



# PROGRAMA DE PITCHING & NETWORKING NO SETOR DO TURISMO

5ª EDIÇÃO | 2024

# REGULATION

Apoiado por:



Promovido por:



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## ARTICLE 1 - OBJECTIVES

1. Net Me Up is a Pitch & Networking initiative promoted by Território Criativos, with the support of Turismo de Portugal and in partnership with the Municipality of Alcochete, the Municipality of Barreiro and Pernod Ricard; whose mission is to support and leverage entrepreneurs and startups linked to Tourism accessing investors, partners, mentors and potential customers, on board a vessel.

2. The 5th edition of Net Me Up aims to provide entrepreneurs with moments of networking with investors, partners, mentors and potential clients and the creation of a network of contacts that allow participating projects to leverage and promote the Tourism sector in the Tejo river region.

3. There will be around 100 people on board, including entrepreneurs with projects linked to Tourism, as well as investors, partners, mentors and potential customers.

## ARTICLE 2 - SCOPE OF THE APPLICATION:

1. Individuals can apply, individually or in a group with a maximum of 2 members, over 18 years of age (completed by the registration deadline), who wish to attract investment, strengthen their contact network or attract potential partners and clients.

2. Projects must be innovative, respond to market needs and be capable of contributing to the development of territories.

3. **Technological** and **non-technological** projects may apply, preferably within the following **typologies**:

- a) **Mobility and sustainable consumption**, for companies and tourists;

b) **Seamless experience** throughout the tourist's travel cycle;

c) **Segmentation and personalization of digital strategies** for companies and destinations;

d) **Optimization of companies' business operations** in terms of management and marketing;

e) **Valuing the strategic assets** of the Tourism Strategy 2027.

4. Projects must be original, with proponents being legally responsible for any infringement of intellectual property rights.

## ARTICLE 3 - APPLICATION

1. The online application is considered formalized by completing the Application Form, which can be accessed through the program's online communication platforms:

[www.territorioscriativos.pt/en/net-me-up/](http://www.territorioscriativos.pt/en/net-me-up/)

2. Applications must be formalized by March 8, 2024, at 11:59 pm.

3. The application form must include the names of the team members, who subsequently assume all responsibility arising from participation. The participation of the 2nd element depends on the availability of the vessels.

4. After sending the application form, the promoting entity may ask candidates for additional clarifications.

5. Each candidate (individual or group) can not submit more than one application.

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#### ARTICLE 4 - JURY

1. A Jury will be created responsible for selecting the winners of this Pitch & Networking program.
2. The competition Jury will be made up of people and entities of recognized merit and experience in the business area, designated by Territórios Criativos.
3. There will be no appeal against the decisions taken by the Jury..

#### ARTICLE 5 - SELECTION PROCEDURE

1. Project analysis and selection takes place in the following phases:
  - a) In the first phase, the projects received will be subject to a prior assessment to verify the admissibility conditions of the candidates and the business idea..
  - b) Up to 50 projects will be selected to be present on the day of the program, on the vessels.
  - c) The 3 Net Me Up finalists will be determined in advance by an Assessment Board, which will carefully analyze the projects in competition. The Assessment Board will be composed of elements from Territórios Criativos and Turismo de Portugal.
  - d) After the networking moment, a Pitch Contest will be held, already on land, where the 3 previously elected finalists will be announced.
  - e) In 3-minute Pitches, the finalists will present their idea, business model and growth potential, followed by 3 minutes of questions from the judges, to clarify details about their projects.
2. The evaluation and selection criteria used will be based on the criteria used by RNI and Startup Portugal, in accordance with the description below:

- a) Project Scope: Response to the strategic challenges of Tourism;
- b) Growth potential/Scalability: potential for growth and profitability of business initiatives, considering their cost structure and freeing up available resources for growth and entry into new markets;
- c) Impact on the region: potential for adding value at an economic, social and gastronomic level;
- d) Degree of Innovation of the product or service: degree of Innovation of the project, with a view to obtaining new, or significantly improved, products, processes and/or services;
- e) Business model: degree of development and innovation of the business model and its sustainability.

#### ARTICLE 6 - PRIZES

1. The first three classified in this networking and pitching program will be awarded as follows:
  - a) 1st place: 2,000 EUR (two thousand euros) monetary prize + 6 months of incubation with Territórios Criativos (partner incubators).
  - b) 2nd place: 6 months of incubation with Territórios Criativos (partner incubators).
  - c) 3rd place: 6 months of incubation with Territórios Criativos (partner incubators).
2. All participants will receive a digital Certificate of Participation from the Pitch & Networking program.

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## ARTICLE 7 - OPERATION

1. The 5th edition of the Net Me Up Program will take place on March 21, 2024, from 2 pm, on the Tejo river.

2. After confirming attendance, the participant must make a payment of €20/pax to Territórios Criativos, which includes the cocktail that will be held at the end of the event, in Barreiro.

3. The networking program will cover the following topics:

- Provide startups and entrepreneurs with access to investors, mentors, partners and potential customers;
- Recognize the importance of networking and collaboration with other entrepreneurs;
- Collect feedback from potential investors and partners;
- Improve Pitch;
- Make known local, national and international partners and players who can leverage entrepreneurs' projects;
- Recognize the importance of partnerships;
- Help create an integrated, cohesive and unique entrepreneurial ecosystem in this region;
- Strengthen your contact network and capture potential customers or partners.

4. The program organization reserves the right to change the scheduled dates and times.

## ARTICLE 8 - WITHDRAWAL

1. In the case of withdrawal by candidates, they are obliged to communicate this fact in writing, up to 48 hours before the initiative, via email [netmeup@territorioscriativos.pt](mailto:netmeup@territorioscriativos.pt)

## ARTICLE 9 - FINAL PROVISIONS

1. Candidates are responsible for taking care of any property registration or other information relating to the content of the application form and other informational materials presented to the Competition, and Territórios Criativos will not be held responsible for any fact that may call them into question.

2. Candidates undertake to accept all clauses of these Regulations and authorize Territórios Criativos to disclose non-confidential information about their applications, exclusively for the purposes of promoting the competition.

3. Territórios Criativos and the members of the Jury undertake to safeguard the confidentiality of the data contained in their application and projects and which may harm the innovative nature of the idea or enable its abusive use by third parties.

4. Any doubts raised in the application of these regulations or any complaints arising from the Competition will be clarified and definitively resolved by Territórios Criativos, listening to the Jury if necessary.

5. Territórios Criativos may, at any time, introduce changes to these Regulations, if compelling reasons so justify.

Lisbon, January 5, 2024.

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