



**WELCOME WINTER BATCH 2025**

**BUILDING THE FOUNDATIONS OF THE ECOSSYSTEM**

# AGENDA

- 14:00 - 14:30** Individual Photos & Welcome Drink
- 14:30 - 14:45** Unicorn Factory Lisboa Overview
- 14:45 - 15:15** Incubation Program Deep Dive
- 15:15 - 16:00** Space Tour, Group Photo & Coffee Break
- 16:00 - 17:00** Founders Presentation
- 17:00 - 17:30** Roundtable with Incubated Founders
- 18:00 - 21:00** Welcome Winter Gathering



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Create a world-class ecosystem in  
Lisbon, supporting founders to **start**,  
**scale** and become **global**.

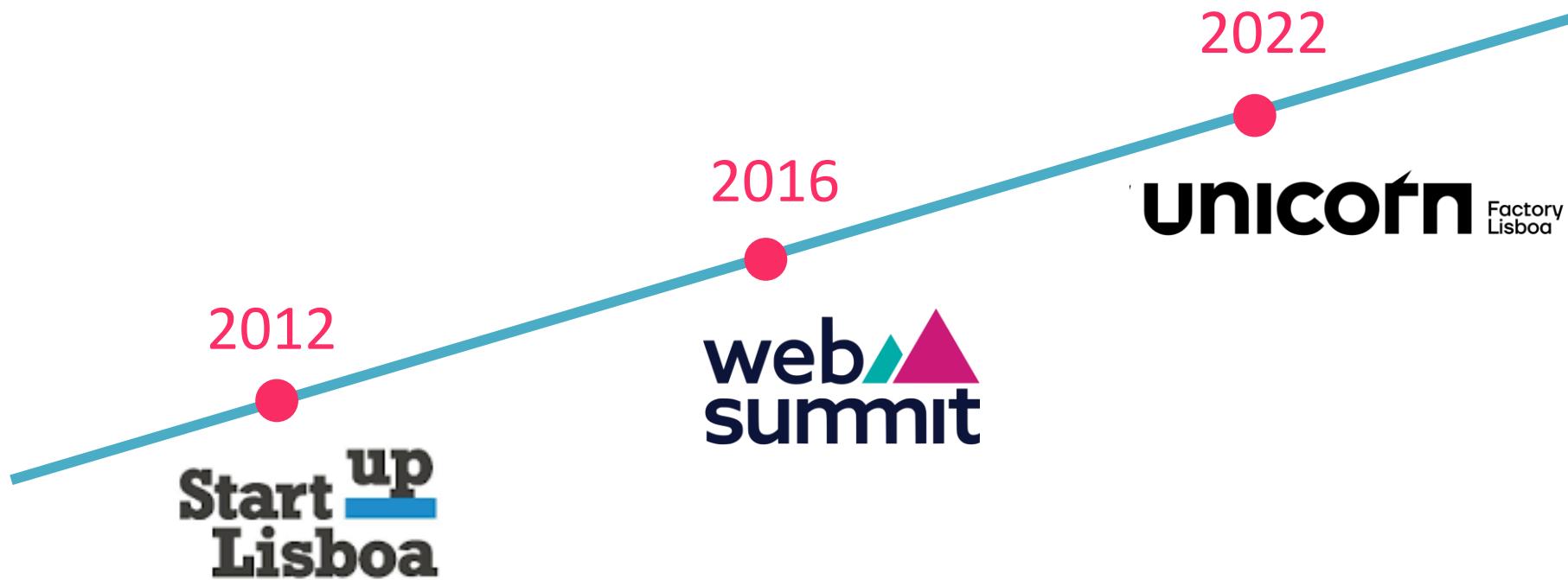
unico

Factory  
Lisboa

trebl  
Mis  
for

# Lisbon's ecosystem, evolving since 2012

unicorn  
Factory  
Lisboa



# Over 5x growth in the past 2 years

**unicorn** Factory Lisboa

We have mastered the art of **accelerating innovative startups, igniting groundbreaking innovation, and driving the rapid growth of dynamic innovation ecosystems.**

In **the last two years**, we achieved:

**25**

Program  
Launches

**6**

Innovation Hubs

**+26**

International  
Collaborations

**+500**

Startups  
Supported

**>€340M**

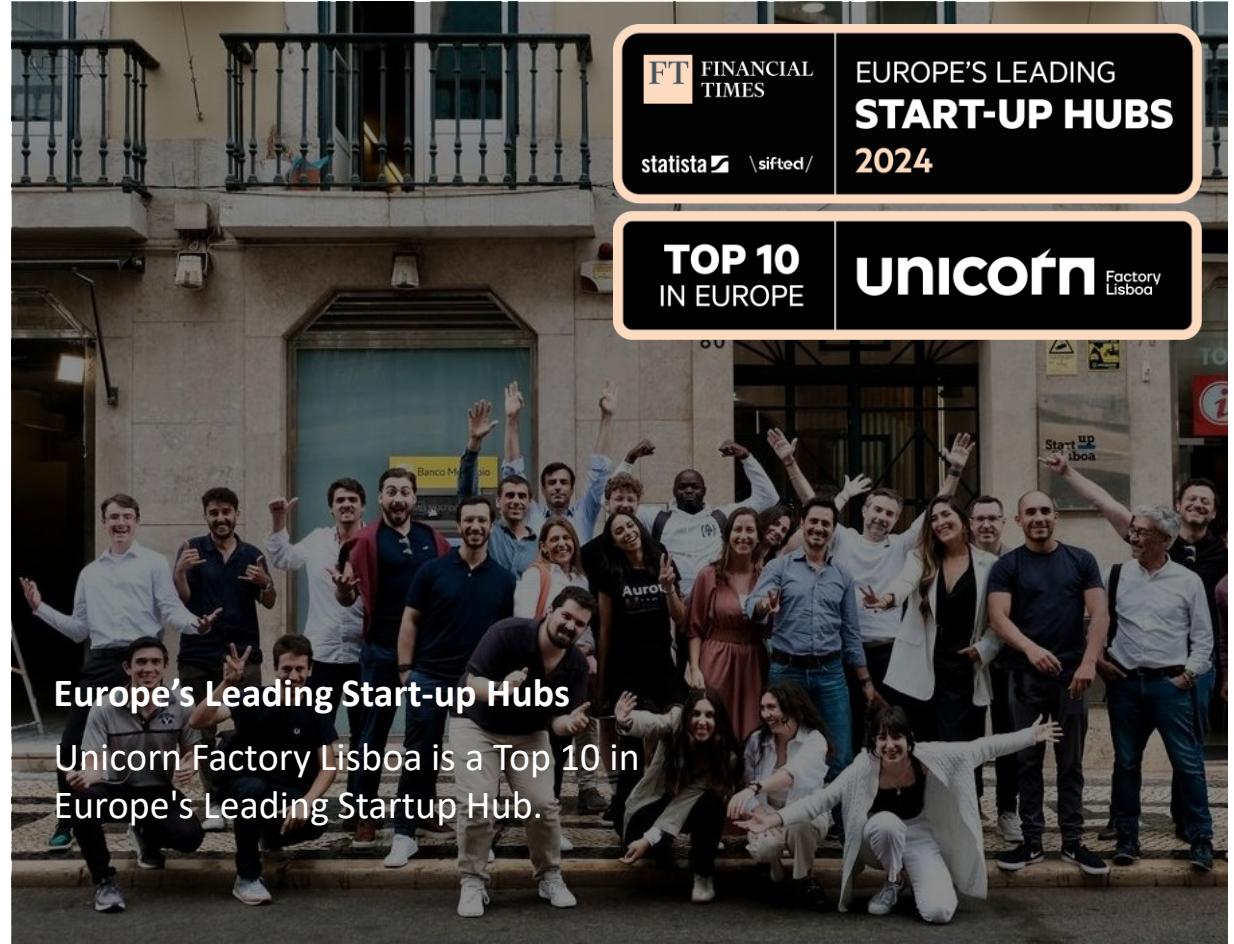
Investment Raised

**+400**

World Class  
Mentors, Partner  
Corporates & VCs

# Unicorn Factory Lisboa is an internationally recognized platform

unicorn  
Factory  
Lisboa



# Backed by strong Partners

unicorn  
Factory  
Lisboa



Grupo Brisa  
Abre caminho



FIDELIDADE  
SEGUROS DESDE 1808

galp  
UPCOMING  
ENERGIES

Google



R remote



ORACLE



MOBIDICTION

3 Comma  
Capital 3.

Sonae

TEKEVER

claranet®

.pt



CLOUDFLARE

Microsoft

renewing  
MOTAENGIL  
ENERGY IN TRANSITION

MOTAENGIL

e emel

e electrão  
CONFIAR PARA RECICLAR

N e S T  
Tourism  
Innovation  
Center  
Portugal

JOSÉ DE MELLO



CCA  
LAW  
FIR

IIEO

the  
LISBON  
MBA  
católica|nova  
In collaboration with MIT Sloan

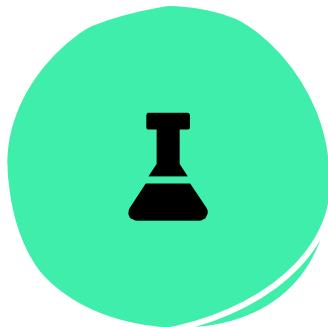
ISEG  
Lisbon School  
of Economics  
& Management  
Universidade de Lisboa

+100  
Corporate Partners

# Unicorn Factory Lisboa: 5 strategic areas



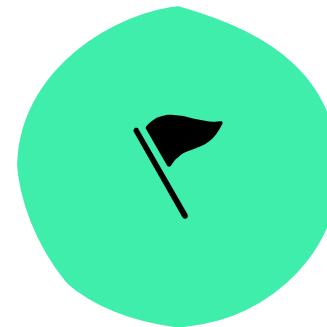
Youth  
Entrepreneurship



Early  
Stage



Growth  
Stage



International



Innovation  
Districts

# Youth Entrepreneurship

Inspiring young innovators

**unicorn** Factory Lisboa



## My First Startup

6-10 years

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



## Innovation Summer School

14-18 years

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



## Future Innovators Program

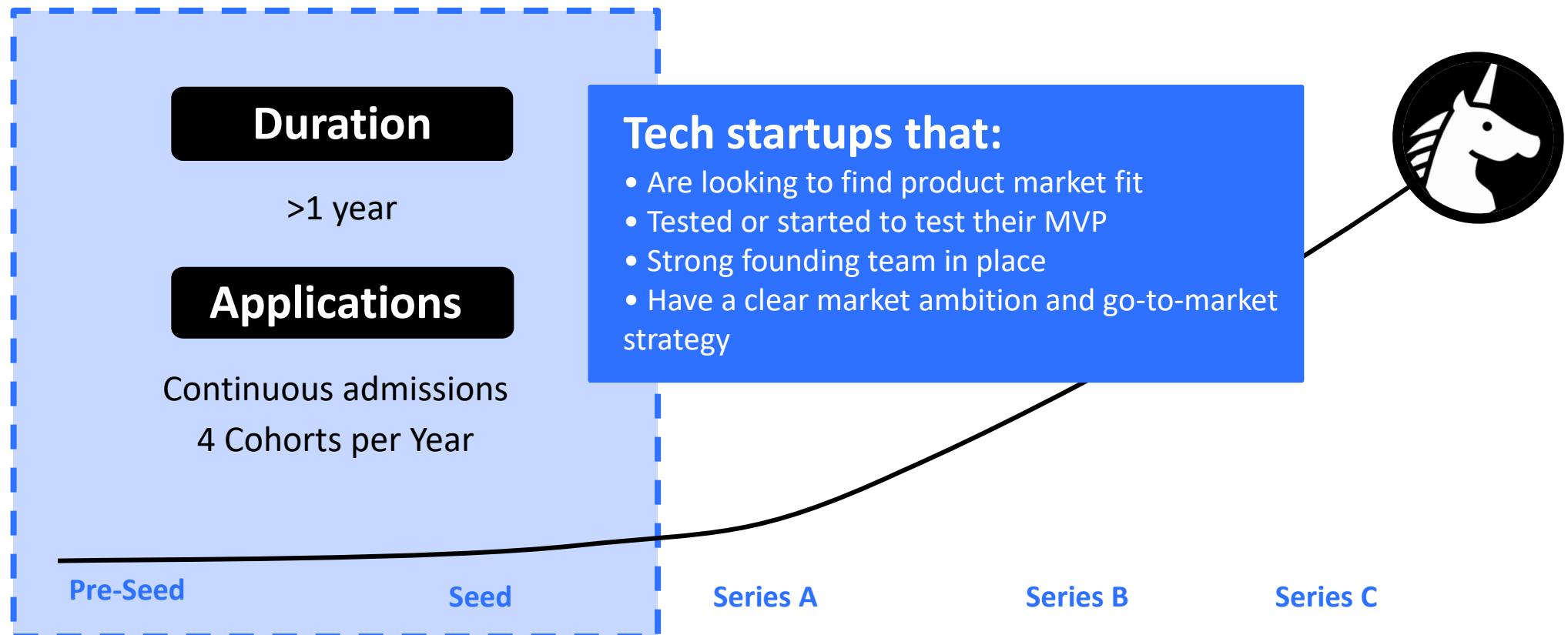
18+ years

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

# Early Stage

Powerful incubation for new startups

unicorn  
Factory  
Lisboa



# Growth Stage

Added focus on supporting scaleups

unicorn  
Factory  
Lisboa

## Duration

8 months

## Applications

Continuous admissions

2 Cohorts per Year

### Tech scaleups that:

- Have already obtained funding (seed)
- Have a product or service launched and generating revenue
- Have a team in place
- Have a clear growth traction

Pre-Seed

Seed

Series A

Series B

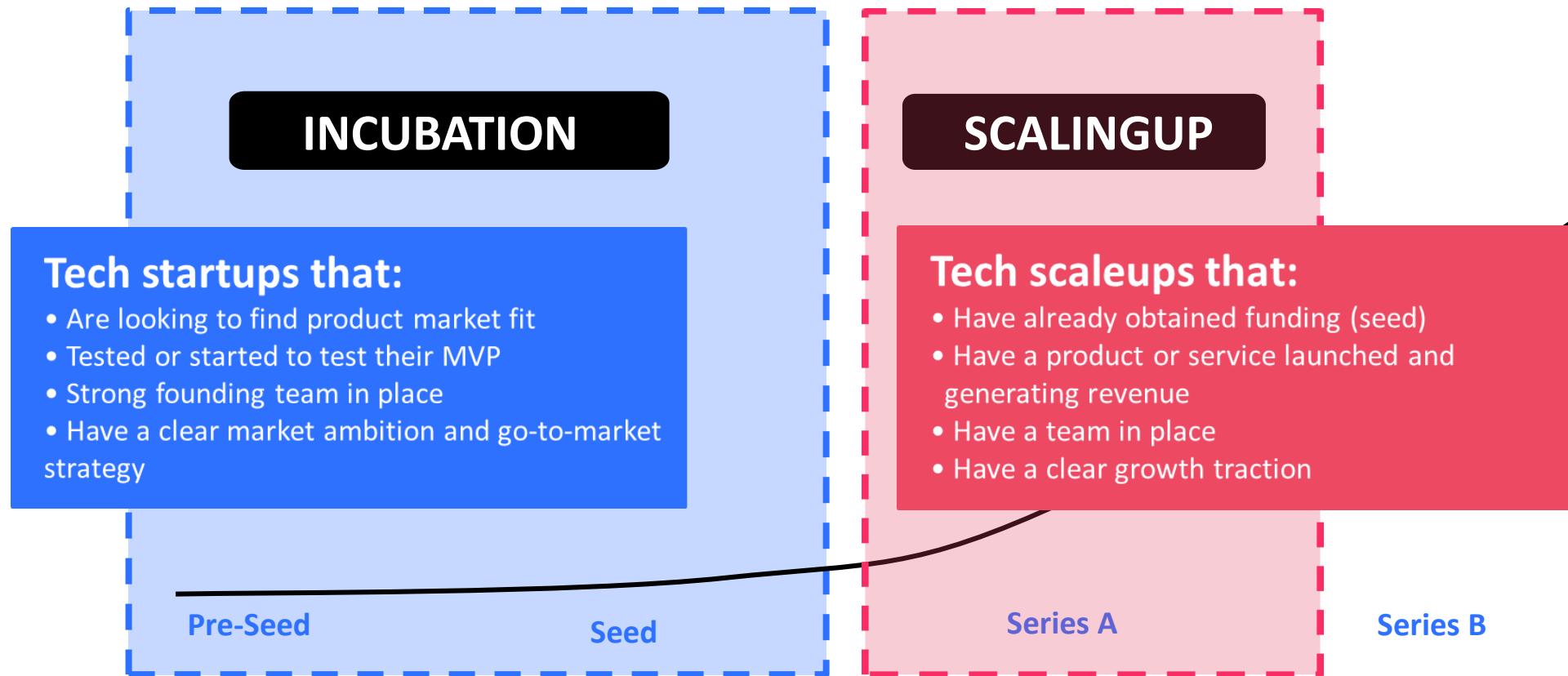
Series C



# Portfolio: Flagship Programs

Supporting startups from early to growth

unicorn  
Factory  
Lisboa



-  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

# International

Partnering with other key ecosystems and enabling internationalization to Portugal

**unicorn** Factory Lisboa

EXAMPLE BY PROGRAM



An exploration program for foreign entrepreneurs, investors and companies looking to easily understand how to set up life and business in Portugal.

**19**  
Editions

**+200**  
Participants

**+58**  
Nationalities

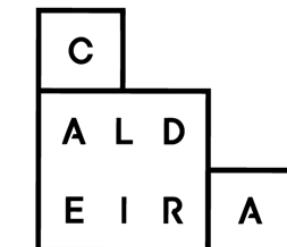
EXAMPLE BY COUNTRY



Country Partners



Sai do Papel



# Innovation Districts

A strong network of physical districts in Lisbon



**unicorn** Factory Lisboa

## Beato Innovation District

Unicorn Factory Lisboa Headquarters  
Tech Campus

## Saldanha Innovation District

**gaminghub® greenhub®**

Fintech House\*  
Técnico Innovation Center\*  
XR Cluster **coming soon**

## Alvalade Innovation District

**web3hub® Aihub®**

## Early-stage hub

Incubation for Early Stage

## Other Hubs coming soon

Bluetech / Foodtech / Welltech



\*External ecosystem enablers located in the Innovation Districts

# Innovation District

The Beato Innovation District is the heart of our innovation

**unicorn** Factory Lisboa

**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



**For startups ...**

**For companies ...**

**For investors ...**

**access to more markets**

**access to more innovation**

**access to more startups**



# Team

Our Portfolio Team is your go-to resource and will work closely with you



**Gil**  
*Executive Director*



**João**  
*Head of Portfolio*



**Inês**  
*Incubation Portfolio Manager*



**Mariana**  
*Growth Portfolio Manager*



**Catarina**  
*Portfolio Incubation Associate*



**Rafaela**  
*Community Associate*



**Bernardo**  
*Portfolio Incubation Associate*

# Team

The rest of the UFL team is also working to create even more opportunities for you



**Marta**  
*Head of Marketing & Partnerships*



**Sofia**  
*Head of Strategic Projects*



**Isa**  
*International Manager*



**Catarina**  
*Youth Associate*



**Cristina**  
*Office and Event Manager*



**Marina**  
*Head of Finance*



# AGENDA

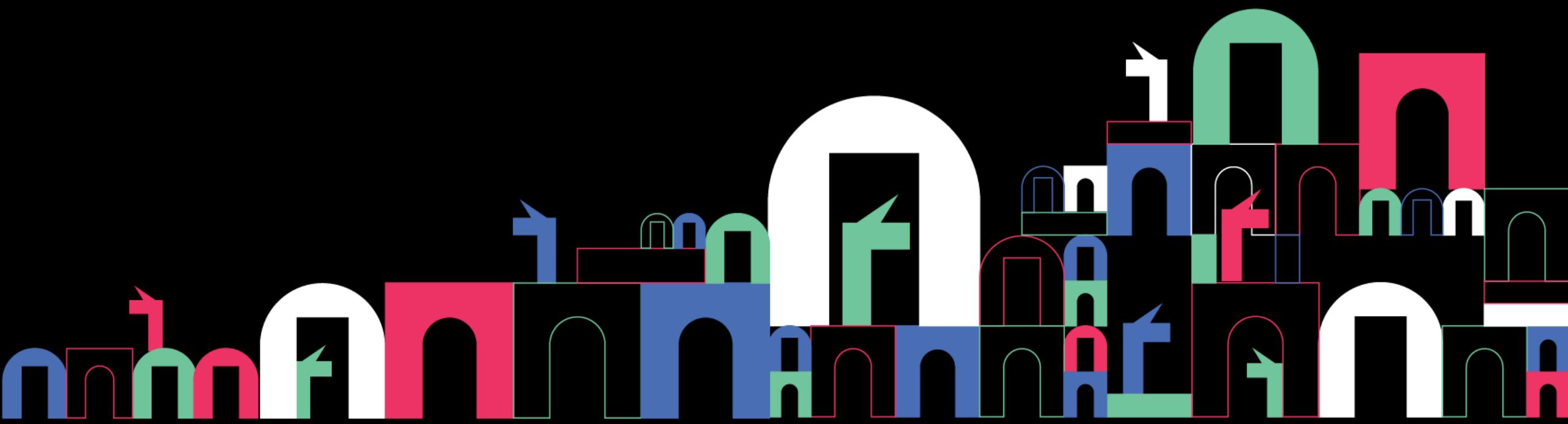
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# INCUBATION PROGRAM

by **unicorn** Factory  
Lisboa

Building the foundations of the ecosystem with a **founder-driven mindset**.



# 4 New Batches a Year

We have applications open all year round!

No equity. No success fee. A 90€ + VAT/ month membership.

## Winter Batch



## Spring Batch



## Summer Batch

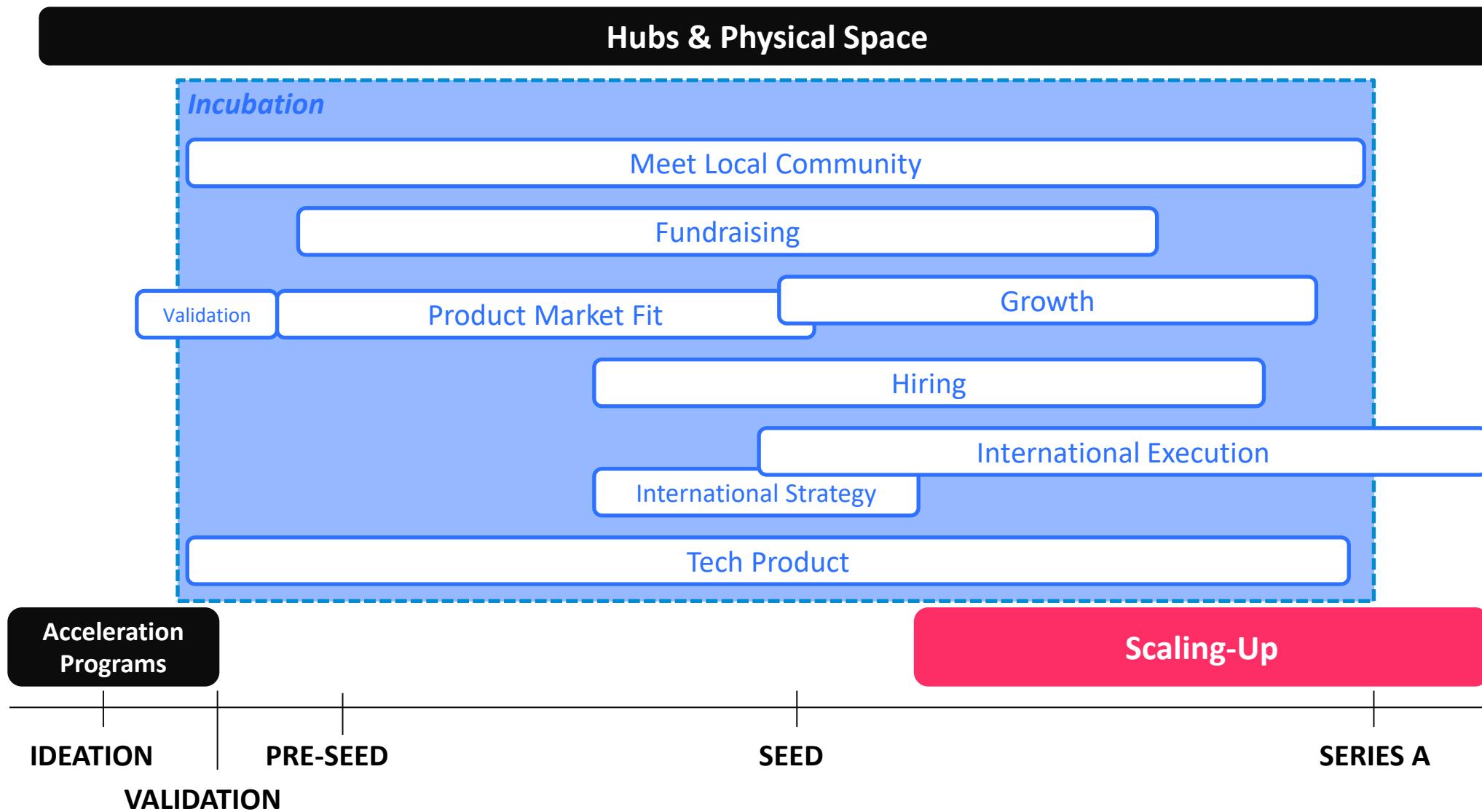


## Fall Batch



Got a startup in mind? Feel free to recommend them to us

# YOUR Incubation Journey



# 3 Pillars for Growth

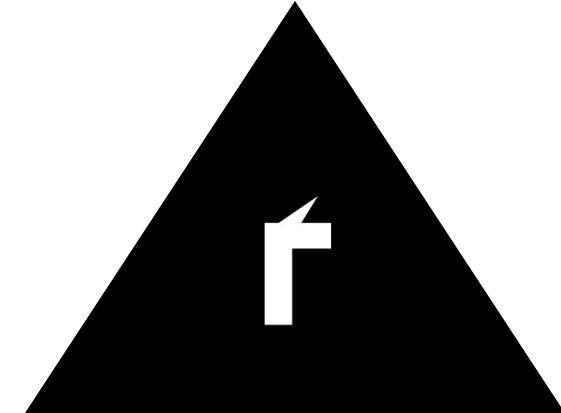
## OPPORTUNITIES

**Exclusive opportunities** created for founders, based on their needs and challenges, **elevating a network-effect**



## COACHING

**Customized coaching sessions adapted to your challenges** by Incubation Team, and access to an exclusive **forum of mentors**



## TRAINING

**Quality training sessions** with different approaches, formats and stakeholders, aiming for founders upskilling and pitch improvement



## QUARTERLY PORTFOLIO ANALYSIS



**1**

### **Fill the Portfolio Status Form**

You can schedule a 1o1 checkpoint directly there!

**2**

### **Portfolio Needs Analysis**

Incubation team will understand how the program can answer your needs!

**3**

### **Quarter Activities Plan**

Every quarter choose the activities you want to participate and extract the most value of the program!

**The portfolio status is a tool to keep track of your growth and key metrics, but it does not replace the program...**

**We are always here to support along the journey!**

# Value Proposition



MENTORSHIP



FUNDING  
SUPPORT



INTERNATIONAL



FOUNDER  
DEVELOPMENT



CORPORATE  
MATCHING  
& PERKS



COMMUNITY



PHYSICAL SPACE



## MENTORSHIP

**Entrepreneurs and experts** offer valuable guidance and support to startups to help them grow.

**+ 170 Mentors** From founders to VCs, corporate partners and experts

**+ 950 Mentoring Hours** in 2024



Sparkfood  
Sonae



axians



loom

**Have questions about mentors?**  
Reach out to Bernardo for all things mentor-related and take your startup to the next level!





## FUNDING SUPPORT

Support in **structuring investment rounds and fundraising strategy**.

**+ 80 Investors** Mostly VC firms and angel investors

**+ 134 Intros to Investors** in 2024

**+ 98M€ Raised by our Startups** in 2024



**BACKED**



**Shilling<sup>®</sup>**

*Ready to raise capital? Talk to  
João and take your fundraising  
to the next level!*





## INTERNATIONAL

Helping our companies to **grow internationally**.

**3 Regions** where we are establishing relationships to drive your international growth, as the most recent area added to our value proposition

Access to **+10 International Summits**



*This is the team driving our **international initiatives** forward. Let us know your **international plans and needs**, and what opportunities we can't miss.*





## FOUNDERS DEVELOPMENT

Offering a **personalized and tailor-made training program** to founders.

- + 15 Training Events** in 2024
- + 30 Rocket Sessions** in 2024



**Want to upskill?** Connect with Catarina for training opportunities tailored to your needs!





## CORPORATE MATCHING

Support in establishing **contacts to carry out pilots** to sell services/products and partnerships.

**+ 15 Partners** looking for driving innovation and potential pilots/partnerships

**+ 90 Intros to Corporate Partners** in 2024



galp energia



**FIDELIDADE**

*This is the **team** driving initiatives and opportunities in **collaboration** with our **corporate partners**.*





## PERKS

A set of partners offering **service hours, discounts and credits**.

**+ 85 Partners** Discounts and Office Hours to help you get started

**75 Intros to Perk Partners** in 2024

Google Notion

Microsoft monday.com

*Have questions about perks?  
Connect with Rafaela to explore  
your options!*





## COMMUNITY

Gatherings, events, and sessions that **strengthen the community**. Every month you can count on different events organized by us.

- + 11 Networking Events in 2024
- + 12 Partner Events in 2024
- + 45 Friday Lunch in 2024



*Any ideas for our community?  
Rafaela is your go-to person to explore new ways to bring the community together!*





## PHYSICAL SPACE

Spaces that can be used by startups to meet their needs: **coworking** or **private offices**.

**190€ (Coworking + Incubation)**  
**+350€ (Private Office + Incubation)**

**3 AVAILABLE IN JANUARY!**



*Are you looking for an office space? Rafaela can give you all the details. If you are already in the building, any questions, Cristina will be there to support.*



# Main Tools We Use

**unicorn** Factory  
Lisboa

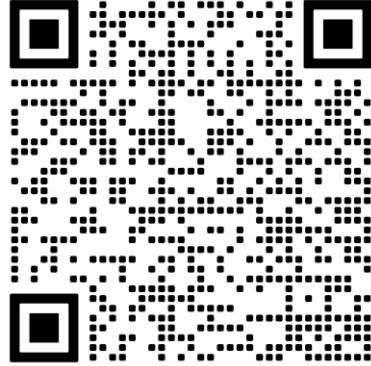
**MEMBRZ.CLUB**

Perks



**slack**

Community



**Mentor Deck**

Mentorship



**Notion**

Resources



# Our Impact 2024

**unicorn** Factory Lisboa

**262**

Incubated  
Startups

**4**

Batches a Year

**51%**

International  
Founders

**+€98M**

Capital Raised

**+12**

International  
Conferences

**+275**

Intros to  
Partners

**+950**

Mentoring  
Hours

**+170**

Mentors

# Stories of Success

unicorn  
Factory  
Lisboa



+90M



+45M



+10M



+15M



+18M



+29M



C O D A C Y

+30M



+79M



+80M

Feather.

imaggine

Mind  
Match

aidvize

DOJO

Dori.finance

Match  
the  
Look



ROOTKEY



GRIPWISE™

Curious  
Cotton

comudel



Welcome Winter Cohort 2025

DocBay + Pro

DavinaLab



Browsebuddy



CLASS OF  
WONDERS

GREENER  
ACT

ChatnGift



DeepNeuronic  
DEEP NEURAL SYSTEMS FOR AUTOMATIC VISION

Rua



quido



the after cancer

EXECUTIVE  
CAREER COACHING

WDL

STACKS

MATCHLYTICS



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WDL

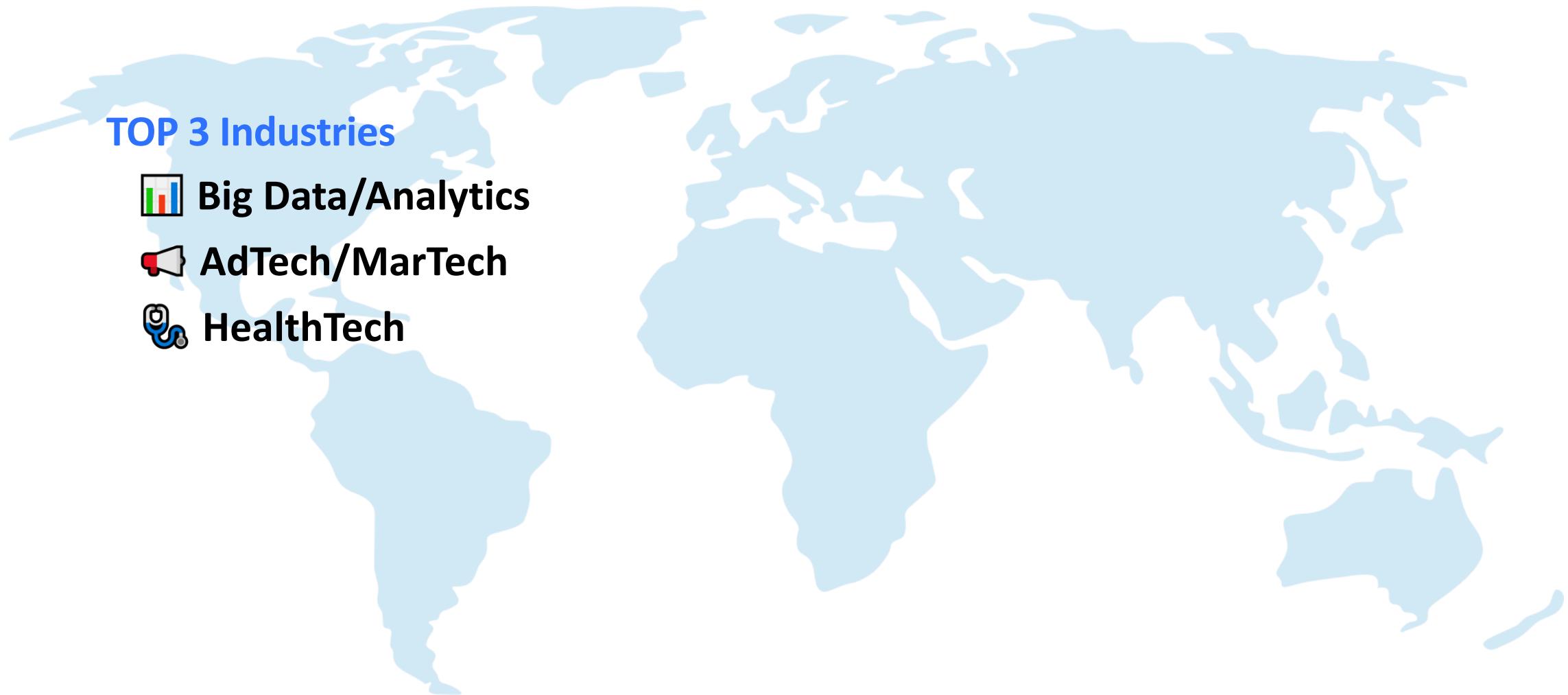
STACKS

50 Startups

# Winter Batch 25

Let's get to know the 50 new startups

**unicorn** Factory Lisboa



# Winter Batch 25

Let's get to know the 50 new startups

unicorn  
Factory  
Lisboa

## TOP 3 Industries

-  Big Data/Analytics
-  AdTech/MarTech
-  HealthTech

## Core Highlights

- 78% AI
- 76% B2B
- 52% SaaS

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Let's get to know the 50 new startups

unicorn  
Factory  
Lisboa

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## Stage

- 62% Validation
- 32% Pre-seed
- 6% Seed

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unicorn  
Factory  
Lisboa

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**40%** Startups with  
Female Founders  
International Founders

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unicorn  
Factory  
Lisboa

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+9M€ Capital Raised

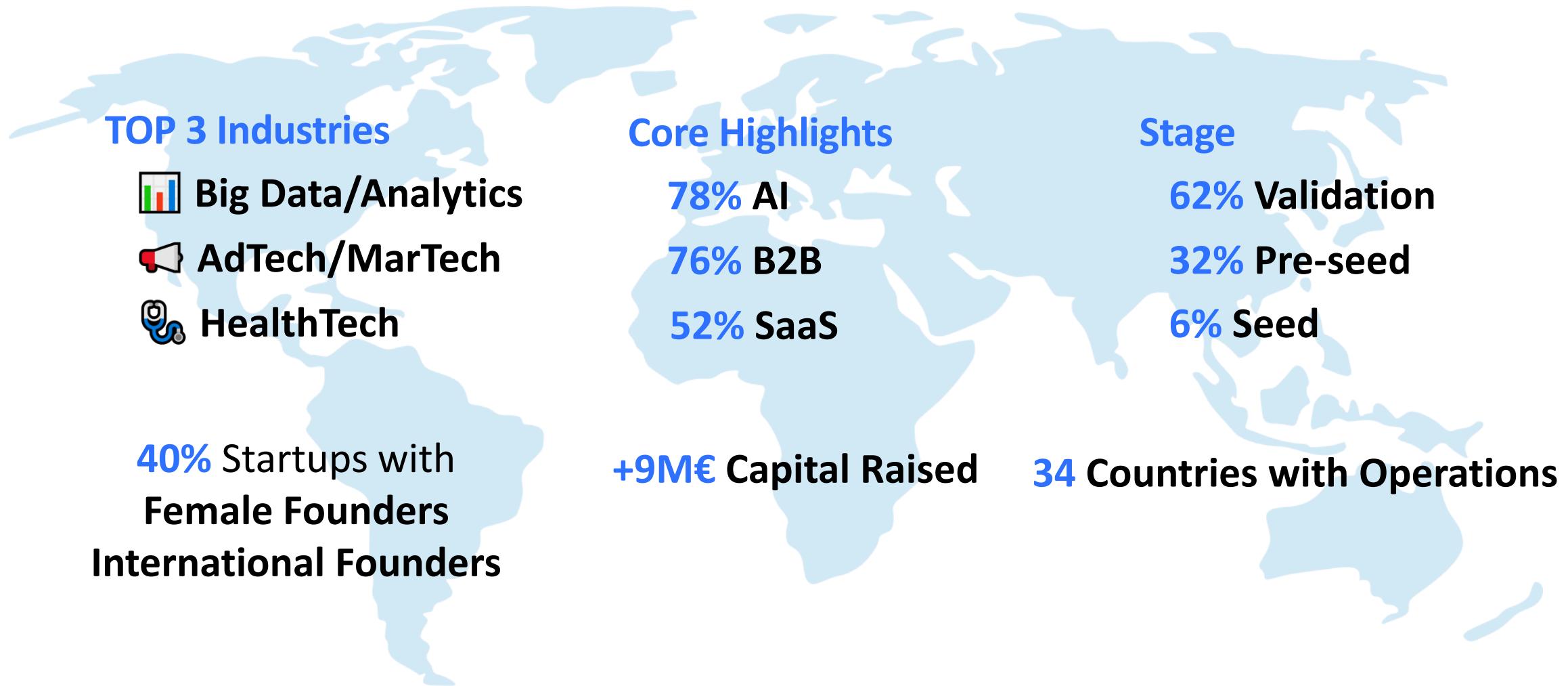
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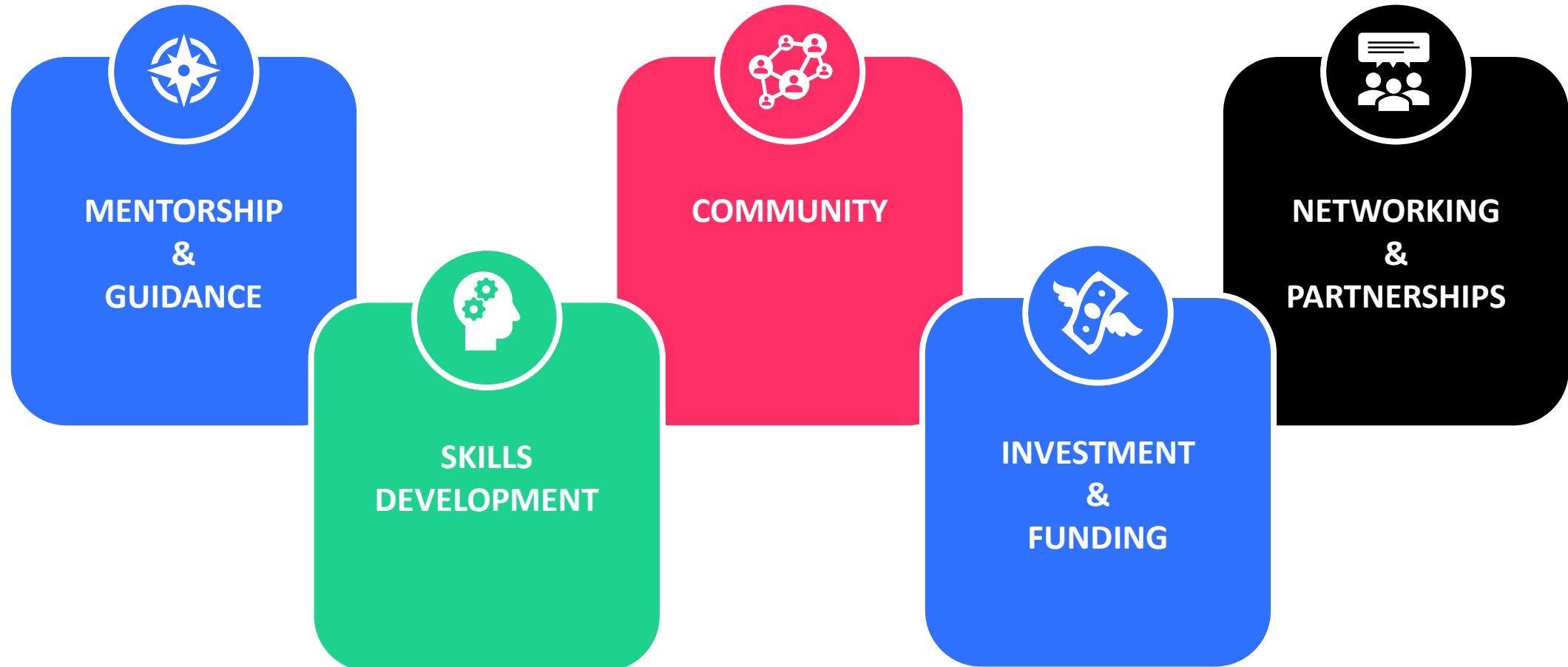
Let's get to know the 50 new startups

unicorn  
Factory  
Lisboa



# Winter Batch 25 | Main Expectations

Your expectations for the incubation journey that is about to start



# Winter Batch 25 | What we've already prepared for you

Highlight of the services available for the kickoff of your journey

**unicorn** Factory Lisboa

## OPPORTUNITIES

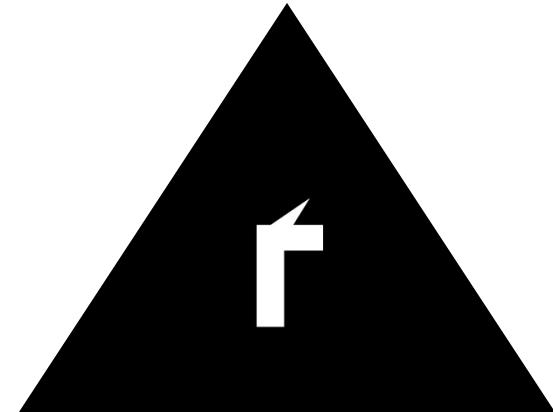
- International Conferences Interest Form:**  
You only need to read the QR Code.
- Winter Batch Demo Day:** Showcase your startups to a jury of partners and investors.



International Opportunities with Unicorn Factory Lisboa

## COACHING

- Checkpoint:** If you haven't booked yet, please do so.
- Incubation Plan:** After the checkpoint we'll develop it and send to you.
- Mentor Deck** access.



## TRAINING

- Rocket Sessions:** Exclusive 10-week tailored training journey designed for each new batch.

# Winter Batch 25 | Rocket Sessions

Exclusive **10-week tailored training journey** adapted to your needs

**unicorn** Factory  
Lisboa

## OUR GOALS

-  **Founder's Upskilling**
-  **Strengthen Team Relation**
-  **Batch Connection**

# Winter Batch 25 | Rocket Sessions

Exclusive **10-week tailored training journey** adapted to your needs

**unicorn** Factory Lisboa

## OUR GOALS

- 🎯 Founder's Upskilling
- 🎯 Strengthen Team Relation
- 🎯 Batch Connection

## Weekly Sessions

Workshops,  
roundtables and  
founder stories on  
how to grow a  
business

## Invited Speakers

**Shilling**   
**granter.ai**  
M MORAIS LEITÃO  
GALVÃO TELES, SOARES DA SILVA  
& ASSOCIADOS

## Rocket Circle

30-min community  
initiative to share  
experiences and  
insights with peers

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## Rocket Circle

30-min community initiative to share experiences and insights with peers

## ALL YOU NEED TO KNOW

- 📅 **When:** **Friday** from **10am to 1pm** (from 24<sup>th</sup> January to 14<sup>th</sup> March) - Lisbon Time
- 1 **Presence:** Is not mandatory, although it is recommended for one member of the startup in each session
- 💻 **Format:** The **sessions** are **remote** but you can use the **coworking** to assist the sessions

# Winter Batch 25 | Rocket Sessions

All you need to know about the sessions of the training program designed to you

**unicorn** Factory Lisboa

Planning here:



## ROCKET SESSIONS

JAN FEB MAR

24 JAN PRODUCT + RAISING MONEY AS A FOUNDER

31 JAN FUNDRAISING STRATEGY+ GO TO MARKET

7 FEB BURN RATE + FUNDING PATHS

14 FEB SALES + PITCH

CHALLENGES OF A CTO + GROWTH HACKING 21 FEB

CUSTOMER SUCCESS + FINANCIAL MODELLING 28 FEB

TERM SHEET AND DUE DILIGENCE + HIRING 7 MAR

DATA ROOM + PITCH ROAST 14 MAR

*Please note that the sessions may still be subject to changes or updates*

# Winter Batch 25 | Demo Day

This is an opportunity to be showcased to a few partner and investors of ours

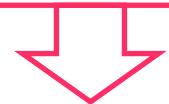
**unicorn** Factory Lisboa

**Are you ready to pitch in front of Unicorn Factory  
Lisboa's partners and investors?**

**When**  
**20<sup>th</sup> March**

*Limited spots!*

Our jury will select **The Most  
Promising Startup of the  
Winter Batch '25**



**Exclusive In-person Demo Day**

*Summer 2025*

21-Oct  
3:00 pm  
Capitólio  
Lisboa

**Entrepreneurship  
Awards 2024**

Reserve your spot!

Main Partner:  
**galp**  **UPCOMING ENERGIES**

Category Partners:  
**(CI)**  **CASA DO IMPACTO** **concentrix**  **NTT DATA** 



JOAO VASCONCELOS -  
ENTREPRENEUR OF THE  
YEAR AWARD  
Powerdot Team  
Powerdot



YOUTH  
ENTREPRENEURSHIP  
AWARD  
Lampsy

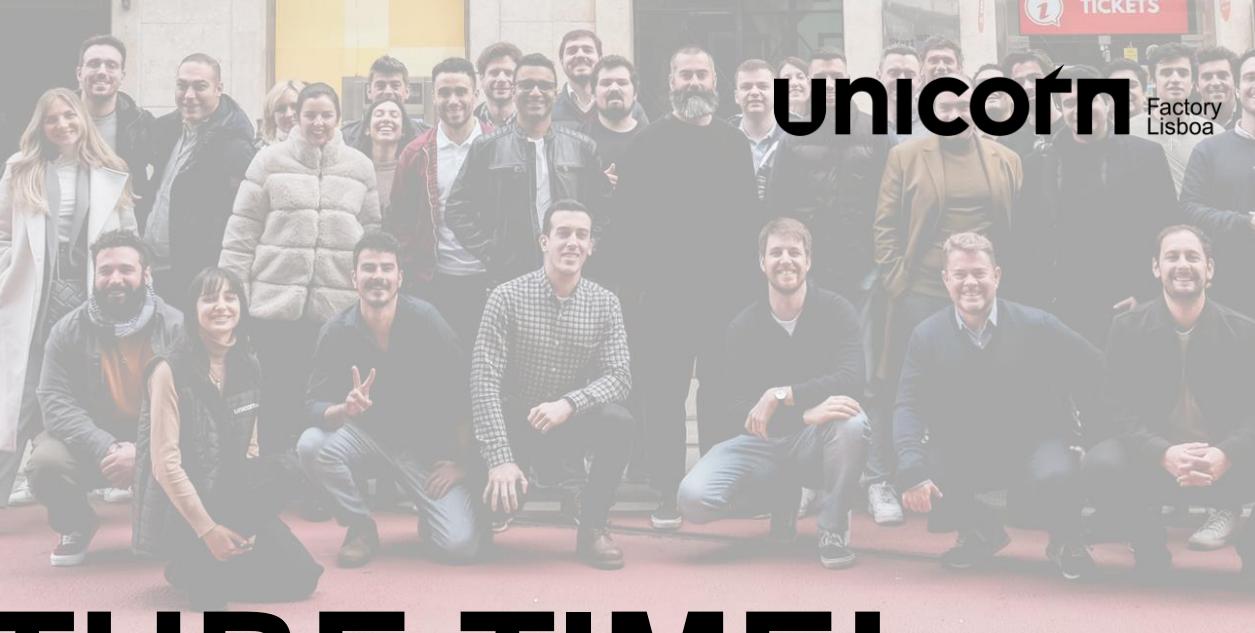


THE MOST PROMISING  
STARTUP AWARD  
Framedrop.ai

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**unicorn**  
Factory  
Lisboa

# TOUR & PICTURE TIME!



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DOJO

Dori.finance

Match  
the  
Look



GRIPWISE™

Curious  
Cotton

comudel



Sales.io



Simplifier.  
Making it simple.



UniLinkr



DocBay + Pro



paxdefender



Otitest



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quido



the after cancer

Daisee

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# Stories from the Community

**unicorn** Factory Lisboa



**Paul Hunkin**



*Spring Batch 24'*



**Vicente Garção**



*Summer Batch 24'*



**Andreia Trigo**



**Enhanced Fertility  
PROGRAMME**

*Fall Batch 24'*

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# WELCOME WINTER

17<sup>TH</sup> OF JANUARY . 6PM - 9PM

CARMO ROOFTOP

unicorn

Factory  
Lisboa



WELCOME WINTER BATCH 2025