

A nighttime photograph of the Praça do Comércio in Lisbon, Portugal. The square is illuminated by streetlights, and the surrounding buildings are lit up. A large, semi-transparent red arrow points diagonally upwards from the bottom left towards the top right, passing behind the main text. The text is in a clean, white, sans-serif font.

# Driving a leading innovation ecosystem in Lisbon

**unicorn** Factory  
Lisboa

# Our strategic drivers

**01**

**250 startups per year  
and growing fast.**

We will ramp up foreign startups in Lisbon whilst supporting more scaleups out into the world.

**02**

**Future proof the  
Portuguese economy.**

Create more jobs, attract foreign investment, upskill youth & enable Portuguese companies to be innovative leaders.

**03**

**A global innovation  
brand.**

Known for our ability to grow the ecosystem at scale and support startups to become global unicorns.

# Strong impact: 5x growth over the past 2 years

## Strong Portfolio

- +250 new startups/scaleups per year
- >50% of seed rounds in Portugal
- 68% raised funds after joining our programs
- 22 ecosystem events per year

## International presence

- >50% international startups
- 120 International delegations
- 16 participations in international summits
- 26 International collaborations

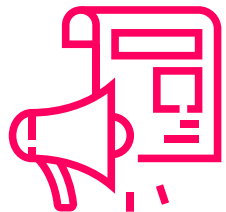
## Active Education

- 9 programs
- >1.400 impacted students through youth programs
- >2.800 students had direct contact with Unicorn Factory Lisboa

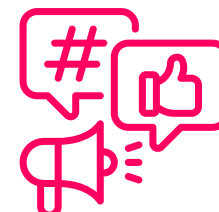


# Strong international & media recognition

**unicorn** Factory  
Lisboa



**20M** Unique media views  
**>100** international references



**45k** Social Media followers  
**12k** newsletter subscribers

Over 70 tech companies, including 14 international unicorns joined the Lisbon ecosystem

**unicorn** Factory  
Lisboa

bob

Bolt

pleo

Klarna®

NEAR  
FOUNDATION

Evolution  
Gaming

BITPANDA

PagerDuty

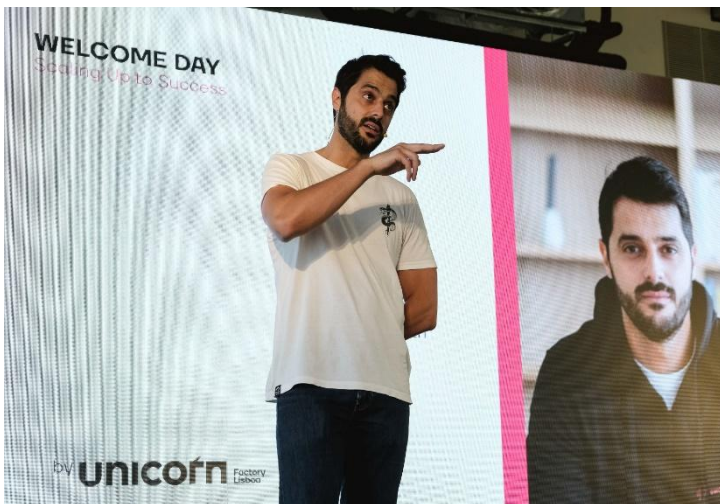
QUINTOANDAR

Glovo?



# What is Unicorn Factory Lisboa

**unicorn** Factory  
Lisboa



A flagship innovation initiative from the City of Lisboa to position the city as a leading innovation center in Europe

The initiative includes innovation **districts, hubs and programs**, inspired by international best practices

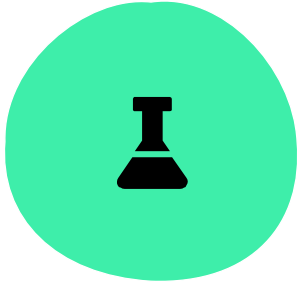
Supports **startups and scaleups** in achieving sustained accelerated growth from Lisbon

Drives an **ecosystem** of innovation, talent attraction, new projects and investment opportunities

# Our six focus areas



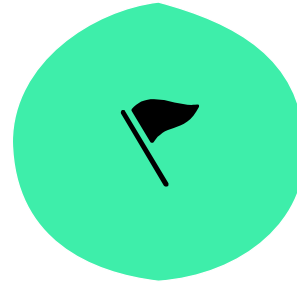
Youth  
Entrepreneurship



Early  
Stage



Growth  
Stage



International



Innovation  
Districts



Social  
Innovation

# Inspiring young innovators



## Future Innovators Program

18+ years

Three-stage program across the country open to university students that combines an e-learning academy, three regional hackathons, and an acceleration program.



## Innovation Summer School

14-18 years

A two-week program for high school students, to solve a real-world challenges faced by partner companies.



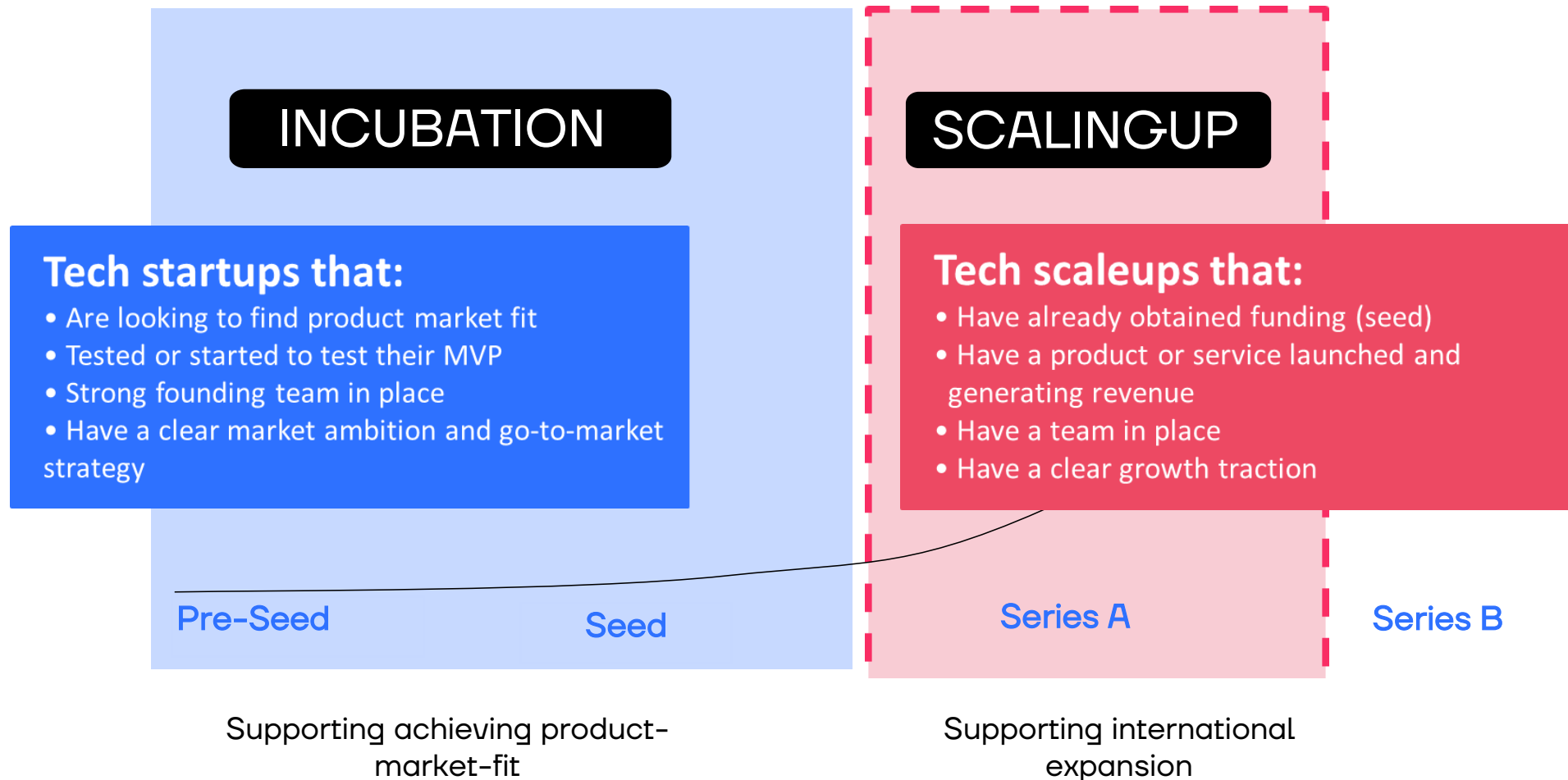
## My First Startup

6-10 years

First contact of children with entrepreneurship, by building their own startup together with their parents.



# 2 core programs, supporting startups from early to growth stage



# The leading incubation program for startups

## Incubation Key Facts

4 Jury Sessions per Year

175+ Applications per quarter

~15% Acceptance rate

40+ Nationalities

~25% with physical incubation

## Value Proposition

Funding Support

Mentoring

Corporate Matching

Perks & Community

International

# The ScalingUp is top-rated program for international scaleups

## Five key pillars to support scaleups



IMMERSIVE  
UPSKILLING



MENTORSHIP  
BOARD



CORPORATE  
MATCHING



INTERNATIONAL  
GROWTH



COMMUNITY

## Backed by leading Strategic Partners



## Some of our experts



LinkedIn

**Steve Cadigan**  
Leadership Expert, 1<sup>st</sup> CHRO  
Linkedin, Author, Advisor



FUNDRAISING  
BOOTCAMP

**François Mazoudier**  
Fund Raising Expert, Serial  
Founder, Investor, Advisor



talkdesk

**Guilherme Pinheiro**  
International Sales Expert,  
Talkdesk, Serial Founder

**>50** scaleups

**97** NPS



# Drive innovation in high-growth sectors together with partners



## Objective

Promote innovation in payments, tourism and mobility

## Main Partners

Nest  
Mastercard



## Objective

Promote innovation in the construction, mobility and retail sectors

## Main Partners

Mota Engil  
Emel  
GS1  
Electrão  
Galp



## Objective

Contribute to decarbonizing the health sector

## Main Partners

Astrazeneca  
A.Catalyst Network



## Objective

Promote innovation in the Food & Hospitality Sector

## Main Partners

Turismo de Portugal  
Delta Cafés  
Sparkfood

# Strong support for international startups

1

Set of programs to easily understand **how to expand operations** in Lisbon

2

**Tailored support in key areas** such as law, accounting, human resources, office spaces and more

3

Introduction to **community and ecosystem key players**, including VCs, local startups and scaleups and corporates

# Presence in the most relevant international summits

8

Countries

16

Summits

Web Summit Rio, Brazil

Web Summit Lisboa, Portugal

Web Summit Doha, Qatar

Slush Helsinki, Finland

4YFN Barcelona, Spain

Collision Toronto, Canada

South Summit Porto Alegre, Brazil

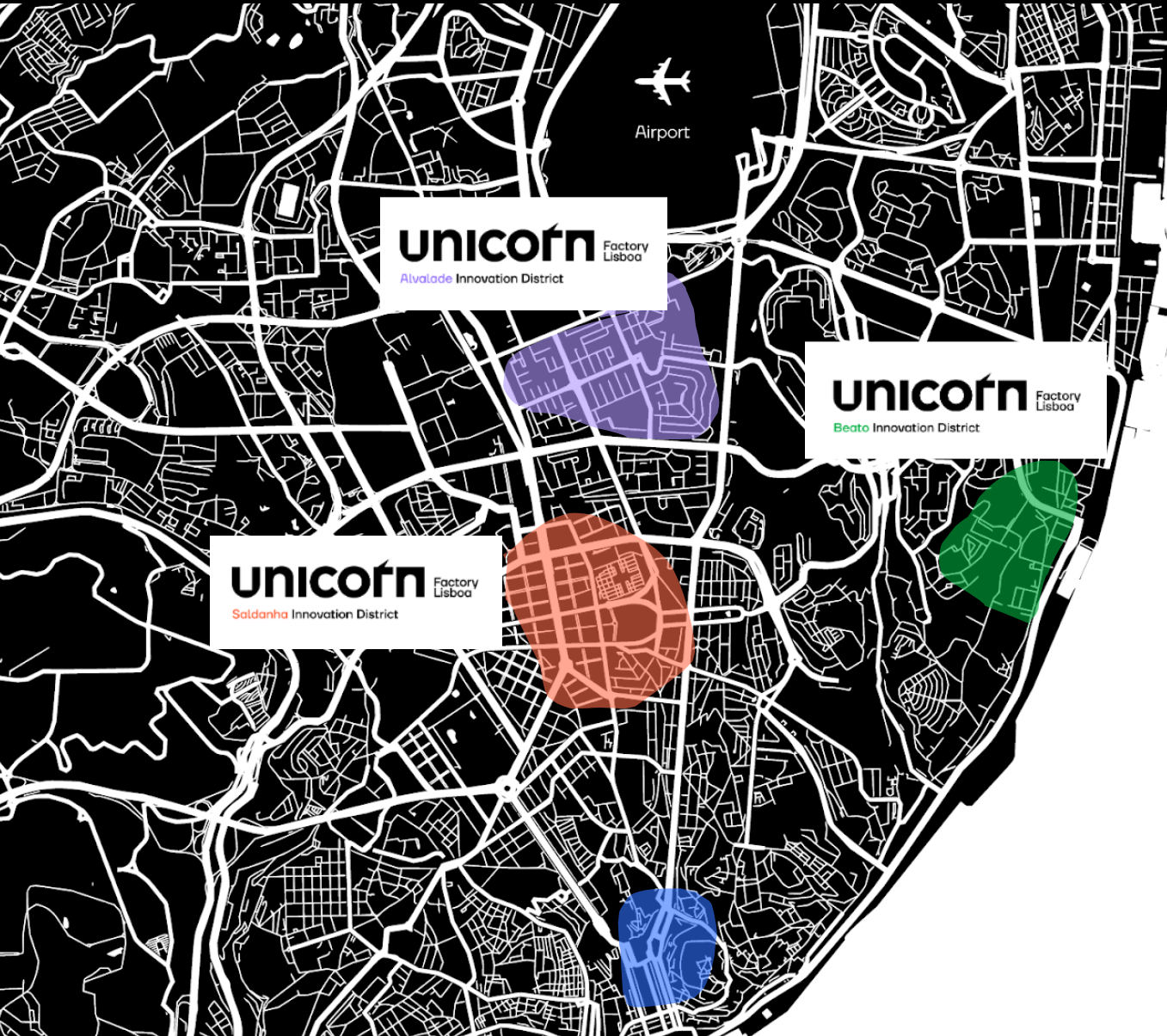
South Summit Madrid, Spain

Gitex Global, Dubai

Red Bridge San Francisco, USA



# A strong network of physical districts in Lisbon



**Beato** Innovation District  
Unicorn Factory Lisboa Headquarters  
Tech Campus

**Saldanha** Innovation District  
gaminghub  
Fintech House\*  
Técnico Innovation Center\*  
Greenhub  
Engineer's Hub

**Alvalade** Innovation District  
Web3 Hub  
AI Hub

**Early-stage hub**  
Incubation for Early Stage

Other Hubs under discussion

\*External ecosystem enablers located in the Innovation Districts

# Driving scale with Innovation Hubs

## Innovation Hubs

Unique spaces focused on high-growth verticals, to foster a strong **dedicated innovation communities** and develop **world class innovation** in Lisbon.

- Bring together Startups, Investors, Companies and Universities
- Attract and support the growth of startups and scaleups
- Drive a regular calendar activities to develop the community and the vertical
- Collaborate with innovation hubs in other geographies





# Beato Innovation: Our Headquarters

18

Buildings

50 000

M<sup>2</sup> of Construction area

55M

Private Investment

3 000

People who will work there

- Contribute to position Lisbon as a tech, entrepreneurial, creative and innovative city
- Boost the economic and social vitality of the Oriental side of the city, specially Beato and Marvila areas
- Attract new players and not make the mere relocation of existing ones
- Create a community and provoke interaction between different people and entities





# Connecting startups with the city with one of the largest innovation awards in Europe

## lisboa innovation for all

 by **unicorn** Factory  
Lisboa


### Quality of Education

Improve, support and innovate on Primary, Secondary, and University Education.



### Access to Healthcare

Increase quality of life and support patients in need of specialized care.



### Integration of Migrants

Support and promote social integration and quality of life for migrants.

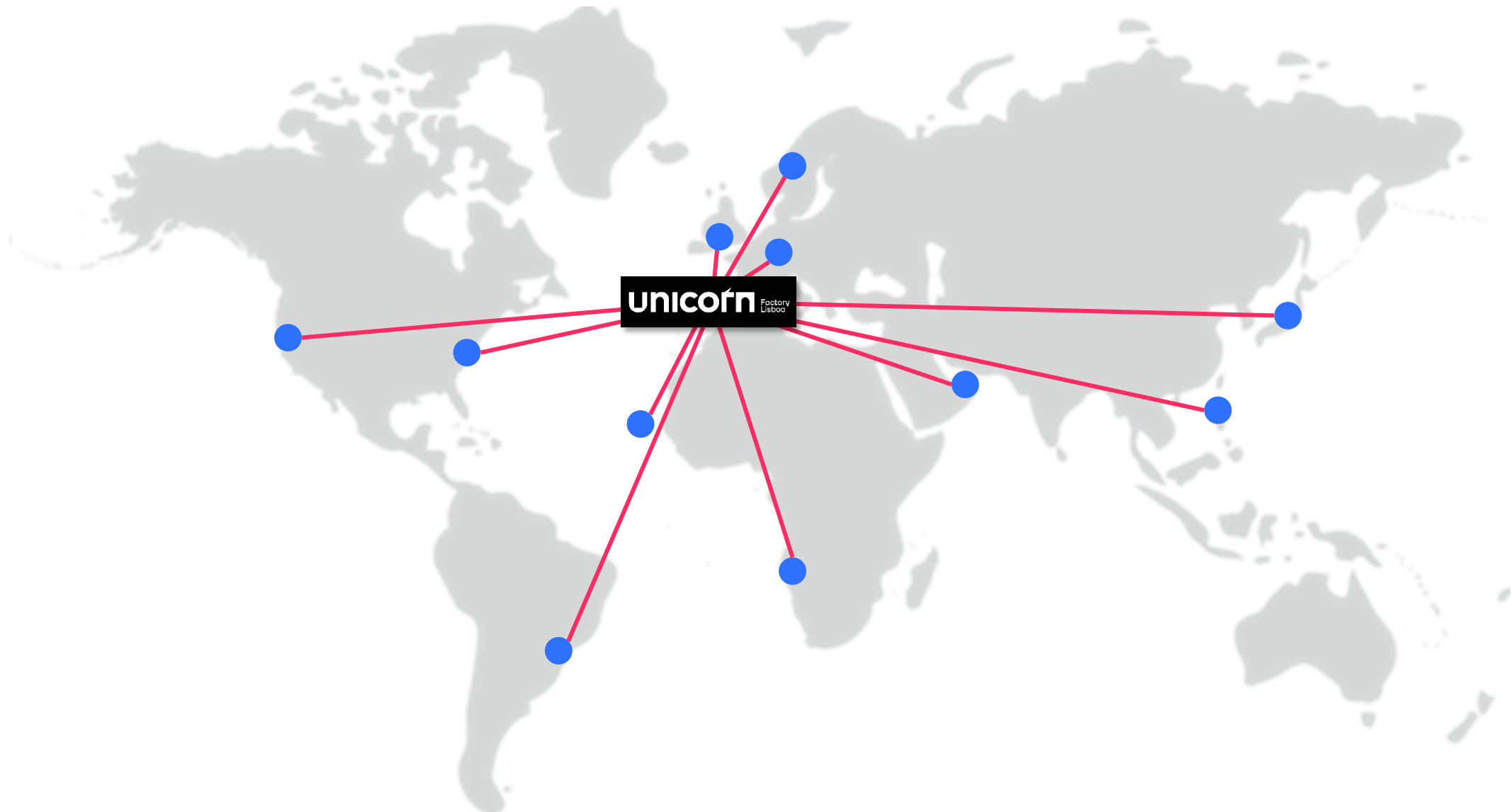


The **Social Innovation Prize** from the Lisbon City Council, organized by the Unicorn Factory Lisboa and supported by the **European Innovation Council**, aims to discover and support **innovative and impactful solutions** that can be applied practically in the city of Lisbon.

**>320** applications, **>40** countries

Next priority: a world-class innovation ecosystem  
connected globally with Unicorn Factory Lisboa

**unicorn** Factory  
Lisboa



# Stay in touch!



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