

# Vouchers for Startups – New Digital/Technological Products Granter.ai

## Main Economic Activity of the Beneficiary (Justification)

(limit XX)

The main activity of Granter.ai is fully aligned with technology-intensive sectors, as the company specializes in the development of artificial intelligence (AI) solutions applied to public funding applications. The proposed project involves the creation of an AI agent that will assist businesses in preparing applications for financing programs, integrating research and technological development activities. It incorporates advanced methodologies such as Generative Adversarial Networks (GANs) and Adversarial In-Context Learning (Adv-ICL), enabling the generation of specialized content adapted to the client's context. This is a proprietary software, developed internally, that values the practical application of technical and scientific knowledge by transforming theoretical AI models into solutions with direct impact on sector efficiency and innovation. The ability to adapt to multiple markets and the strong emphasis on automating complex processes reinforce its alignment with a high-tech sector, with strong growth potential..

## Project Summary

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Granter.ai is a startup focused on AI solutions applied to public funding. Granter aims to develop an AI Agent for use by businesses in preparing applications for financing programs. This tool seeks to transform the way these applications are prepared, assisting in identifying opportunities, automating submissions, managing associated bureaucracy, and monitoring projects. The solution will integrate AI methodologies tailored to the reality and context of public funds, such as Generative Adversarial Networks and Adversarial In-Context Learning, ensuring optimized content aligned with financing program requirements. The goal is to provide an intelligent, accessible, and highly efficient tool that optimizes the entire funding application process. The development of this AI Agent represents a significant technological leap, being a scalable solution with strong potential.

## Justification of Objectives

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Granter.ai's mission is to democratize and facilitate access to public funding. The presented project involves the creation of an AI Agent to be used by specialists and businesses in preparing applications for funding opportunities. The AI Agent will incorporate highly sophisticated methodologies, including Generative Adversarial Networks (GANs) and Adversarial In-Context Learning (Adv-ICL), applied to the generation of specialized content. Its development involves an intensive process of applied research, with a strong focus on experimentation, fine-tuning, and validation of linguistic models adapted to the specific domain of public policies and public funds, aiming to create a new tool with direct impact on the market.

The scalability of the solution is ensured by its modular structure, which will allow rapid adaptation to different national contexts. The final product is expected to be easily adapted to any market, language, or legal context. The digital nature of the AI Agent and its infrastructure, which is expected to be highly adaptable, will allow the tool to easily adapt to any market by simply connecting to a database containing all relevant information. With the launch of this tool, Granter expects to enter markets like Spain, Italy, and the USA by the end of 2025, where the demand for public funding solutions is high.

Additionally, Granter.ai believes the AI Agent will have a significant indirect contribution to the climate transition: by facilitating access to funding programs related to sustainability and the green economy, it will boost business initiatives with a positive environmental impact. Thus, this project represents a highly differentiated technological solution capable of generating impact in the economic ecosystem, both nationally and internationally.

## Justification for the Typology

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### **Typology to be selected** – Support for Startup or Growth

Granter.ai is in an early stage of accelerated growth, which clearly justifies the project's classification under "Support for Startup or Growth." Having started operations in December 2024, Granter.ai has already shown consistent signs of traction and scalability potential, with a base of over 2,500 registered companies, more than 150 submitted applications, and a total volume of over 20 million euros in funded projects. Additionally, the company raised 400,000€ in investment rounds and reports sustained quarterly growth of 45%. These indicators reflect a business model with strong market acceptance and clear expansion phase. As part of its growth process, Granter.ai is currently developing the process for obtaining recognition of competence by ANI, demonstrating the company's desire to be recognized as a competent entity for R&D activities in its field.

The proposed project is unequivocally aligned with the company's growth support, as it aims to develop and consolidate an innovative digital product with a strong technological foundation: an AI Agent for use by businesses in identifying and preparing applications for public funds. This new product represents a qualitative leap in Granter.ai's value proposition and is critical to strengthening its competitive position in both the national and international markets, such as Spain, Italy, and the USA.

This project will be entirely developed with internal company resources, with plans to further strengthen the team with a highly qualified new member. Developing the tool internally demonstrates the company's commitment to producing proprietary software. Its implementation requires the mobilization of advanced technical knowledge, with a strong component of applied research and experimental development. The use of methodologies such as Generative Adversarial Networks (GANs) and Adversarial In-Context Learning (Adv-ICL) adds significant technological complexity to the project. This technological effort is aimed at creating a robust, intuitive, and highly effective solution that meets the specific needs of users.

The nature of the project - focused on the development of a digital solution with the potential to transform the sector - aligns with the company's growth objectives. The creation of the AI Agent will allow Granter.ai to consolidate its position in the public funding application sector and diversify its service offering, increasing its responsiveness to new markets and generating new revenue streams through a scalable licensing model. It is expected to be available in different languages and adapted to the legal and operational frameworks of other countries, which reinforces its replicability and the solution's internationalization potential.

The choice of the "Support for Startup or Growth" typology is even more relevant considering that this product will be the strategic engine for the company's future growth. It is a central element in Granter.ai's medium- and long-term vision, and it is also essential for fulfilling the company's mission, which is to democratize and facilitate access to public funding opportunities. This project is not just another tool - it is the catalyst for a new phase of expansion, enabling the leveraging of already developed competencies and opening the door for new applications and partnerships.

Therefore, the "Support for Startup or Growth" typology is considered the best fit to reflect the nature, objectives, and ambition of this project, being the necessary lever to consolidate Granter.ai's competitive position and accelerate its sustainable and innovative growth trajectory.

## Relevance of the Project to the Measure's Objectives by Presenting an Innovative Business Model, Product, or Service with String Digital or Technological Components and Scalability Potential

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Granter.ai presents a project that fully meets the objectives of the measure by developing a digital product with a strong technological component and high scalability potential. This is the first AI Agent specifically designed to support businesses in identifying, planning, monitoring, and submitting public funding applications. This solution represents a significant advance in terms of innovation and digital transformation in the sector, characterized as a highly specialized, technologically sophisticated, and unique product in the market.

The project proposes the creation of proprietary software, developed entirely with internal resources, which combines several AI-based functionalities, with an emphasis on the automatic and personalized generation of applications. The design of this project was conceived to integrate the latest trends in artificial intelligence, adapting them to the concrete practice of public funding. The tool combines methodologies such as Generative Adversarial Networks (GANs) and Adversarial In-Context Learning (Adv-ICL), allowing the generation of optimized content aligned with the specific criteria of each funding notice. This approach ensures not only innovation in the final product but also in the development methodology, with a clear emphasis on R&D and technological knowledge transfer to the market.

The functionalities of the AI Agent cover all stages of the application process: from identifying opportunities, analyzing eligibility, and drafting the application, to evaluating, automating submission, and managing projects after approval. This comprehensive approach provides the tool with added value, with a direct impact on the efficiency and effectiveness of the access to funding process.

The project's relevance is also evident in its ability to address a real and growing need in the business ecosystem: effective access to public funding mechanisms. Through the automation and simplification of highly complex processes, Granter.ai's AI Agent will increase the productivity of specialists and businesses, reduce errors and inefficiencies, and improve the success rate of applications. At the same time, it introduces a strategic support logic, helping users better align their projects with the objectives and priorities of the European Union, which will increase the structural quality of the submitted proposals.

This new product will be designed to respond to a variety of contexts and user profiles, incorporating a modular and scalable architecture that allows the solution to be easily adapted to different markets and languages. The very development logic aims at international replicability, with identified markets such as Spain, Italy, and the USA for Granter.ai's initial expansion. Scalability is also ensured by the proposed business model, based on an annual subscription strategy somewhat similar to that used in SaaS (Software as a Service) business models, with different access levels depending on each individual or business needs.

Granter.ai's proposal also has a strategic dimension within the context of the digital transition promoted by the PRR. By providing businesses with a tool that combines artificial intelligence, automation, and usability, the project directly contributes to the "Companies 4.0" measure's objectives, promoting business model modernization, technological empowerment of the business fabric, and the spread of intelligent digital solutions. Additionally, it is expected that there will be a positive, albeit indirect, impact on promoting eco-innovation and digital transformation: by facilitating access to funding in programs related to sustainability, efficiency, and the green economy, Granter.ai can enhance more sustainable business practices, promote eco-efficiency, and encourage the emergence of new technology-based business models.

The project's relevance is further reinforced by the strategic vision behind it. The AI Agent represents a new growth axis for the company, but also a differentiated value proposition for the market, with the capacity to redefine efficiency and quality standards in public funding consultancy. This project positions Granter.ai as a technology-driven, innovative company capable of leading a paradigm shift, both in Portugal and across the European Union.

The presented project fully meets the objectives of the measure by proposing the development of a product with a solid technological foundation and high scalability potential. Granter.ai's proposal is a clear example of how digitalization and artificial intelligence can be strategically applied to generate added value and accelerate the growth of tech startups.

### **Implementation Capacity of the Beneficiaries through a Management Team with Adequate Technological and Management Skills for Business Model Development**

(limit 5000)

Granter.ai brings together a highly qualified management team, with technical and managerial skills fully suitable for the development and implementation of the proposed project. The execution of this project – the development of an AI Agent in the context of public funds – requires a wide range of capabilities in artificial intelligence, software engineering, strategic leadership, product management, and commercial expansion. The founding team of Granter.ai ensures the presence of all these skills, with roles clearly distributed and aligned with the project's objectives.

The project leadership is under the responsibility of Duarte Gomes, CEO and founder of the company, who brings a solid experience in business creation and scalability. He was part of the initial Uber Eats team in Portugal and founded three startups, accumulating over eight years of experience in B2B sales and team management. His role in this project focuses on defining the overall strategy, managing operations, and leading the international growth of the solution. His practical experience with clients and positioning complex digital solutions in the market ensures the commercial and strategic direction of the project.

The technological aspect is led by Joel Rodrigues, co-founder and CTO of Granter.ai, with more than a decade of experience as Chief Technology Officer in various startups and scale-ups. He was also Head of Incubation at Demium in Portugal and CTO of GoParity, accumulating expertise in team management, system architecture, and digital product development. Within this project, Joel Rodrigues will be responsible for the technical planning and execution of the solution, leading the technological definition, the selection of AI approaches to be adopted (including GANs and Adv-ICL), and overseeing the development of the proprietary software.

Complementing the operational management structure, Luis Batista, Head of Operations, plays a key role in improving the technical output obtained through the AI Agent. With four years of experience in management and operational leadership, including working with multinational companies across three continents, Luis Batista will be responsible for the technical execution of the project, as well as building and validating the different databases required. His previous experience as an international expansion consultant is an important asset for ensuring an efficient and results-oriented implementation.

On the technical side, the project also includes Ricardo Moreira, Tech Lead at Granter.ai. With four years of experience in software development, he was previously CTO of an HR Tech startup and worked at Siemens in networking and cybersecurity. Ricardo will be responsible for the practical implementation of the AI Agent's features, the integration of AI models, and applying best practices for secure and scalable development. His experience in complex business environments adds robustness to the project.

Finally, the go-to-market and commercialization component will be led by Rodrigo Mendes, Head of Sales, with over seven years of experience in sales and strategic marketing. His professional experience includes companies like Otovo and Too Good To Go, and his role in the project will be to ensure market penetration both nationally and internationally, leading user acquisition strategies and defining licensing packages. His experience in communicating technological value propositions to different market segments is essential for ensuring the project's commercial success.

This team combines technical know-how with a deep understanding of digital markets, allowing Granter.ai to internally gather all the necessary skills for the project's execution. The team is agile, multidisciplinary, and highly motivated, with a proven track record of effective collaboration and achieving ambitious goals in short periods. The existence of a core team with proven experience in creating and implementing digital products provides a solid foundation for the execution of the project.

Additionally, the project will be strengthened with the hiring of a front-end developer specializing in artificial intelligence, who will be crucial for creating the tool, ensuring it remains intuitive. This hire is essential to ensure the project's technical demands are met.

In summary, Granter.ai's team is fully aligned with the project's requirements, both at the strategic leadership level and in technical and commercial execution. The complementarity between the team members, combined with their previous experience and demonstrated

execution capacity, ensures the AI Agent's successful implementation, making a meaningful contribution to the measure's objectives and the company's sustainable growth.

## **Impact of the Project on the Competitiveness of the Beneficiaries through the Project's Contribution to Differentiation in the Market**

(limit 5000)

The project presented by Granter.ai will have a profound impact on its competitiveness, giving it a differentiating position in the market for technological solutions applied to consultancy. By creating an AI Agent dedicated to preparing applications for community funds, the company places itself at the forefront of digital transformation in the sector, offering a technologically robust and highly practical solution.

Granter.ai's differentiation from the competition lies in the unique value proposition of the project: providing an intelligent digital tool capable of automating and optimizing every stage of the application process, from identifying the opportunity to final submission. This end-to-end approach, combined with the application of advanced methodologies such as GANs and Adv-ICL, enables the provision of an unparalleled, highly personalized service, with significant time, efficiency, and quality gains.

While most solutions currently available in the market are limited to providing databases or generic application models, Granter.ai's tool will position itself as an intelligent and interactive platform, capable of understanding the profile and objectives of each user and generating optimized content aligned with the specific requirements of each funding opportunity. This dynamic adaptability, combined with an intuitive and functional interface, creates a clear differentiating factor that increases customer retention and satisfaction.

The project's impact also extends to the experience of end-users, who will have access to a solution that simplifies complex processes and enhances the strategic quality of the applications submitted. The tool will support users in structuring their proposals, promoting alignment with the European Union's goals and objectives, which will, in turn, increase the chances of approval and funding. This strategic support capability, powered by artificial intelligence, positions Granter.ai as a key partner in the success of its clients.

The technological innovation embedded in the tool also translates into a new business proposition for the company. The monetization model proposed is based on an annual subscription strategy, with different levels of access depending on the needs of each user. This model ensures the project's financial sustainability and scalability, allowing Granter.ai to adapt the offering to the needs of different markets and target audiences.

The company's commercial strategy includes, initially, consolidating its presence in Portugal, leveraging the network of over 2,500 companies already registered on Granter.ai's old platform, and rapidly expanding into Spain, Italy, and the USA. These countries have been

identified based on their high demand for public funding and the existence of favorable regulatory contexts for the adoption of innovative digital tools. The AI Agent's ability to operate in different languages and adapt to various legal frameworks enhances its competitive and internationalization potential.

Strategically, the project will allow Granter.ai to develop a scalable digital product with market leadership potential. This new positioning will enable the company to attract new customer profiles, strengthen brand awareness, and attract strategic investment, consolidating the company's sustainable growth. Technological differentiation, combined with a user-centered approach and an international market logic, constitutes a key factor in building lasting competitive advantages.

It is also important to highlight the intellectual property component associated with the software development – including the protection of proprietary methodologies and algorithms – which strengthens the company's position in the innovation ecosystem, ensuring the valuation of the assets created and their protection against potential competitors. This dimension of innovation protection is essential to ensure the competitive advantage in the medium and long term.

In summary, the project's impact on Granter.ai's competitiveness will be manifold: it will enable the company to stand out technologically in its sector, offer a high-value-added product based on AI, access new markets through a scalable business model, and position itself as a leader in digital support for accessing European funding. Granter.ai believes the project will lead to a revolution in the European funding consultancy landscape, and Granter.ai will undoubtedly be the catalyst for this change. This project represents a strengthening of the company's operational capacity and a strategic transformation of its market position, aligned with the goals of the digital economy and innovation.

**Justification – Number of Products or Services with Strong Digital/Technological Components with Scalability Potential (Fill Only if General Allocation Typology Has Been Selected)**

(limit 2000)

Granter.ai's project proposes the development of a product – an Artificial Intelligence (AI) Agent for businesses – an innovative digital solution with a strong technological component, designed to automate and optimize the entire process of preparing applications for public funds. This product is an end-to-end solution that integrates the latest AI methodologies, such as Generative Adversarial Networks (GANs) and Adversarial In-Context Learning (Adv-ICL), enabling the automatic generation of personalized content aligned with the specific requirements of each funding opportunity.

The scalability of the product will be ensured by its modular and flexible architecture, allowing rapid adaptation to different international markets, built on a solid foundation using advanced technology. The tool is designed to operate in multiple languages and integrate



efficiently into the legal frameworks of each country by connecting to various databases, with the goal of expanding into strategic markets such as Spain, Italy, and the USA.

Moreover, the adopted business model – based on an annual subscription strategy – ensures the product's financial scalability, allowing Granter.ai to adapt the offering based on the needs of different customer segments. This model enables continuous expansion of the customer base and guarantees sustainable product growth, with high commercial success prospects.

Therefore, Granter.ai's AI Agent will be a digital product with strong scalability potential, not only in terms of customer base growth but also in its capacity to adapt to different markets and needs, offering a differentiated, high-value solution to specialists and businesses in the public funding sector.

### Tabela de Investimentos (AI Proposal)

Expense category	Budget allocated	Details	Answers
Costs with Human Resources	20,000€	Number of new hires	Based on Granter.ai's focus on internal development and given the current team composition, we may anticipate the hiring of 2-3 new software developers to assist in this project.
Expenses with technological accreditation of Human Resources	5,000€	Name of the planned certifications	Considering the project's focus on AI technology and the complexity of grant-writing processes, we propose to certify the team in Advanced AI courses, and potentially in specialized grant application procedure courses.
Expenses with External Services	4,000€	Types of external services planned	Even though Granter.ai is focused on internal development, we anticipate the need for some external services. These could include specialized legal advice related to patent application and external security audits for

			the developed software.
Expenses with the acquisition or renting of equipment	5,000€	Name of the planned acquisitions	This line includes expenses with personal computers for the new hires and potential software subscriptions necessary for the project development, like cloud storage or specialized AI development tools/subscriptions.
Expenses with the protection of intellectual property	11,000€	Intellectual property rights	Given the unique, proprietary nature of the software being developed, a large portion of the budget will be allocated towards patent-related expenses, legal fees and advice to ensure the protection of intellectual property.