occupied: 229380/ **Committed:** 7676

Free/ Available Areas: 91279/

Infrastructured areas: 91279

Management Approach: Private Allotments: Parkalgar -

Parques Tecnológicos e Desportivos, S.A

Contact: Paulo Pinheiro

info@autodromodoalgarve.com

Phone: +351 282 405 615

(July 2019 information)

Área Empresarial de Coca

Maravilhas/ Vale da Arrancada (Portimão)

areas (m²)

Occupied: 214502/ **Built for sale/ Rented:** 729/

Committed: 9702

Free/ Available Areas: 138759 /

Infrastructured areas: 46239/ **Planned:** 92519

Management Approach: Câmara Municipal

de Portimão | DGUM | DGU

Contact: Arch. Patrícia Santana

patricia.santana@cm-portimao.pt

Phone: +351 282 480 430

(July 2020 information)



Zona Industrial da Mesquita/

Esteveira (Mexilhoeira Grande)

areas (m²)

Occupied: 41000

Free/ Available Areas: 6492/ **Infrastructured**

areas: 6492

Management Approach: Câmara Municipal

de Portimão | DGUM | DGU

Contact: Arch. Patrícia Santana

patricia.santana@cm-portimao.pt

Phone: +351 282 480 430

(July 2020 information)

Área Empresarial

de Pedra Mourinha (Portimão)

areas (m²)

Occupied: 99417 / **Built for sale/ Rented:** 8009

Free/ Available Areas: 29412/

Infrastructured areas: 5004/ **In the process**

of infrastructure: 24408

Management Approach: Câmara Municipal

de Portimão | DGUM | DGU

Contact: Arch. Patrícia Santana

patricia.santana@cm-portimao.pt

Phone: +351 282 480 430

(July 2020 information)

Source: IDEALG - Infraestrutura de Dados Espaciais do Algarve

More information about this topic:



LEAN on our support **SYSTEMS**

With organizations dedicated to business development and excellent higher-learning facilities, entrepreneurs will find many kinds of support in Portimão.

GET GOING WITH STARTUP PORTIMÃO

Startup Portimão is an incubator for national and international business endeavors. Built to help companies through their first years, Startup Portimão is specifically situated to provide logistical and technical support to projects' initial stages. While open to many types of projects, the organization has a focus on energy, mobility, tourism, governance, and quality of life.

They are interested in and excited to help create smart cities. They are here for you.

For new entrepreneurs looking for office space, Startup Portimão has large and inviting open-plan co-working offices. Membership includes access to meeting rooms, training rooms, and other amenities.



42.1% PROGRAMMING
AND WEB DEVELOPMENT
PROJECTS



26.32% TOURISM
PROJECTS



15.17% SMART CITIES
PROJECTS



10.5% DIGITAL
MARKETING PROJECTS

Startup Portimão, April, 24th, 2019



5.26% FOOD AND
BEVERAGE PROJECTS



99% OCCUPANCY, WITH
16 ON-SITE AND 3 VIRTUAL
PROJECTS

The incubator also holds trainings and workshops on issues in entrepreneurship and investment that are open to anyone, whether or not you use the co-working space. These trainings are aimed at concept, project, and business development. They will help you deepen fundamental concepts and guide you to integrate them into your business. Designed for entrepreneurs and investors, modules include marketing, finance, leadership and team management, and presentation techniques, as well as a two-day intensive bootcamp training. Besides these courses, Startup Portimão facilitates mentoring through its partners network and will connect you with people who have experience valuable to your projects.



The most challenging thing in Portimão has been attracting talent in specialized areas, but now it looks like the labor market is diversifying. We see this shift in the people participating in the Startup Portimão events.

Raquel Melo

Consultant and trainer of Digital Marketing | CEO and founder of Inboundware.
Local Manager, StartUp Portimão



What Startup Portimão offers:

- ✓ Informal networking events where participants make new contacts, share their projects and learn of new opportunities.
- ✓ Office co-working space.
- ✓ Virtual support for individuals that choose not to use the co-working space.
- ✓ Access to specialists, mentors, and potential partners.
- ✓ Engagement with Startup Portimão's online social networks.



FUN FACTS

- Startup Portimão is housed inside the Autodrome. Noise from the racetrack will not disturb your work, but, if the ping-pong table and large windows don't provide enough of a work break, you can always go and catch a lap or two.
- From HTML to database development, at Startup Portimão you can access coding classes and tutors. For free. A partner in the international "Free Code Camp," the incubator offers access to online courses and weekly, in-person tutoring sessions to anyone who is interested. For free.

KEEP GOING WITH THE PORTIMÃO BUSINESS CENTER

Organizations with years of experience can find support in creating and maintaining sustainable growth with the Portimão Business Center. Encompassing the Startup Portimão incubator, the Business Center also focuses on support around smart cities and has specific interest in energy, mobility, tourism, governance, and quality of life. If you invest in a new venture or an established project

seeking to grow, you will find ongoing resources to energize your success.

If you prefer an open office or a more private space, the Business Center has something for you. With several different rooms available, the Business Center can help investors working on-site to configure the environment to their needs.



What Portimão Business Center offers:

- ✓ Work room and meeting space rental.
- ✓ Help in forming partnerships between startups and hosted companies to develop mutual synergies that enrich the entrepreneurial and business ecosystem.
- ✓ Support from a network of partners around administrative, accounting, and legal concerns.
- ✓ Informal interaction with other business leaders. You never know who you will meet and what you will learn in the buzzing corridors of the Business Center.

LET'S GO TO SCHOOL?

If education weighs when choosing to invest in Portimão, know that you can count on one of the best educational systems in the country. Ranging from basic to higher education, with professional courses,

solutions for back-to-school and special needs education, the municipality has an enviable school system, with public and private establishments, attended by about 10,500 students.



The network of educational establishments in Portimão:

NURSERY SCHOOL (pre-school education)	13 public schools	09 private school	HIGH SCHOOL	03 public schools	-- private school
PRIMARY SCHOOL (1 st cycle)	09 public schools	04 private school	PROFESSIONAL SCHOOL	02 public schools	-- private school
PRIMARY SCHOOL (2 nd and 3 rd cycle)	07 public schools	-- private school	UNIVERSITY	01 public schools	01 private school

Source: Educational Chart of the Municipality of Portimão - March 2019

More information about this topic:



When thinking about Portugal, Portimão is not the first place that comes to mind. There is great opportunity to unlock the potential of this fantastic city because it is not saturated.

Ana Barjasic

CEO of Connectolog



Associations in Portimão:



2

ENVIRONMENTAL ASSOCIATIONS



58

CULTURAL ASSOCIATIONS



70

SPORTS ASSOCIATIONS



32

SOCIAL ASSOCIATIONS



17

IPSS (Social Solidarity Private Institutions)



CLIMB UP WITH HIGHER LEARNING

Located in Faro, the University of Algarve has a hub in Portimão. With about 8000 students, hailing from over 60 countries, a faculty of 700, it offers a wide range of studies. Beyond the undergraduate, mas-

ters, and doctoral level studies, the University has developed integrated programing with cooperative international networks to support education across nations.



STUDENT BODY
8000

(University of Algarve data)



COUNTRIES
OF ORIGIN 60



FACULTY
700

Entrepreneurs looking for resources outside of the classroom will be happy to learn that the University has created strong links with regional business to encourage knowledge sharing and sustainable development. The goal is positive community impact. To help meet this goal, University of Algarve established The Division for Entrepreneurship and Technology Transfer (CRIA) in 2003 to support the creation of advanced business ideas and inventions and, then, migration of those ideas into the market. CRIA focuses on: intellectual property and licensing support, commercialisation and technology transfer, entrepreneurship and business development, and European projects and studies.

Since the municipality has a high employability rate in the tourism sector, there is naturally a wide range of professional and higher

education courses related to the area - the ones at Escola Profissional Gil Eanes, Escola de Hotelaria e Turismo de Portimão and Escola Superior de Gestão Hoteleira e Turismo at Algarve University, are good examples of that. The offer of higher education courses is, however, very wide today, making it possible to obtain a degree, postgraduate or master's degree, in a wide variety of areas.

The **Escola Superior de Gestão Hoteleira** course at UALG is particularly oriented towards the job market, betting heavily, since the 1st year, on the practical component in a real work context, and having a mandatory internship unit in the last year of the course

Instituto Superior Manuel Teixeira Gomes (ISMAT) also offers connections to academia. Nestled in central Portimão, the Institute has classes and training in many technical fields. From architecture to law to business to psychology, ISMAT can offer education and expertise

FUN FACTS

In 2017/2018, in Portimão, 2544 students were enrolled in secondary + professional schools and 653 in universities?

For additional information visit the websites: ISMAT - www.ismat.pt and UALG - www.ualg.pt

DON'T DO this ALONE

With programs available for education, fiscal incentives, and other support, Portugal and Portimão are looking to invest in entrepreneurs.

REACH OUT FOR NATIONAL SUPPORT



Public start-up financing policies are focused on offering an alternative to bank credit and on co-investing with the best national and international investors who can bring, rather than capital, their experience and know-how in specific industries and sectors in the areas of management, commercial or product development.

Startup Voucher

This program provides support for good business ideas, early-stage entrepreneurial projects, in Portugal. It is designed for people under 35, who, preferably, have completed secondary education degrees and reside in Portugal or abroad.

Incubation Voucher

This program offers support to promote entrepreneur and startup integration into the ecosystem. Startups gain incubator assistance through help with initial business expenses as well as professional accountancy and marketing advice.

visit the websites



Hiring Incentives

This program offers incentives to startups to promote job creation and provide hiring support. Specifically, companies in operation for under five years pay reduced charges, in conjunction with MTSSS and IEFP.

New Means of Financing

To accompany innovative finance regulation, Startup Portugal promotes new forms of financing such as equity crowdfunding and peer-to-peer investing.



Co-investing with Business Angels

This program is an innovation in the business angel certification process. It allows entrepreneurs to engage with business angels that have a more hands-on approach to working with startups. It focuses on angel investors that will be present in the life of companies in order to boost business, improve networks, and share knowhow with project promoters.



International Co-investment Funds

Investors can take advantage of an international co-investment fund implemented to house venture capital funds in Portugal. The aim is to attract capital funds to invest in startups under co-investment arrangements originating from international multi-lateral institutions, ensuring a national public contribution that, together with the private counterpart, allows a co-investment of between 10 and 50 million euros by fund, to be carried out in phases, for the allocation of the respective financial instruments. The financial envelope of this instrument allows the creation of funds up to 200 million euros.



ADN Start Up Line

This program offers financial support through a credit line with specific guarantees for initial-phase startups and micro-enterprises. This line has 10 million euros available for companies that have been in operation for 4 years or less and have a minimum of 15% equity. The maximum amount of financing per company is 50,000 euros, though this can be doubled under specific conditions. Operations support may extend for up to 8 years, counting startups with a period of capital shortage of up to 24 months. The Start Up DNA line includes counter-guarantee mechanisms directed at startups which activate the Mutual Guarantee System within the national entrepreneurship ecosystem, encouraging new businesses to develop strategies of growth and sustainability.



Lines of Financing for Technological Projects in Tourism

This initiative provides tools to support the development of technological projects in tourism, including innovative solutions in digitalized tourist experiences, projects based on virtual reality, augmented reality, and artificial intelligence.



CALLMVP – MinimumViableProducts

The initiative aims to provide access to risk capital investment by projects of new ideas, technologies, products or services that provide for the creation of an MVP and its commercialization in the global market. Among others, the areas of Digital (Enterprise, Cibersecurity, Networks, Artificial Intelligence, AR / VR, Marketplaces, Blockchain and IoT) and Engineering & Manufacturing (New Materials, Electronics, Robotics, Cleantech, Agrotech, SeaTech) will be covered.



visit the websites ↗

Entrepreneur/ Businessman Service

There's an office in the Municipality of Portimão that works along with the Entrepreneurship Community Funds Unit (Unidade de Fundos Comunitários e Empreendedorismo). This office provides information on the most diverse aspects related to its activity, as well as a personalized entrepreneur monitoring. This unit is part of the Regional Support Network for Economic and Social Development of Algarve (Rede Regional de Apoio ao Desenvolvimento Económico e Social do Algarve). (Address: City Hall Building - Praça 1º de Maio. Contact for appointments - 282 480 409/448)

GET to **KNOW** the **PLACE**

From roman remains to rock concerts, there is plenty to do for people of all ages and all interest.

Let's Go to the Beach

The beaches of Portimão deserve their own book. Following is a taste of what they have to offer.

Situated just before the Atlantic meets the Mediterranean, there are no lack of ways to enjoy this stunning coast. Weather you prefer to sit in the shade of a beach umbrella listening to the sea or explore coves and caves by kayak, Portimão's eight kilometers of sunny white sand and breathtaking cliffs have something for you.

Explore Beyond the Beach

Even on the 60 or so days a year when the sun takes a break from Portimão, you can find plenty to do. With beautiful spac-

FUN FACTS

- Praia da Rocha is one of the most famous beaches in the Algarve. The long sandy beach, crowned by its characteristic cliffs, delights beach lovers, while the area's bars and restaurants are the most trendy of summer.
- There are 5 Blue Flag beaches in Portimão: Alvor Poente, Alvor Nascente - Três Irmãos, Vau, Três Castelos e Rocha.
- Off the Coast of Portimão you can see dolphins and whales.

If you have only a few minutes: *If you have more time:*

✓ Sip a drink at a beach-side cafe or bar and sun yourself.

✓ Go for a swim or slide across the waves in a kayak or on a stand up paddle board.

✓ Experience driving on a real track, in a racing car ... or a kart, at the Autódromo Internacional do Algarve.

✓ See the shows or play at modern game rooms at Hotel Algarve Casino.

es and professional support available for conferences and other events, Portimão is a destination for business leaders as well as tourists.

Go Big or Small at the Portimão Arena

Portimão Arena is a state of the art pavilion. Built on the banks of the beautiful Arade River and designed to host events with 8 or 8000 participants, from a small business meeting to the final of the 2019 Song Festival, where the song that represented Portugal at the Eurovision Song Contest was selected.

Do a Little Shopping

Portimão is a great place to satisfy that shopping itch. The city features lovely shopping districts full of walkable, retail spaces. You can browse local businesses and international brands alike. Also, once a month, a market springs up in Portimão's Fair and Exhibition Grounds with vendors hawking the most varied offer of food, agricultural products and other utilities. If you are looking for crockery, furniture, coins, books or other antiques at unbeatable prices, it is at the Flea Market that you'll find them, on the first and third Sunday of each month.

For history buffs, it's hard to turn a corner without stumbling into a fascinating location. Items on the bucket list might include:

- ✓ The megalithic monuments of Alcalar. These remnants of a 5,000 year old prehistoric community include a village, tombs, and artifacts. You can find out more at the Interpretation Center of Alcalar.
- ✓ The Azulejo tile paintings. Found in the Jardim 10 de Dezembro, these tiles depict a history of Portugal.
- ✓ The Museu of Portimão. This museum is dedicated to the heritage and cultural impact of fishing in the region.
- ✓ A variety of churches, chapels, and morabitos that highlight different architectural styles. These include the Church of Colégio, Santa Casa da Misericórdia de Mexilhoeira Grande, Chapel of Our Lord of Passos, Morabitos of Alvor, and The Convent of São Francisco (viewable only from the exterior).
- ✓ The Castle of Alvor. This ancient edifice was built in the 7th century and rebuilt in the 13th.
- ✓ Fortaleza de Santa Catarina. Originally built in the 1600's, this citadel rises up from the sands close to Praia Rocha and is a great place to take in the view.
- ✓ Casa Manuel Teixeira Gomes, a very interesting 19th-century building is worth a visit. Inside, local artists from various areas exhibit their works.
- ✓ TEMPO - Municipal Theater of Portimão, and its diverse cultural program.

Earn your lunch... or dinner!

Stroll through the scenic Portimão Riverfront (Zona Ribeirinha), along the Arade River, on foot or by bike, so you can work up an appetite. In Largo da Barca or the "between bridges" area you will find traditional restaurants known for fresh fish and especially the famous roasted sardines, one of Portimão's ex-libris. Just follow that characteristic smell that many swear to be the smell of summer itself!

Bring the Kids

Outdoor activities for kids (and adults who are young at heart) abound. You can get close to the land at the Pedigological Farm. You can burn off some energy at "Parque da Juventude", where there is a recently opened BMX Race track. If you prefer water activities, go boating, kayaking or stand up paddle. Run, flip, and play at the Praia da Rocha Sports Area or try the delightful go-kart track (Kartódromo Internacional do Algarve).

Hoist the Sail

The Portimão Marina is the ideal starting point for those who want to know the Arade River or the coast. You can choose from a wide range of excursions and experiences: dolphin watching, sightseeing, diving, water sports or cave exploration. If, however, you prefer to spend some time



Portimão is a good place to invest because of the low crime rate, relaxed lifestyle, sunny weather almost all-year-round, good beaches, nomadic culture, good food, and tourism. It has a fantastic, stress-free quality.

Joaquim Costa
Founder of Bephex



on land in some of the beautiful natural areas near Portimão, you will find plenty of adventure, including safari-style jeep tours and segway trips. Walking in the evening or relaxing on one of the many terraces in the area is always a good idea.

Out an about

Mexilhoeira Grande and Alvor also belong to the Municipality of Portimão and are worth a visit. Ria de Alvor is a place of great natural beauty and the beaches in the area are fantastic. Discover AL-



vor's footbridge, the longest in Algarve, a six-kilometer pedestrian path that connects Praia dos Três Irmãos to Ria de Alvor, across the seafront, and along the dune cord, a protected area of great beauty. In Mexilhoeira Grande, history and gastronomy join the popular tradition, in what is the true rural feeling of Portimão.

Sports for All

The Municipality of Portimão has been creating synergies with different public and private entities to achieve the goal "More Sports for All". They rely on very strong support from Portimão's associative movement, namely clubs and associations - sports, social, youth, recreational and cultural - and the school sports program, including all five Portimão school groups.



More information
about this topic:



IN 2019, PORTIMÃO WAS NOMINATED
EUROPEAN CAPITAL OF SPORT

Sports Infrastructures:

- ✓ Sports/gym Pavilion (Portimão);
- ✓ Sports Complex (Alvor);
- ✓ Sports Complex (Mexilhoeira Grande);
- ✓ Tennis Complex (Portimão);
- ✓ Portimão Arena (Portimão);
- ✓ Parque da Juventude - Youth Park (Portimão);
- ✓ Municipal Stadium (Portimão);
- ✓ Algarve's International Autodrome (Mexilhoeira Grande);
- ✓ Piscina 25 de Abril - Swimming Pool (Portimão);
- ✓ Praia da Rocha Sports Area (Portimão);
- ✓ Municipal Autodrome (Alvor);
- ✓ "Vítavó" Parks (Portimão).

GET DOWN to the **BASICS**

Food and shelter are affordable pleasures in Portimão. Travel to and from is easy. With these concerns covered you can focus on your business.

Find a Place to Stay

Portimão offers a variety of reasonably priced properties for short- or long-term rental, as well as several excellent hotels. If you prefer to invest in purchasing, quiet, friendly neighborhoods, all a brief ride to the city center, the ocean front and, of course, any number of investment opportunities, are waiting for you.

Make Old Things New Again

Have you considered doing rehabilitation works on a property? The Municipality helps! Urban rehabilitation is a fundamental part of the revitalization of cities and the Municipality of Portimão has the strategic objective of returning the population to the city's historic center. The Government's spatial planning policy favors urban planning, conservation, alteration, reconstruction, and expansion operations, as those solutions are more appropriate to the country's current reality.

In this context, Portimão's Municipality initiated a process of regeneration of the city, considering for this purpose, in a first phase, the delimitation of ARU - historic

center of Portimão, through a simple urban rehabilitation operation directed mainly to the rehabilitation of the building.

For additional information contact the Urban Regeneration Unit on 282 470 831/851

More information
about the ARU program:



AVERAGE MONTHLY GAIN: 934,84€

Source: INE, I.P., Inquérito ao Emprego, 2011



**PURCHASING POWER (PORTUGAL =100):
103,12**

Source: INE, IDEF - Inquérito às Despesas das Famílias, 2010/2011

Pull Up a Chair at the Table

Portimão has very good food. The impressive gastronomy includes mainly grilled fresh fish, such as sardines, a specialty that even has its own festival in August! For those that want to do their own cooking, it's very easy to find fresh products from the land or the sea, all ready to star in delicious dishes.

The Algarve is known for its almonds and the unique treats made with them. These include delicious, intricate marzipan treats sculpted into unique shapes and filled with sweet egg cream. Works of art that can be eaten. It is hard to have just one.

Those new to Portimão may quickly discover that the region's excellent food pairs wonderfully with the world-class wine produced in the vineyards that bejewel the surrounding hills. Don't forget to taste the arbutus brandy from the nearby Serra de Monchique. Made from this wild fruit, it is a traditional recipe believed to have been first produced in the 10th century by the Moors.



It's essential to carefully prepare your business plan, don't give up on difficult times, and always be customer oriented.

Paulo Pinheiro

CEO of Algarve's International Autodrome

This is an authentic territory full of opportunities for entrepreneurs who want to make a difference and create new solutions.

Natacha Parreira

Founder of Pluralo



FUN FACTS

Portimão bets strongly in livening up the urban center:

- Popular Saints Festivities;
- Electric Boxes Decoration;
- Urban Rehabilitation Week;
- Video Mapping at the Portimão's Historical Center - ARU;
- Urban Sketchers Algarve in Portimão.



FUN FACTS

Wine has been produced in the area around Portimão since 2000 BC. While the techniques may have improved and new varieties of vine been introduced, the earth and climate remain perfect for vineyards.

Algarve wines have won several national and international awards.

Come and Go with Ease

Accessible by land, sea, and air, getting to Portimão is easy. Though you probably will not want to leave, if you need to, departure is no problem.

Once you have arrived, you will find Portimão's public transit service easy to use and affordable.



2.5 HOURS FROM SEVILLE
2.9 HOURS FROM LISBON
DIRECT CONNECTIONS BY
TRAIN AND BUS



50 MINUTES
FROM THE FARO
INTERNATIONAL
AIRPORT
AERODROME
WITH CONNECTIONS
TO CASCAIS AND
THE NORTH OF THE
COUNTRY



THE PORT OF PORTIMÃO
WELCOMES **CRUISE
SHIPS**



TAKE IT from SOMEONE WHO KNOWS



Ana Barjasic
CEO of Connectology

Why is Portimão a good place to invest and/or be an entrepreneur?

When thinking about Portugal, Portimão is not the first place that comes to mind. There is great opportunity to unlock the potential of this fantastic city, because it is not as saturated as Lisbon or Porto.

Can you talk about your experience as an entrepreneur and/or investor?

Since 2013, I have worked in all the areas of the ecosystem - on the entrepreneur side, the investor side, and also with public entities in different European countries.

What advice do you have for people considering investing in or starting a new business?

Being both an entrepreneur and investor means you will fail many times, but you need to learn the lesson, implement it and try again.

What inspires you?

Simple and creative solutions to complex problems inspire me.

What are you proud of?

Being at a point where I can empower others with my experience.



Natacha Pameira
Founder of Pluralo

Why is Portimão a good place to be an entrepreneur?

The Algarve is an authentic territory full of opportunities for entrepreneurs who want to make a difference and create new solutions.

What advice do you have for entrepreneurs?

As an entrepreneur, I have the

challenge and the responsibility of understanding my market, so that I can respond to the real needs of the people and our community. At Pluralo, we value human relationships, with partners, clients, employees, and investors. The authentic relationships that we establish are the key to

the growth of our company. The best advice I can give an entrepreneur is to clearly define what you do and do not want. If your values and your company values are clear, you will have more power to decide the right path when challenges arise.



Raquel Melo

CEO and Founder of Inboundware

Can you talk about your experience as an investor and/or entrepreneur?

I worked as a journalist for five years and then I became a digital marketer. For 12 years I collaborated with a multinational company in Lisbon. In this role I worked with marketing managers at headquarters in Barcelona. This experience was instrumental in helping me starting my own business. As an entrepreneur, it is essential to continue to learn every day how to work in your business and how to make the company evolve. In addition, entrepreneurs have to surround themselves with people who have positive energy and professionalism. Every business has ups and downs and the entrepreneur must be able to set goals and persevere to achieve them

Why is Portimão a good place to be an entrepreneur? Portimão offers quality of life and the amenities of an urban

center to its entrepreneurs. I always had the idea that I wanted to develop projects at the highest level but I did not want to give up quality of life. In time I wanted to have a family and leave Lisbon. As I do not like the cold, the Algarve was the natural choice for me. The most challenging thing in Portimão has been attracting talent in specialized areas, but now it looks like the labor market is diversifying. We see this shift in the people participating in the Startup Portimão events.

What advice do you have for people considering investing in or starting a new business?

For those who are starting a business, I advise them to surround themselves with the best people who are excellent professionals and, at the same time, good people. Be bold and think big. It is important to take a step each day toward what you want to be.

What inspires you? The sea inspires me, renews me, and the Algarve is a privileged place in this sense. I devour books on entrepreneurship, growth mindset, productivity, and creativity. I love going to big international events, like the Web Summit, to absorb the knowledge and the energy found in such places.



Tim Vieira

CEO of Bravegeneration

Why is Portimão a good place to invest and/or be an entrepreneur?

The big opportunity nowadays is that you can be an entrepreneur anywhere in the world. With the communications and platforms we have, it is possible to sell products online and freelance anywhere in the world. What makes Portimão a good place to invest is that it is a great place with great people, great weather, and we are in the center of the world, so why not Portimão?

What advice do you have for people considering investing in or starting a new business?

My advice for investors and entrepreneurs: Investigate well. Do online research and then make focus groups. Tell friends and then enemies about the idea. Try crowdfunding or selling the product online before you launch to see if there is interest. Sometimes we become blind and we think that everyone will want our product and it's not quite like that. Also, be-

gin to build a team around you to support your product's success.

What inspires you? People are imperfect but we can appreciate the experiences and lessons we learn from each other. We cannot expect perfection because we are not perfect. I also believe we all have talents so what inspires me is working with people and finding their talents.

What are you proud of? Pride obviously starts with the family. But more than the family, I am proud of the people I have helped to succeed who are now starting to help others. That's what drives me to open doors and help people succeed.



To begin with, you must work on skills of entrepreneurship and be prepared for difficult paths... Simply being innovative is not enough.

Isabel Neves

Lawyer, Consultant, Mentor, and Investor



notes:

Some **USEFUL** **LINKS**

If you need more information, check out the following web pages:



IAPMEI, I.P.
Instituto de Apoio às Pequenas
e Médias Empresas



PORTUGAL IN



STARTUP PORTUGAL



AICEP
Agência para o Investimento
e Comércio Externo de Portugal



STARTUP PORTIMÃO



BANCO DE PORTUGAL



GEN
Global Entrepreneurship Network
Portugal



AMAL
Comunidade Intermunicipal
do Algarve



APBA
Associação Portuguesa
de Business Angels



TURISMO DO ALGARVE



FNABA
Federação Nacional de Asso-
ciações de Business Angels



TURISMO DE PORTUGAL



INPI
Instituto Nacional de Propriedade
Industrial



LIVING IN PORTUGAL

➤ *Visit the websites*



CÂMARA MUNICIPAL
DE PORTIMÃO



ENTERPRISE EUROPE
NETWORK



PORTAL DO FINANCIAMENTO



EEA GRANTS



PORTUGAL 2020
- BALCÃO 2020



ALGARVE ACOLHE



ESPACIO EMPRESA/ PORTAL
DO EMPREENDEDOR



IEFP

➤ *Visit the websites*



PORTAL DA COMPETITIVIDADE



EMPRESA NA HORA



CRIAÇÃO DA EMPRESA ONLINE



NERA

HOW PORTIMÃO?

Get out a pen. It's time to do some work. If it helps, you can imagine yourself doing this work on one of those beautiful Portimão beaches. Or come for a visit and turn your imagination into reality.

Following are exercises designed to help you think generally about entrepreneurship and yourself as an entrepreneur. The intent is to help you answer some questions and also help you understand what questions still need answers.

On the previous page you will find a list of entities you can reach out to for help in answering your questions.

These are exercises that you can return to throughout your journey as an entrepreneur.

“

Anyone who is interested in starting a business has to be very aware of the price they will pay for the success of it. Work is a hard reality, but, fundamentally, it is best to work without expecting to receive anything in return, without creating expectations in relation to the gains that this may bring. Any gain will naturally be a consequence of the effort and work developed.

João Bacalhau

Founder and CEO of Varzeamar SA./ Algar Experience

”

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Why would you **BECOME AN** **ENTREPRENEUR?**

Here are some questions that can help you understand yourself as an entrepreneur. Engaging with these questions can help you focus and find the best path.

→ Where is the spark? In general, what excites you? _____

→ Do you have an idea for a business? What do you know about your idea? _____

→ Are you interested in helping grow something new or getting involved in a more established venture? Why? _____

→ What are you expecting to get from your entrepreneurial experience? _____

→ Are you interested in working with new people? Why or why not? _____

→ Why would you become an entrepreneur? _____

Here are some areas of business. **Circle the one (or ones)** you are most interested in.

Customer service

Tourism

Emerging technology

Arts

Agriculture

Manufacturing

Healthcare

Energy

Marketing

Media

Real Estate

Retail

Transit

Education

Commodities



How can you **MANAGE YOUR TIME AND ENERGY?**

As an entrepreneur, planning for the day, week, month, and year is critical. Thinking about how much energy, not just time, a task will take can be helpful. Also, differentiating the things that are urgent and the things that are important, and then focusing on things that are important, can lead to success. Adapt the following tool to plan a day, week, month, quarter, or year. Consider all the tasks that you need to do in a given area, or topic, of work (researching, financial planning, networking, etc.) and then assess the task and decide when you will work on it.

→ First: When will you plan to plan? (Date and time) _____

OK! NOW LET'S GET PLANNING:

Topic (research, networking, financial planning, etc.)	Tasks	Time Needed	Energy Needed (high to low)	Urgent or Important	When
0 NETWORKING	<i>Follow-up with possible angel investor</i>	<i>2 hours</i>	<i>High</i>	<i>Important</i>	<i>Mon. 8-8:30</i>
1					
2					
3					



Is there something that **CAN HELP YOU FORMAT** your **BUSINESS PLAN?**

Working with the tool below, and revisiting it as your business grows and changes, will help you unlock the doors of success and keep them open.

Key Partnerships



Who are your key partners?

Who are your key providers?

What key resources do your partners offer?

What key resources do your providers offer?



Key Value Propositions

What problems do you help clients solve?

What products or services do you offer?

What segment of the market do you serve?

What do customers need to be satisfied?

What is your value proposition to your client?

Key Resources



What resources are key to your value propositions?

What resources are key to your channels of distribution?

What resources are key to client relations?

What resources are key to income development?



Key Activities



What activities are key to achieving your value proposition?

What activities are key to developing and maintaining distribution channels?

What activities are key to developing and maintaining client relationships?

What activities are key to developing and maintaining income sources?

Key Cost Structures



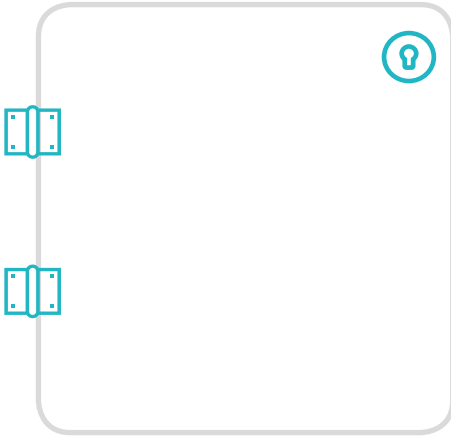
What are the key costs involved in your business structure?

What key resources are the most expensive?

What key activities are the most expensive?



Exercise adapted from the **Business Model Canvas** by Alexander Osterwalder and Yves Pigneur



Key Income Sources

What key value will your clients pay for?

Why do your clients pay?

How do your clients pay?

How would they prefer to pay?

What different income sources make up your revenue?



If the project is B2B - "business to business" - and the entrepreneur has never spoken to a potential customer, suggest that they do it.

Paulo Andrez
Green Swan Group | Angel Investor



notes:

WHAT IS in YOUR PITCH?

Once you decide you are interested in entrepreneurship, it is important to start pitching your idea. Answer the questions below to help you prepare a pitch.

→ What is the big idea? _____

→ Who is the target market? _____

→ What is the problem or need that will be addressed? _____

→ Is there a compelling business model? What is it? _____

→ Is there a minimum viable product? What is it? _____

→ Is there a competitive advantage? What is it? _____

→ Is the financial model clear and sound? _____
How can you demonstrate that?

→ Consider your audience. Who are you pitching? _____
(This will change, of course.)

→ How does your idea align with their interests? _____

→ What are you asking them for? _____

→ What is the 30 second version of your pitch? _____

What is the three minute version of your pitch?

Do you need a 10 minute version of your pitch?
If so, what does it look like?



I believe in the congruence between creativity, imagination and innovation.

Joaquim Costa
Founder of Bephex



WHO ARE your INVESTORS?

Investors play an important part in most businesses. Understanding what you are looking for in an investor and building long-term relationships is a foundation of good

entrepreneurship. Evaluating investors can help you choose the ones best for your project and also enhance relationships. Consider each investor using the criteria below:

→ What do they know about the project?
Is there room for improvement? How?

→ What can they invest? Capital? Time? Knowledge?

→ Why are they excited about the project?
Is there room for improvement? How?

→ How are they aligned with the project?
Is there room for improvement? How?

→ What is their exit strategy for the project? _____

Is there room for improvement? How?

→ What do you imagine their role to be? Will this change? _____

→ Why are you excited about this investor? _____

Is there room for improvement? How?

→ Is this a good investor for you? Why or why not? _____

notes:



Innovate and create something that makes a difference in people's lives.

Joaquim Costa
Founder of Bephex

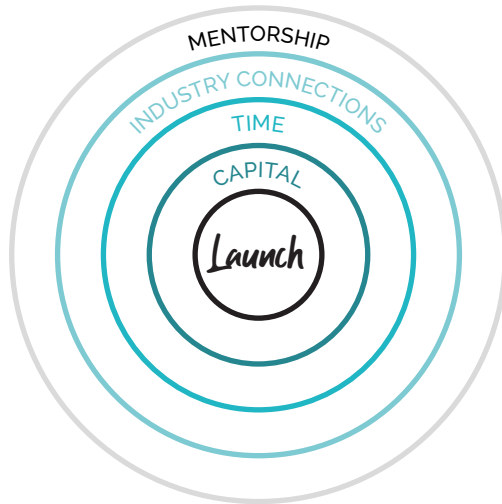


How can you **TARGET** your needs around investment **PARTNERSHIP?**

You are working towards a viable product. You can probably always have a bit more of everything, but what is the minimum you need to launch your product? What do you have already?

Understanding this can help you focus engagement with investor partners. Look at the target below. Fill in each ring to indicate how much of each project need you currently have. What do you still need? How much?

If there are other resources you need, draw new rings for each resource.



→ What do you still need? _____

→ What strategies can you think of for finding resources? _____

Have you **CONSIDERED** the **LEGALITES?**

As you move forward with a business, think about the legal questions you need to explore. You may want to seek outside counsel for these issues. Here are some issues you will want to look at:



Formation

Is the business properly formed and incorporated?



Contracts

Does the business have and use contracts, including terms sheets, investor rights agreements, and agreements with clients and vendors?



Intellectual property

Have you protected your intellectual property?



Branding

Are there potential trademark conflicts with name, brand, logo, or domain name?



Personal assets

Have you clearly divided personal assets and business assets?



Employment

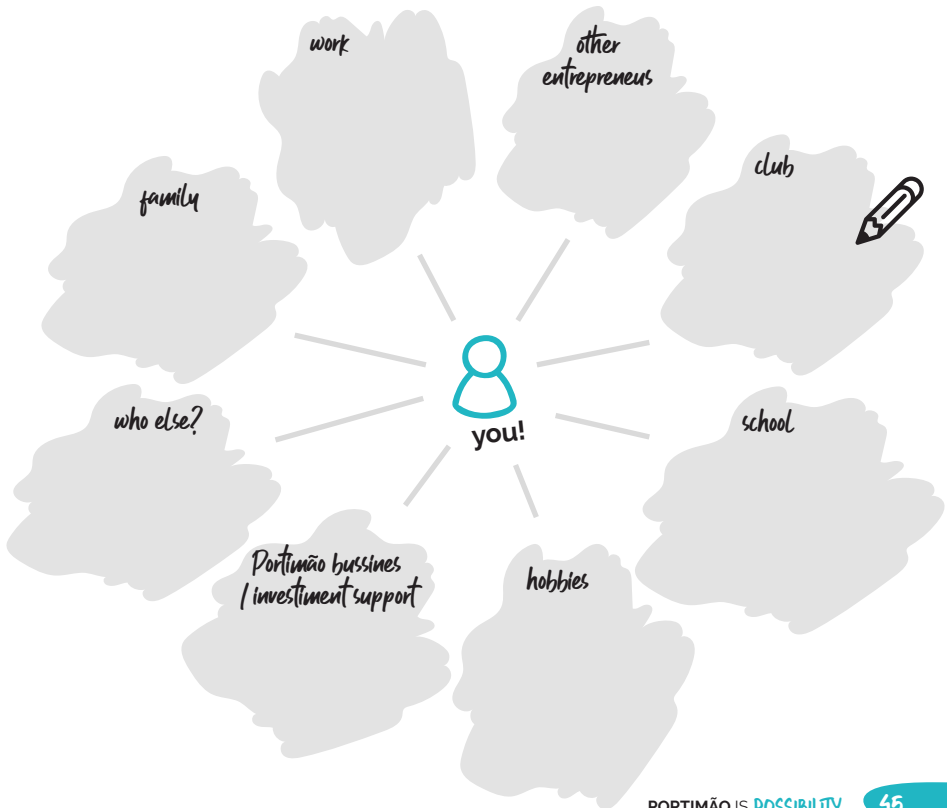
Does the business have standard employee agreements, handbooks, and confidential information agreements?

WHO do YOU KNOW?

CONNECTIONS BRAINSTORM

Reaching out to your network can help you build the strength of your investment. Sometimes we overlook important people in our networks.

Write in the names of people you know from different parts of your life, even if you have not talked to them for a while.



MATCHING GAME

Look at the names you wrote on the Connection Brainstorm. Identify who you can reach out to around the following topics.

Entrepreneurship	Legal	Mentorship	Marketing
Partnership	Working with entrepreneurs	Specific business sectors and strategies (which ones?)	

People you just want to say hello to because you have not talked to them for a while.



→ What other topics do you want to talk to people about? _____

→ Who can you talk to about each of these topics? _____

→ Are you missing something? Do you know people who might know people to help find the things you are missing? How else can you find people and/or information?

NOW IT IS TIME TO CONNECT!

→ Let's plan what you will say when you reach out. _____

→ How will you explain the project? What questions will you ask? _____

→ How will your explanation and questions change when you make different connections?

Is there a **GOOD** **PROCESS** for improving **PROJECT STRATEGY**?

Along the way we all have failures and make mistakes. We also make good choices and have success. Being able to learn from and change in response to those experiences is easier if you have a strategic system in place. Here is a process you can run daily, weekly, and annually to mold your business towards achievement.



Plan:

What are the goals?

Who is involved and what do they do?

What data do you need to collect?

What is the timeline?

What, generally and very specifically, does success look like?

Results:

Collect the data.

Collect ideas and experiences from people involved.

What other results do you want to look at?

Assess:

Did you meet your goals? How do you know?

How did the people involved perform? How do you know?

What does the data say? How do you know?

What worked and what didn't work? How do you know?

Iterate:

What (if anything) should stay the same? Why?

What (if anything) should change? Why? How?

AND NOW YOU MAKE A NEW PLAN!



Is there a **CHART** that can help you think about **CASH-FLOW?**

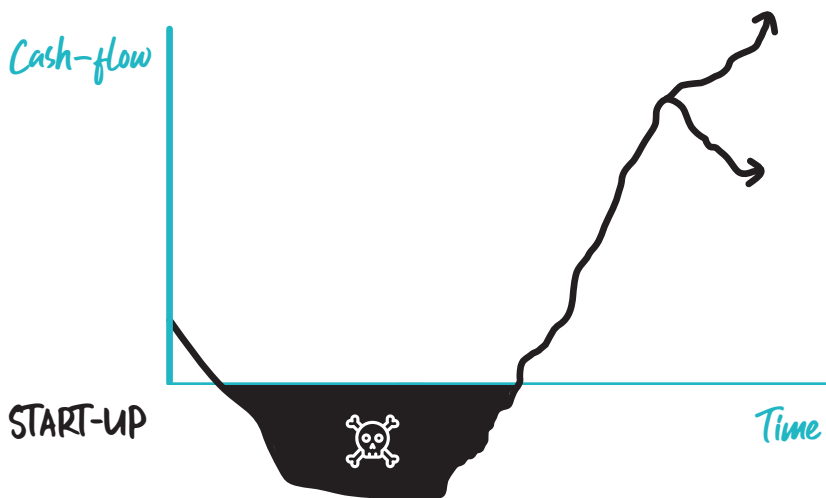
Year	Pressupposed	Invest
Sales		0
Variable Expenses		
Contribution Margin		
Fixed Expenses		
Gross Feed Assets		
Depreciation		
Operational Outcomes		
Taxes		
Net Income		
Operational Cash-Flow		
Necessary Working Funds		
Investments in Necessary Working Funds		
Exploration Cash-Flow		
Investments in Tangible		
Project Cash-Flow		
Accumulated Cash-Flow		
Updated Cash-Flow		
Cumulative Cash-Flow		

WHAT are your RISKS?

STARTUP CHALLENGES

All startups must cross the initial 'Valley of Death' to get to increased cash flow. It is critical to be aware of and prepared for

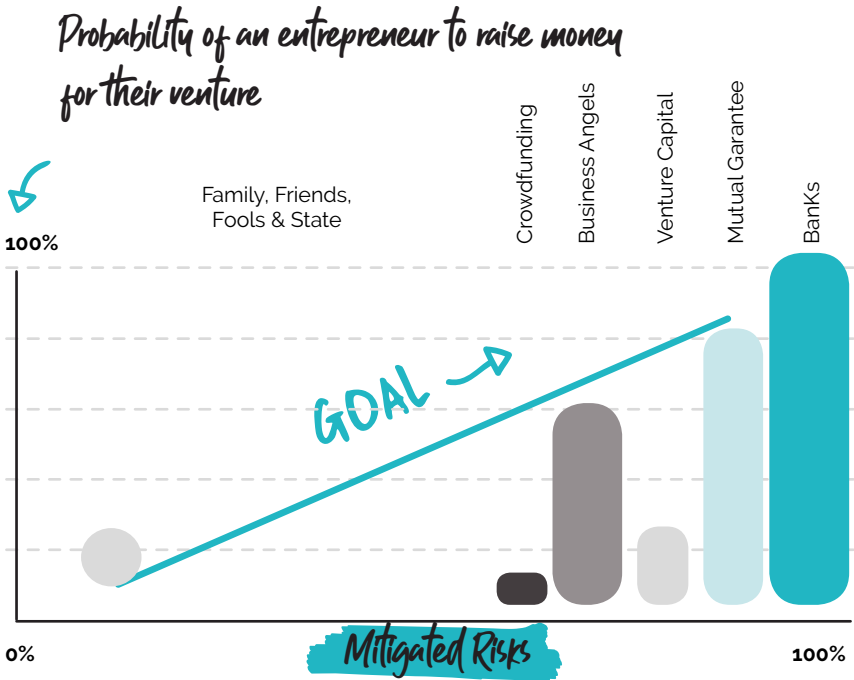
this business stage. Does that sound like something you are ready for? What can you do to cover this dangerous ground?



notes:

PROBABILITY AND MITIGATED RISK

Most new businesses follow a similar trajectory. How will your business reach its goals?



RISKS (MELFO)

MARKET, ENTREPRENEURS, LEGAL, FINANCIAL & OPERATIONAL

Source: Paulo Andrez

notes:



Investigate well. Do online research and then make focus groups. Tell friends and then enemies about the idea. Try crowdfunding or selling the product online before you launch to see if there is interest.

Tim Vieira
CEO da Bravegeneration



THE RISKS OF THE JOURNEY

To succeed in investment you must understand and prepare for risk. You must ask if you can take the journey and what you need to prepare for.

Imagine you are going on a hike. It is a good idea to think about and plan for difficulties you might run into. You might read guidebooks, take classes, buy supplies, find travel partners. The same is true for entrepreneurship. Following are some of the risks you might need to consider. Risks might change during the life of your business.



The Desert of No Steady Paycheck

(Business can fluctuate and impact your pay.)

Current level of risk:



Long-term level of risk:



Can you avoid this risk? How?

Can you prepare for this risk? How?

The Swamp of Market Disruption

(Unexpected changes and competition can impact your business.)

Current level of risk:



Long-term level of risk:



Can you avoid this risk? How?

Can you prepare for this risk? How?



Do not invest more than 10% of the net assets you have. Remember that investing is a risky activity.

Paulo Andrez

Green Swan Group | Angel Investor



The Storm of Currency Fluctuation

(Currency value can fluctuate to negatively impact a business.)

Current level of risk:

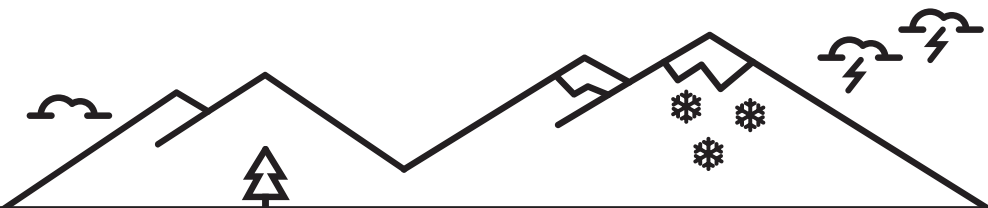


Long-term level of risk:



Can you avoid this risk? How?

Can you prepare for this risk? How?



The Mountain of Partner and Employee Trust

(Partners and employees can be a bad fit.)

Current level of risk:



Long-term level of risk:



Can you avoid this risk? How?

Can you prepare for this risk? How?

The Cold of Sacrificed Private Capital

(Many entrepreneurs need to invest their own capital to make a successful business.)

Current level of risk:



Long-term level of risk:



Can you avoid this risk? How?

Can you prepare for this risk? How?

Do you **UNDERSTAND** **WHAT IT MEANS?**

Acquisition: taking ownership of another business. (You might see it used with the word "merger," as in "mergers and acquisitions.")

Advertising: attracting public attention to a product or business, generally through paid print, broadcast or electronic media announcements. (This is not the same as marketing or public relations.)

Angel Investor: individuals who support new entrepreneurial ventures, usually to help get businesses from the self-funded stage to a level that needs and attracts venture capital.

Appraisal: a formal estimate of the value of something on the open market as well as a description of how the estimation and conclusion of value was reached.

Barter: direct exchange of merchandise and/or services between businesses.

Beach: a beautiful place you can go every-day in Portimão.

Benchmarking: a method of comparing services, products, and practices that seek to outperform the competition and enhance a company's functions and processes.

Business Incubator: organization that provides workspace, coaching, and support services to entrepreneurs and early-stage businesses. (Startup Portimão!)

Business Plan: a document that specifies a business that you want to start or that is already started. It is usually written by entrepreneurs when there is intent to start a business but can also be used as an internal marketing and management tool. The document contains information about how the business is or should be.

Customer Acquisition Cost (CAC): the cost of attaining a customer. (Usually the cost of marketing and sales divided by the number of customers gained over a specific time.)

Customer Retention Rate: the percentage of customers retained over a given period of time.

Consumer Direct Marketing: a form of network marketing in which the distributors are all also consumers. (For example: distributors must also buy the product for their personal use.)

Copyright: a form of protection for published and unpublished literary, scientific,

and artistic works that have been fixed in a tangible or material form.

Entrepreneur: a person who organizes, operates, and assumes the risk for a business venture. (You?)

General Partnership: an organizational structure in which each general partner shares in the administration, profits, and losses of the operation.

Home Based Business: a business of any size or type with the primary office in the owner's home.

Independent Contractor: an individual who practices an independent trade and has a business in which they offer their services to other businesses or individuals but are not full employees of those businesses.

Intrapreneur: someone who works with entrepreneur-like ventures in a large corporate environment.

Joint Venture: a specific legal entity created by two or more businesses joining together to conduct a specific business enterprise. Both parties share profits and losses.

Limited Liability Company (LLC): a legal entity that is not taxable itself and distributes the profits to its owners. It shields personal assets from business debt like a corporation. (It is called an SpQ in Portugal)

Limited Partnership: a business arrangement in which the day-to-day operations are controlled by one or more general partners and funded by limited or silent partners. They are legally responsible for losses based on the amount of their investment.

Marketing: the process of researching, promoting, selling, and distributing a product or service. Marketing covers a broad range of practices, including advertising, publicity, promotion, pricing, and overall packaging of the goods or services.

Merger: a joining together of two previously separate corporations.

Multi-level Marketing (MLM): a business in which an individual receives proceeds from their own sales, as well as from the sales made by people they sign up, and, potentially, individuals signed up by those individuals, and so on.

Networking: developing contacts to form business relationships, increase knowledge, expand a business base, and/or serve the community. (Also a term for linking computers systems.)

Now: a really good time to be an entrepreneur in Portimão.

Outsourcing: purchasing standard services from another business. (This often happens with accounting, payroll, IT, and marketing.)

Partnership: a business form in which two or more individuals share business responsibility, liability, and profit.

Patent: a property right granted to an inventor to exclude others from making, using, offering for sale, or selling the invention.

Pitch: a short presentation of three to five minutes with the aim of presenting products or services to clients and giving business ideas to investors. The idea underlying a pitch is to capture interest, start a conversation, or close a sale. (Also, the an-

gle of a line, throwing a baseball towards a batter, the sticky stuff in trees, and the quality of a sound.)

Planning: a detailed method formulated for managing a business.

Portimão: a really good place to be an entrepreneur.

Public Relations (PR): the deliberate promotion of a specific image for a business. (Publicity is the materials used in specific public relations efforts.)

Repeat Purchase Rate: percentage of customers who have bought more than once.

Redemption Rate: percentage of special offers redeemed by customers.

Revenue Percentages: calculation and projection of multiple revenue streams.

Sales: the exchange of a product or service for money. (Also it's the department in a company that handles the exchange of products or services for money.)

Sole Proprietorship: a business owned and operated by one person.

Startup: a company in its initial stages, still in the process of developing and imple-

menting operations. It may not have begun marketing products and services or it can be a fully solidified company that has experienced rapid growth.

Startup Portimão: a great incubator for you.

Stakeholders: everyone with an interest or concern in a business. For example: partners, customers, shareholders, and employees, among others.

Strategic Alliance: an ongoing relationship between two businesses to combine efforts for a specific purpose.

Trademark: a form of legal protection for words, names, symbols, sounds, or colors that distinguish goods and services.

Venture Capital (VC): a form of financing a company in which the business gives up partial ownership and control of the business in exchange for capital over a limited time frame.

notes: _____



Without a good team you can have the best product but it's going to go nowhere.

Tim Vieira
CEO of Bravegeneration



The **AUTHORS** of this **GUIDE**

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Luis is the CEO of **Territórios Criativos** and has more than 10 years of experience in dynamic business incubator management. Previously he served as Non-Executive Director of **AlgarExperience** and **Science4You** and Managing Director of **GEN Portugal** and is responsible for the creation and management of several business incubators in Portugal, namely **Mafra & Ericeira Business Factory**, **Loures INOVA**, **Alvaiázere +**, and **Startup Portimão**. He was Director General of **DNA Cascais** and **AUDAX - Entrepreneurship Center of ISCTE-IUL** and President of the administration of **TEC LABS - Faculty of Sciences of the University of Lisbon**. He currently lectures at **ISCTE-IUL**, **ISMAT**, and **ISG**, where he teaches entrepreneurship, business management, and finance and acts as thesis advisor to students in the field of entrepreneurship and finance. His publications focus on entrepreneurship, innovation, and NGOs. He specializes in strategic planning, training, and entrepreneurship and finance. Luis has had the honor to act as jury and mentor in dozens of entrepreneurship contests. He has held the role of director for several youth organizations, such as the **UPAJE** and **Thesis**, and is a member of the board of the **National Youth Council** and various youth associations.

Teresa Preta:

Teresa is a CEO of **Territórios Criativos** and has over 5 years of experience in managing dynamic business incubators. She holds a Master's Degree in Tourism Management and Hospitality from **ISMAT**. She

was executive director for the incubator **Mafra & Ericeira Business Factory** and consultant for the startup **Loures INOVA** and consultant, mentor, and trainer with **Startup Portimão** and incubator **Alvaiázere +**. She has organized international incubators such as **Get In The Ring**, **Startup Europe Week**, **Global Entrepreneurship Network**, **Ignite**, etc., and served as Program Coordinator for **Turismo de Portugal**, under the **Fostering Innovation in Tourism Projects: Tourism Up, Taste Up, and Net Me Up**. Co-author of published articles on entrepreneurship, speaker and moderator in various initiatives related to entrepreneurship, jury in various entrepreneurship competitions, entrepreneur and businesswoman in the Agro-food sector, Teresa is also a delegate of **GEN Portugal**, the worldwide entrepreneurship platform with a presence in more than 160 countries.

Spice . Creative Seasoning is a comprehensive, collaborative design team. Spice provides creative expertise in start-to-finish production needs on projects ranging from graphic design to editorial design to branding to web design. With a world of knowledge, Spice meets the unique needs of their clients.

Project Team: Artistic Director: Marina Soares; Lead Designer: Liliãna Carvalho; Lead Writer: Kathryn Kruse.

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We are available to welcome to Portimão, with open arms, entrepreneurs who have innovative and creative ideas!

Isilda Gomes

Mayor, Câmara Municipal de Portimão

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POSSIBILITY

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We are available at Startup Portimão to support anyone who wishes to be an entrepreneur in Portimão. See you soon!

Luis Matos Martins

CEO, Territórios Criativos

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