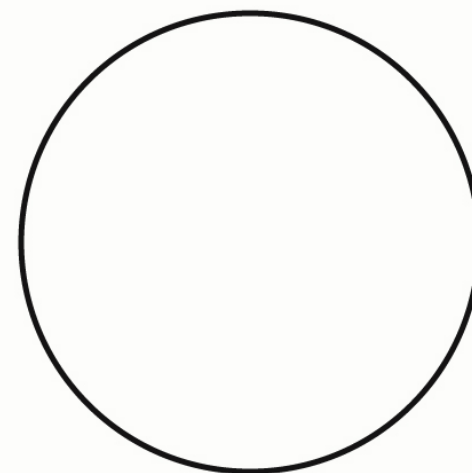


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LGP

LABORATÓRIO DE GESTÃO DE PROJETOS

2021/2022



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LGP []

LINKING GREAT PARTNERS THE UNBOXING EDITION

15TH OF JUNE, FROM 9:30 TO 20:00

LIONESA BUSINESS HUB
(WWW.LIONESA.PT)

- Inspirational Talks and Roudtables
- LGP CHALLENGE 2022: Startups and Agencies will make a pitch and present the company and goods/services provided.
- Exhibition area where startups will have a booth to showcase their product, videos, animations and marketing materials.
- Opportunity for networking and to engage in a discussion with the participants.

Naming of the Places and Events

Stage

LGP Arena

LGP Talks
LGP Challenge

Startups & Agencies

Tech in Action

LGP Connect

Networking

Linking Hub

LGP Engage
(Also in visits of
company offices)

Registration

Power On

Pitching canvas

Team

1 Problem What problem are you aiming to solve? How does it impact the problem owner? <small>TIP: EXPLAIN FROM A HUMAN-CENTRED PERSPECTIVE.</small>	2 Solution How do you propose to solve the problem? How feasible is the solution that you have in mind? <small>TIP: SHOW A PROTOTYPE OR VISUAL REPRESENTATION.</small>	3 Business model How will you capture value? How much value will this solution bring to your organisation? <small>TIP: SHOW BALL PARK FIGURES AND FOCUS ON THE UNDERLYING ASSUMPTIONS.</small>
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4 Credibility What are the assumptions you validated? Why will it work? Why should they believe in you? <small>TIP: SHOW CONCRETE RESULTS OF EXPERIMENTS.</small>	5 Call to action What do you need to make your solution a reality? What are the next steps? <small>TIP: GUIDE THE DECISION BY OFFERING A CLEAR PATH FORWARD.</small>	6 Q&A What work that you did would you like to showcase? What kind of critical questions can you expect? <small>TIP: LEAVE BLANKS IN YOUR PITCH TO TRIGGER SPECIFIC QUESTIONS.</small>
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PECHAKUCHA

ONLY 12 SLIDES

Q&A IN THE EXHIBITION

TALK FROM
RAPHAEL
STANZANI

Digital Communication Roadmap

Before – Social Media

1. Save the date
2. New Brand
3. New venue
4. Sponsors (4 posts)
5. Elevator pitches –5 posts
6. Countdown: 1 week, 3 days and “Tomorrow is the day!”
7. New website

During

1. Is about to start(
2. LGP Talks
3. LGP Connect
4. LGP Engagement
5. Musical Performance
6. Wrap up

Afterwards

1. Big numbers
2. See you next year

ELEVATOR'S PITCH – MALTA DE VÍDEOS

- Malta de Videos will film shorts with one representative of each start-up talking about their company and product developed;
- The record sessions will happen on 27/5 and 3/6. More information will be provided through Moodle;
- All companies have to prepare a very small text that explains their company and product and send to Malta de Videos until the Wednesday before the recording day. It is also important to choose a representative of the group to speak in front of the camera.



THE FUTURE of promotional products

Catalogue 2022

A gift with history

Una cuidadosa selección de ideas únicas e innovadoras en el mercado, caracterizadas por su origen e historia con el objetivo de inspirarle a través de una vibrante colección de productos de tendencia donde su procedencia, eco-responsabilidad y diseño conforman el equilibrio perfecto para proyectar sobre una marca y campaña de marketing.

Uma seleção cuidada de ideias únicas e inovadoras no mercado, caracterizadas pela sua origem e história com o objetivo de o inspirar através de uma coleção vibrante de produtos de tendência onde a sua proveniência, eco-responsabilidade e design formam o equilíbrio perfeito para projetar sobre uma marca e campanha de marketing.



CPMM (COMPANY &
PRODUCTS
MARKETING
MATERIAL)

<https://generalcatalogue2022.eu/transferarte/#page/1>

40€ budget per startup (50€ for agencies)

Coordinate with MESG Agency

Deadline is the 30th of May

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- REMEMBER PRESENTATIONS ABC XYZ
- DON'T FORGET ABOUT YOUR FEEDBACK LOOP!

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