

Boost your startup, scale your future Your Startup's Future

Scaleup with us is a hands-on acceleration programme that helps startups sharpen their strategy, learn from mentors, and connect with investors — all while building the skills to grow with confidence.

Startup Path:

- ☐ Who and where are you now?
- ☐ Why do you want to Grow?
- ☐ Where do you want to grow?
- ☐ How much can/should you grow?
- ☐ How will you grow?
- ☐ How will you track your grow?
- ☐ What resources will you need?
- ☐ Who will do the process and the tech?
- ☐ Who and how will you hire?
- ☐ Why should they join your team?
- ☐ How much money will you need?
- ☐ From whom and when to get money?
- ☐ What due diligences do you need to follow?

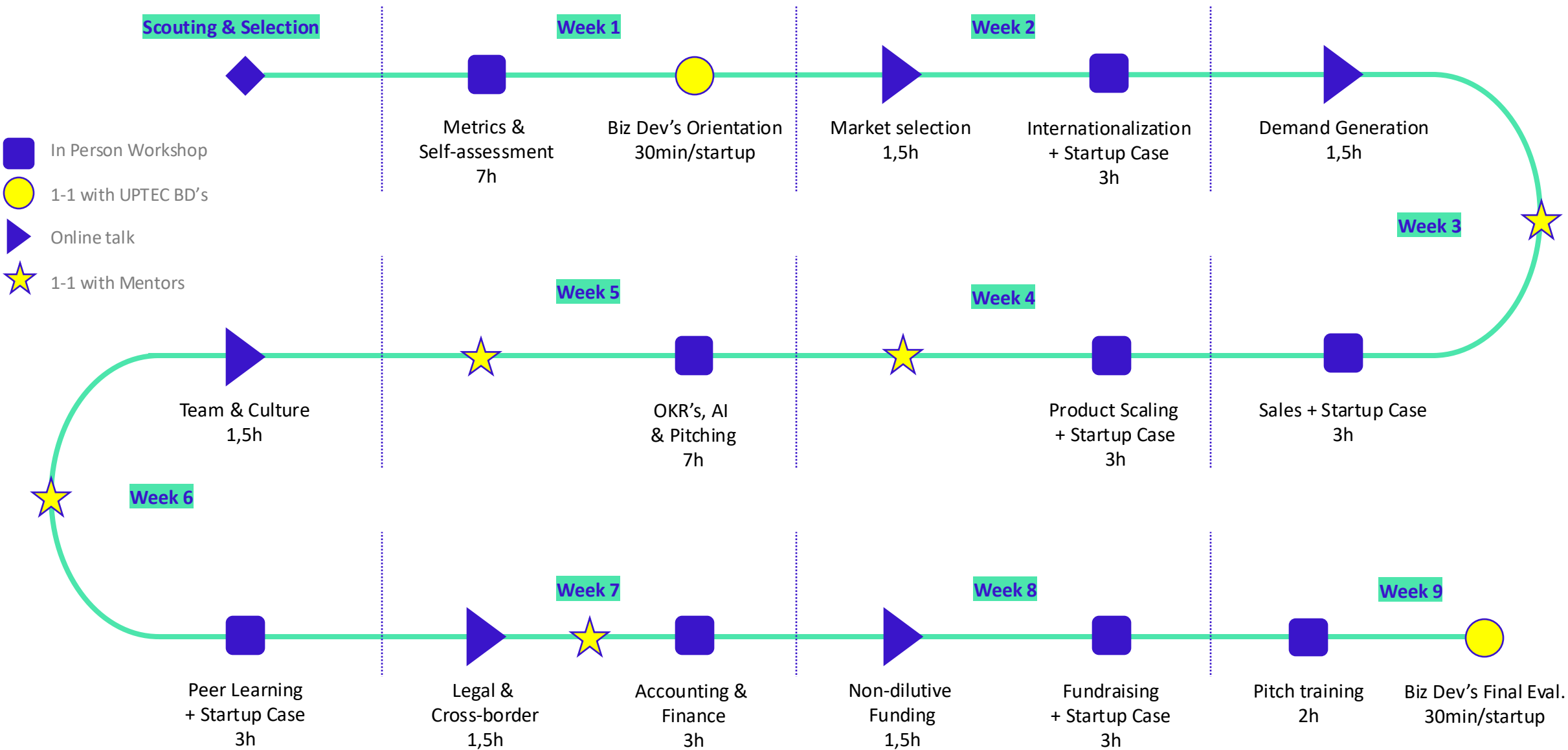
Main areas of work:

- ❖ Metrics to focus
- ❖ Identify markets to enter
- ❖ Process to acquire and retain clients
- ❖ Growing the product and the team
- ❖ Fundraising process
- ❖ Legal & Accounting due diligences

Delivery Strategy:

- ✓ Self-assessment for reality check
- ✓ Online session for general knowledge building
- ✓ In-person workshop for targeted skills building
- ✓ Mentoring for mapping bling spots
- ✓ Pitch training and Pitch Day to gain recognition

METHODOLOGY



DETAILED SCHEDULE

Week	Date	Time	Format	Description
Week 1	Jan 21 st	10h~17h	In-Person	Workshop 1: Morning: Kick-off, ice breaker, initial round of pitching, networking lunch. Afternoon: Metrics & Unit Economics, Self-assessment
	Jan 22 nd to 28 th	TBC	Online	Mentoring 0: 1-1 with UPTEC's Biz Dev for action planning and mentors' suggestion
Week 2	Jan 26 th	11h30	Online	Talk Online 1: Market selection tools
	Jan 29 th	14h30	In-Person	Workshop 2: Internationalization + Startup Case study 1
Week 3	Feb 2 nd	11h30	Online	Talk Online 2: Digital Marketing and Demand Generation
	Feb 4 th	14h30	In-Person	Workshop 3: Sales Cycle + Startup Case study 2

DETAILED SCHEDULE

Week	Date	Time	Format	Description
Week 4	Feb 12 th	14h30	In-Person	Workshop 4: Scaling the product and Product Led Growth + Startup Case Study 3
Week 5	Feb 19 th	14h30	In-Person	Workshop 5: Morning: FAST goals, OKRs, Using AI, networking lunch Afternoon: Pitch Deck design and Pitch Training 1
Week 6	Feb 23 rd	11h30	Online	Talk Online 3: Building the Team and creating the culture
	Feb 25 th	14h30	In-Person	Workshop 6: Peer learning feedback and Pitching practice + Startup Case Study 4
Week 7	Mar 2 nd	11h30	Online	Talk Online 4: Legal & Cross-border operations
	Mar 3 rd	14h30	In-Person	Workshop 7: Accounting and Financial planning for fundraising

DETAILED SCHEDULE

Week	Date	Time	Format	Description
Week 8	Mar 9 th	11h30	Online	Talk Online 5: Non-dilutive funding
	Mar 12 th	14h30	In-Person	Workshop 8: Fundraising readiness + Startup Case Study 5
Week 9	Mar 16 th to 19 th	TBC	Online	Mentoring 6: 1-1 with UPTEC's Biz Dev for final assessment for post-program
	Mar 20 th	14h30	In-Person	Workshop 9: Pitch training
Weeks 2~8	To be schedule		Online	Mentoring 1-5: 5 individual mentoring session with experienced founder, distributed according to: similar industry, similar technology, international market experience, funding experience, availability.
				Startup Case Study: Conversation with startup founders, either in-person or online (with participants in the workshop room), according with availability. Case selected according to the workshop theme.

DETAILED SCHEDULE

Week	Date	Time	Format	Description
Pitch Day	April TBC	16h30 to 18h30	In-person	16h00 — 16h30: reception of audience and jury
				16h30 — 17h30: Pitching session, 5min Pitch + 5min Q&A
				17h30 — 18h00: Keynote / Panel about a relevant topic of the moment + jury deliberation
				18h00 — 18h30: Awards & Networking drinks

To participate in the program, startups must:

- Be **incorporated**
 - In Portugal or outside
 - For a maximum of 10 years
- Have a working **MVP**, with early sales or ready to sell
- Interest in **raise** private **funding**
- Team of 3 or more
- Capable of communicating in English
- Innovative solution for a **validated problem**

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