

Portugal
TECH
WEEK

Portugal Tech Week 24

8 - 18 November

2024 EDITION REPORT

2024 IMPACT SUMMARY

+300
EVENTS

+20
CITIES

+23000
UNIQUE
USERS

+50
EVENTS
ORGANISED
BY OUR
CURATORS &
AMBASSADORS

32
ECOSYSTEM
PARTNERS

● Tech Days
● Other events

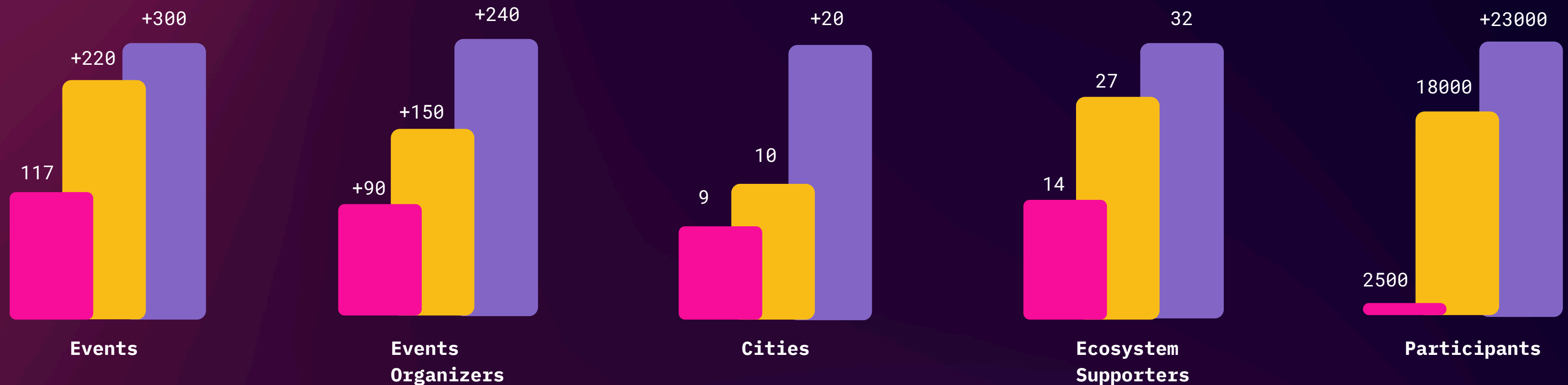


THE THIRD YEAR OF PORTUGAL TECH WEEK WITNESSED AN EXTRAORDINARY TURNAROUND



2 YEARS EVOLUTION

2022 2023 2024



NATIONAL REACH VIA OUR 2024 ECOSYSTEM PARTNERS

Portugal
TECH
WEEK



Lisboa
unicorn
capital®

startUP23

Porto.
TechHub



INCUBADORA | A PRAÇA

Fábrica de
STARTUPS



Start up
Lisboa



LISPOLIS



startUP
madeira



unicorn Factory
Lisboa



NOVA SBE
INNOVATION
ECOSYSTEM



Startup
Braga



UPTEC
SCIENCE AND
TECHNOLOGY PARK
OF UNIVERSITY
OF PORTO

Fintech
House

OUTSITE



sitió

STARTUP
LEIRIA

STARTUP
PORTUGAL

#MOVE TO
FUNDAÇÃO

TECMAIA
PARQUE

WINNER EEPA 2024



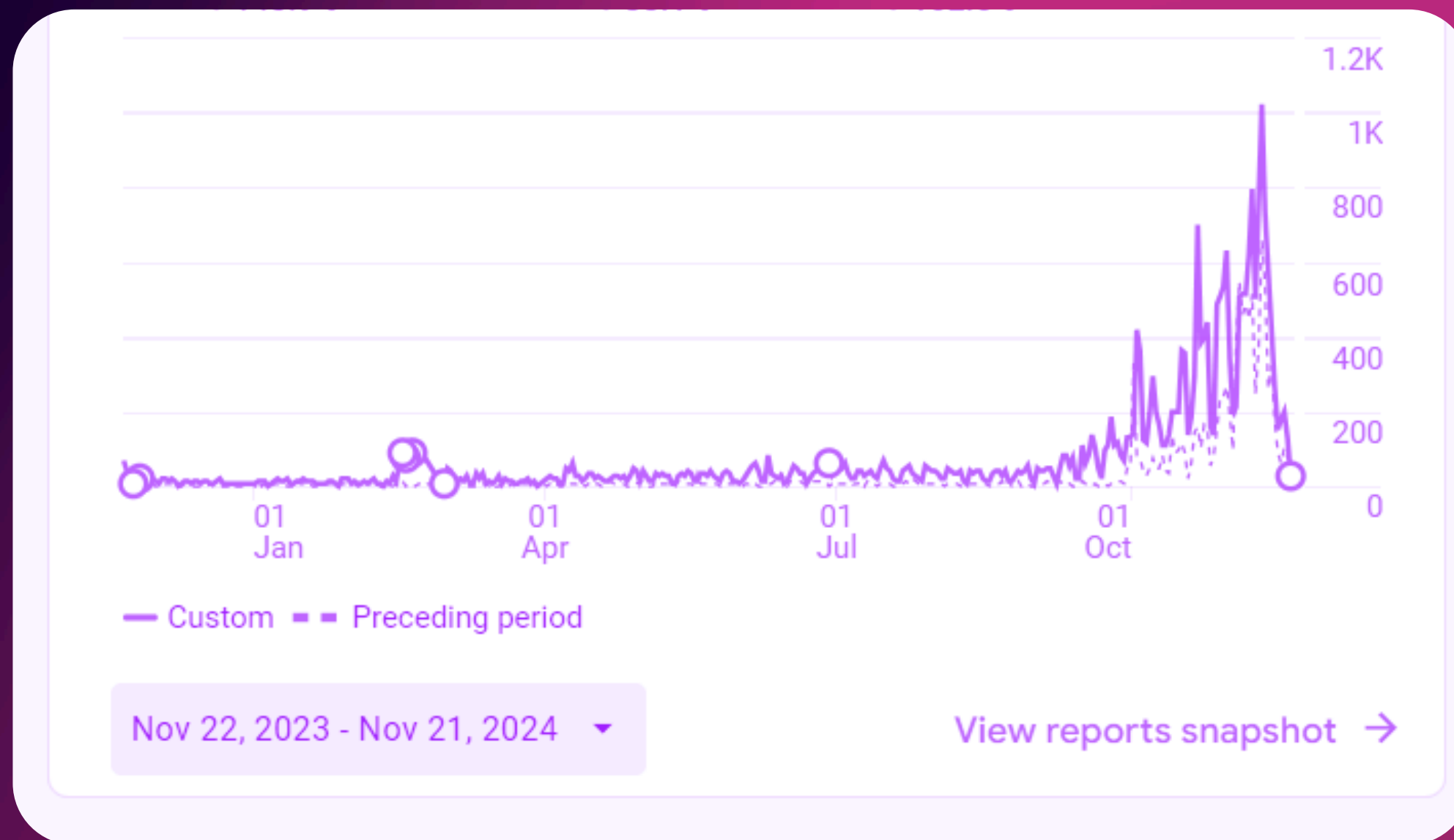
First place - Category 1:

“Promoting the spirit of entrepreneurship”

EEPA is an initiative of the European Commission that distinguishes the best business promotion projects and initiatives in the 27 Member States of the European Union

[LINK](#)

PTW USERS & PAGE VIEWS

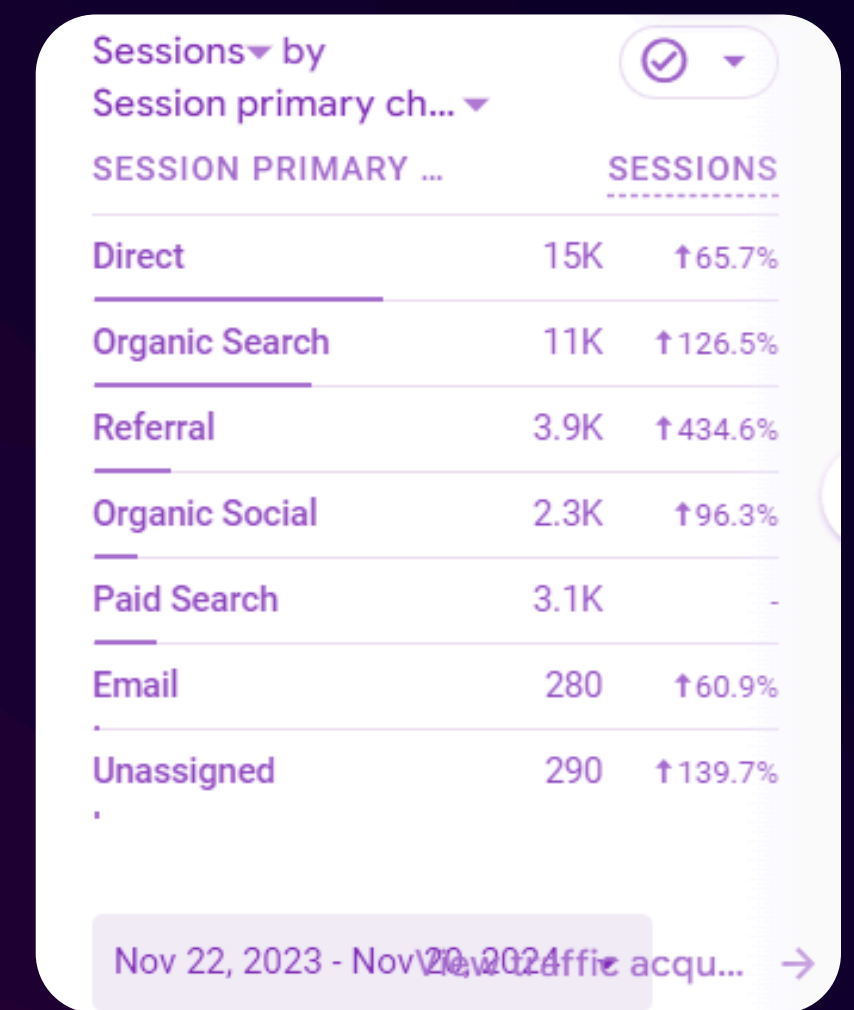
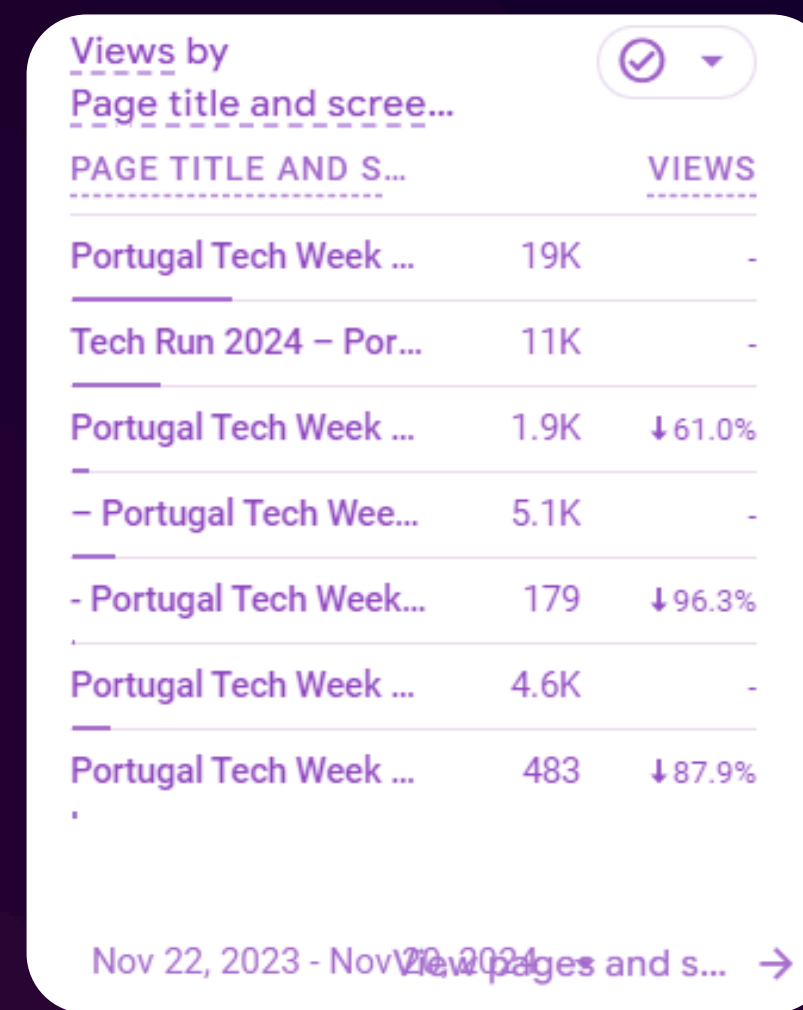
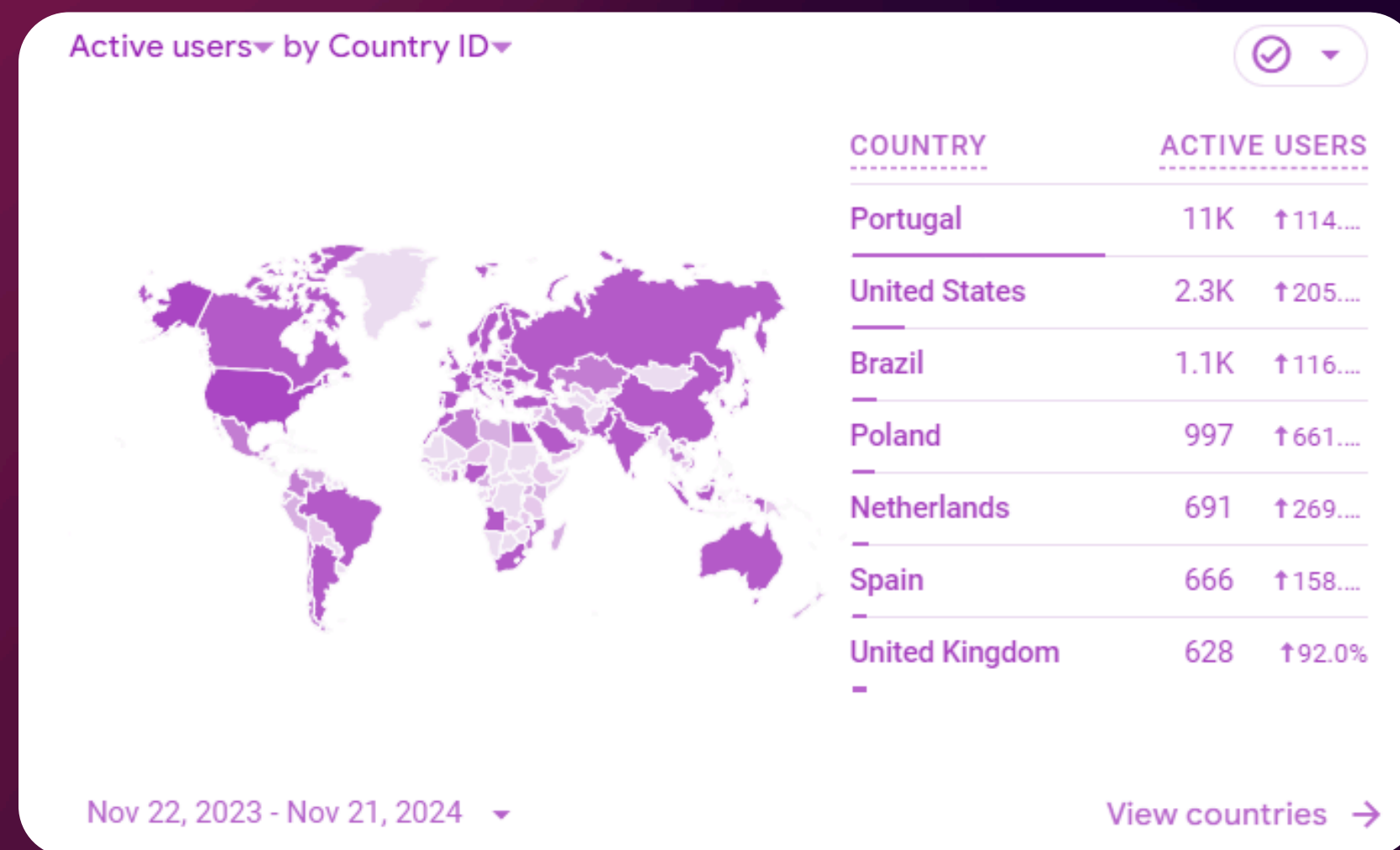


Views ▾
81K
↑ 88.1%

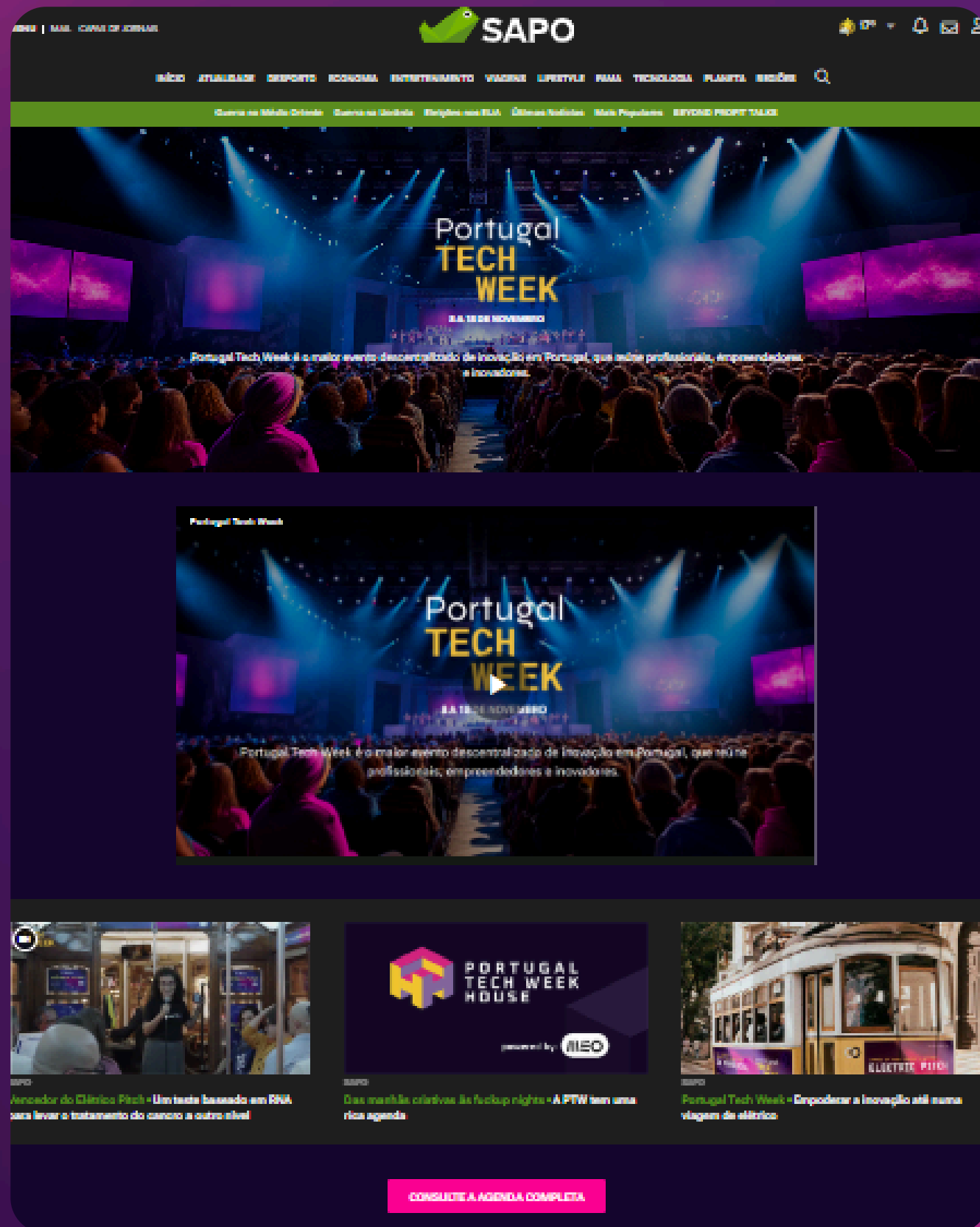
Active users ▾
23K
↑ 143.9%

Returning us >
4.4K
↑ 102.0%

PTW USERS & PAGE VIEWS



PTW - MEDIA OUTLETS



**SAPO AS THE MAIN
MEDIA PARTNER**

PTW - MEDIA (radio, written, online)

Portugal
TECH
WEEK



Link to Leaders



PCGUIA

Localonline

JORNAL^{do}ALGARVE



diarionline[®]
Região Sul

Algarve.
O ALGARVE NUM CLIQUE

A voz do
@lgarve

[Check the full
Media Report Here](#)

PTW - MEDIA (radio, written, online)

FES
agency

Estimativa do impacto mediático alcançado. Métricas conjugam investimento em publicidade, destaque dado à notícia, tipo de abordagem à notícia e audiência do meio. Os valores são calculados tendo por base dados de audiência da Media Monitor, empresa especializada em clipping do universo Marktest.

Media Value

(ROI)

21.410,48€

[Check the full
Media Report Here](#)

PTW - MEDIA OUTLETS

Topo da Agenda: o que não pode perder nos mercados e na economia esta semana

O Jornal Económico - SAPO

Beja Tech Day. Integrado no festival nacional **Portugal Tech Week**. Organização da Incubadora de Inovação Social do Baixo Alentejo (09h30 aeroporto ...

Beja debate papel da tecnologia e inovação aeronáutica na eurorregião Alentejo-Algarve-Andaluzia

Rádio Pax

... Portugal (POCTEP) da Eurorregião AAA. A evento insere-se no festival de tecnologia e inovação nacional **Portugal Tech Week**, a cargo da 351 ...

Sinalizar como irrelevante

"Beja Tech-Day" - Aeroporto de Beja recebe hoje evento de tecnologia e inovação

A Planície

A iniciativa surgiu através da Incubadora de Inovação Social do Baixo Alentejo e integra o festival nacional **Portugal Tech Week**, que está a ...

Sinalizar como irrelevante

Beja debate papel da tecnologia e inovação aeronáutica na eurorregião Alentejo-Algarve-Andaluzia

Rádio Pax

A evento insere-se no festival de tecnologia e inovação nacional **Portugal Tech Week**, a cargo da **351 Associação Portuguesa de Startups**, que decorre ...

Aeroporto: Dia da Tecnologia coloca Beja na centralidade da aeronáutica

Rádio Voz da Planície

... Tecnologia e Inovação Nacional **Portugal Tech Week**, que termina hoje ... **Portugal Tech Week**, que termina hoje em várias cidades do País. Para ...

Sinalizar como irrelevante

PTW - MEDIA OUTLETS

Um teste baseado em RNA para levar o tratamento do cancro a outro nível - SAPO

SAPO

"A **Portugal Tech Week** é uma plataforma que visa conectar pessoas e ideias e o Elétrico Pitch é um exemplo perfeito de como uma ideia criativa pode ...

Sebrae confirma 400 **startups** brasileiras no Web Summit Lisboa 2024 | Entrevista - Público

Público

... negócios brasileiros, como o intercâmbio de conhecimentos e o aumento do potencial exportador. Com a **351 Associação Portuguesa de Startups**, foram ...

Vem aí! Sebrae está confirmado no Web Summit Lisboa 2024 | ASN Nacional

Agência Sebrae

Com a **351 Associação Portuguesa de Startups**, foram fechadas mentorias coletivas preparatórias para o Web Summit 2023 e 2024 e a promoção de networking ...

Das manhãs criativas às fuckup nights: a PTW tem uma rica agenda - Tecnologia - SAPO

SAPO

... negócio, as FuckUp Nights são feitas à sua medida. Na PTW House Powered by Meo, a **351 - Associação Portuguesa de Startups** celebra o primeiro ano ...

PTW - MEDIA OUTLETS

Aeronáutica e Tecnologia em destaque no Beja **Tech** Day - diariOnline Região Sul

diariOnline Região Sul

Este evento, organizado pela Incubadora de Inovação Social **do** Baixo Alentejo, está integrado no festival nacional **Portugal Tech Week**, em parceria ...

Funicular centenário de Viana foi "elevador de ideias de negócio" por um dia

Jornal de Notícias

A iniciativa foi realizada no âmbito **do** "Viana **Tech** Day", um evento organizado pela **Portugal Tech Week** e Dinamo10, em parceria com a Untile, ...

Os «**Tech** Days» levam a inovação a quase duas dezenas de cidades portuguesas (incluindo ilhas).

A voz **do** Algarve

Iniciativa está inserida na **Portugal Tech Week**, festival que acontece de 8 a 18 de novembro. A 3ª edição **do** festival, organizado pela 351 ...

Das manhãs criativas às fuckup nights: a PTW tem uma rica agenda - Tecnologia - SAPO

SAPO

E à noite conta-se as histórias que correram mal - e como se resolveram os berbicachos. Veja aqui o que esperar da **Portugal Tech Week**. Das manhãs ...

Versus Tuna foi ao México representar **Portugal** e venceu o prémio de Melhor Estandarte no ...

A voz **do** Algarve

Iniciativa está inserida na **Portugal Tech Week**, festival que acontece de 8 a 18 de novembro. Movimento da Mensagem de Fátima no Algarve apresentou ...

PTW - MEDIA OUTLETS

[Portugal Tech Week](#) junta empreendedores de Norte a Sul [do país](#) - Link To Leaders

Link To Leaders

De 8 a 18 de novembro, a 351 Associação Portuguesa de Startups organiza a 3.ª edição da [Portugal Tech Week](#) em 19 cidades...

Há duas comunidades a nascer em Lisboa para aproximar designers e programadores

SAPO

... [351 - Associação Portuguesa de Startups](#) e presença especialmente ativa e participativa na história [do](#) ecossistema de inovação nacional. À boleia ...

"[Tech](#) days" vão percorrer quase duas dezenas de cidades [do país](#) - Jornal de Notícias

Jornal de Notícias

A organização [do festival Portugal Tech Week](#), que vai decorrer ... inovação e tecnologia - organizado pela [351 Associação Portuguesa de Startups](#).

[351 Associação Portuguesa de Startups](#) traz «[Tech Days](#)» a Quarteira - Barlavento

Barlavento

Os «[Tech Days](#)», iniciativa inserida no festival [Portugal Tech Week](#), da [351 Associação Portuguesa de Startups](#), vai passar por Quarteira.

[Startup Guide Summit](#) acontece já no dia 13 de novembro na Casa [do Impacto](#)

Link To Leaders

... empreendedorismo inclusivo), e a [Startup Guide](#). A ... [351 Associação Portuguesa de Startups](#); e Inês Sequeira, CEO da Rede Capital Social.

PTW - 00H LISBON & PORTO

Portugal
TECH
WEEK

LISBOA

60 MUPIS:
21 (PTW) +
39 (TECH RUN)

PORTO

41 MUPIS

Portugal
TECH
WEEK

THE LARGEST
INNOVATION FESTIVAL
IN PORTUGAL

[PORTUGALTECHWEEK.COM](https://portugaltechweek.com)



ORGANIZER:  351 STARTUP ASSOCIATION
COMM. PARTNER:  tm institute for tomorrow
SPONSORS:  Hisense,  Santander X,  LIFT MEDIA,  OVHcloud,  MEO

Portugal
TECH
WEEK

talks
workshops

hackatons

[PORTUGALTECHWEEK.COM](https://portugaltechweek.com)



ORGANIZER:  LISBOA
COMM. PARTNER:  tm institute for tomorrow
SPONSORS:  Hisense,  Santander X,  LIFT MEDIA,  OVHcloud,  MEO

PTW MAIN INITIATIVES

Elétrico Pitch



10 Nov

Techstars Startup Weekend LX



15 - 17 Nov

PTW House powered by ME0



8 - 18 Nov

PTW MAIN INITIATIVES

Tech Run



10 Nov

Future Tech - Media art fest



8 & 11 Nov

Tech Days



8 - 18 Nov

TECH RUN

Portugal
TECH
WEEK



[Tech Run Video](#)

TECH RUN - PHOTOS

Portugal
TECH
WEEK



TECH RUN - PHOTOS

Portugal
TECH
WEEK



TECH RUN 2024 OVERVIEW

RUNNERS

Participants: 500

RUNNERS GENDER

Women: 33%

Men: 67%

CHALLENGE CHOICES

5K: 31%

10K: 69%

AN INTERNATIONAL RUN

38 countries represented

AUDIENCE

Tech runners represented more than 170 different companies from over 25 industries

A BLEND OF INDUSTRIES

Health | 8%

Fintech | 8%

Media | 1%

Food | 4%

Enterprise Software | 16%

Education | 6%

Gaming | 2%

Transportation | 3%

Energy | 2%

Marketing | 5%

Sports | 4%

Event Tech | 2%

Security | 1%

Telecom | 5%

Legal | 4%

Robotics | 2%

Real Estate | 1%

Dating | 1%

Wellness / Beauty | 1%

Music | 0%

Jobs Recruitment | 2%

Fashion | 1%

Home Living | 1%

Travel | 1%

Other | 33%

RUNNERS FROM

Unbabel

OutSystems

Wellhub

Revolut

Endeavor

Cisco

Siemens

SIXT

Accenture

Capgemini

PwC

BNP Paribas

and others

TECH RUN - COMMS REPORT

Portugal
TECH
WEEK

WEBSITE

Views: 11,000
Active Users: 4,458
Clicks: 1,988

SOCIAL MEDIA

Instagram
Posts: 39
Stories: 133
Reels: 6
Views: 129,000
Engagement: 1,528

META AD CAMPAIGNS

1 awareness campaign and 2 traffic campaigns
Date range: 03/10 to 01/11
Reach: 56,929
Impressions: 98,730
Clicks: 1,240

DIGITAL INFLUENCER

Squad Influencers: 4
Stories: 24
Reels: 3
Combined followers: 51,302

EMAIL MARKETING

Date range: 11/10 to 12/11
Sends: 14
Open Rate: 30%
Click rate: 24%
Audience: 517 contacts

LINKEDIN

Posts: 33
Impressions: 11,101
Reactions: 478
Comments: 55
Reposts: 31

MEDIA COVERAGE

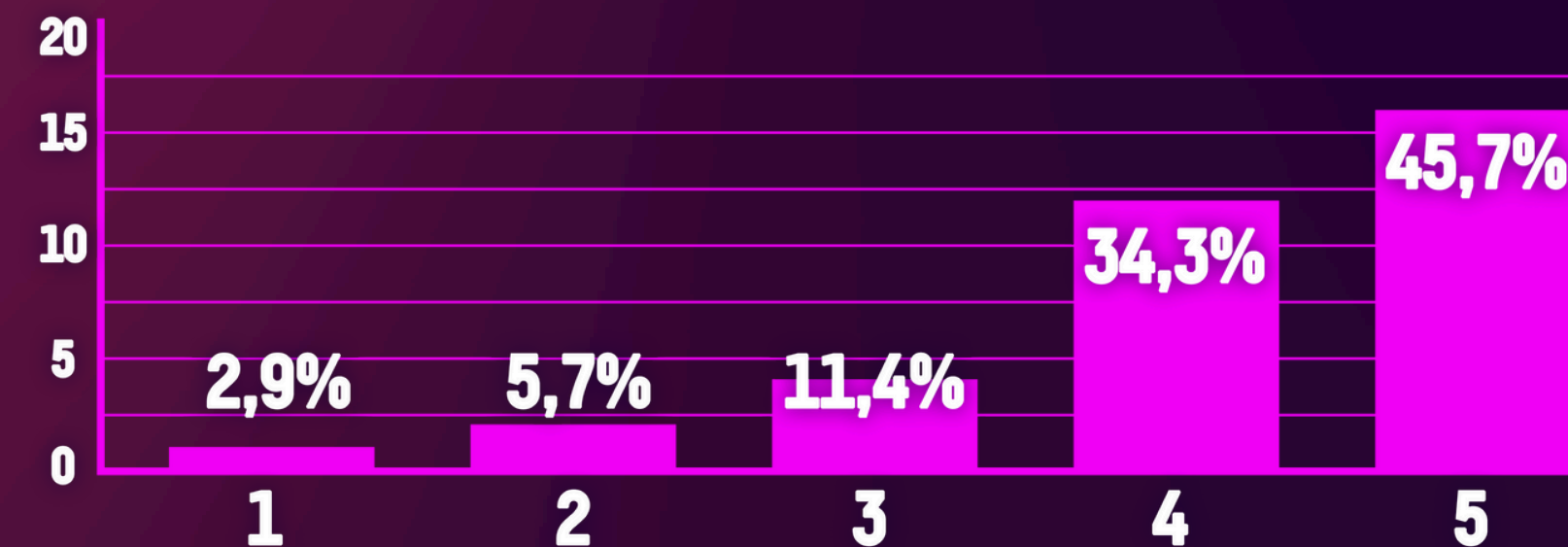
6 publications on news websites and running platforms
6 newsletter placements

OOH

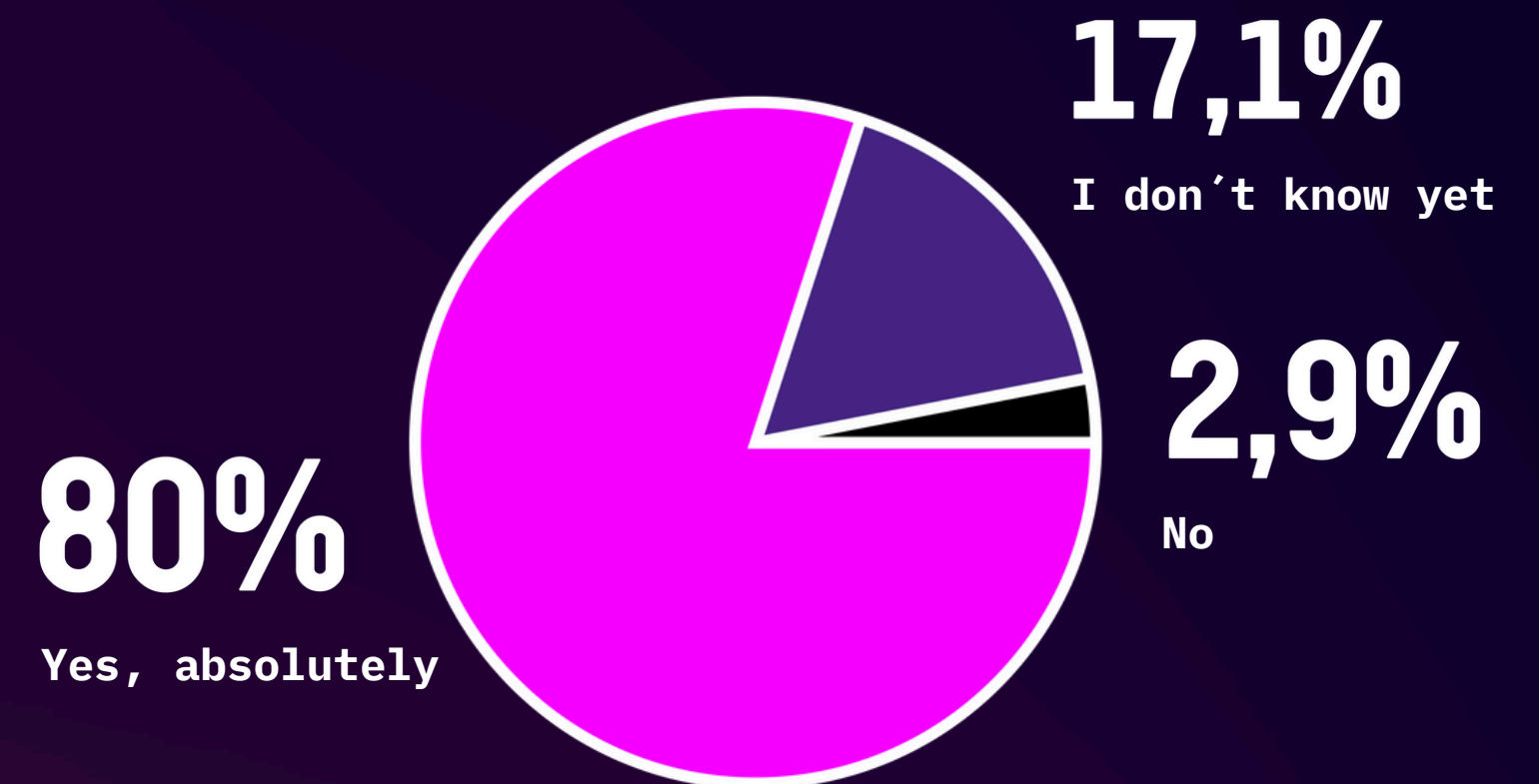
MUPIs:
Locations in Lisbon: 39
Lift media:
Total insertions: 3,060,964
Corporate buildings in Lisbon: 84

TECH RUN 2024 OVERVIEW

On a scale of 1 to 5,
how satisfied are you
with Tech Run 2024?



Would you participate
in the next edition of Tech Run?



TECH DAYS

+10 partnerships with local city councils to create iconic events regionally

From pitching on iconic trams, to events in airports, we covered all Portugal and Islands

EVENTS HIGHLIGHT

- **Madeira: Blockchain Conference**
- **Algarve: Unconference: Future of work; Female Entrepreneurs Breakfast**
- **Viana do Castelo: Pitch at Elevator Santa Luzia**
- **Beja: Tech Immersion at the Airport**

VIANA DO CASTELO TECH DAY

Portugal
TECH
WEEK



[Viana Tech Day Video](#)

Portugal Tech Week 2024

BEJA TECH DAY

Portugal
TECH
WEEK



[Beja Tech Day Video](#)

Portugal Tech Week 2024

MADEIRA TECH DAY - VIDEO



[Madeira Tech Day Video & Photos](#)

BEJA TECH DAY - PHOTOS

Portugal
TECH
WEEK



BEJA TECH DAY - PHOTOS

Portugal
TECH
WEEK



ELÉTRICO PITCH

Portugal
TECH
WEEK



[Elétrico Pitch Video](#)

Portugal Tech Week 2024

ELÉTRICO PITCH

+60 applications from various countries

**6 VCS including 2 of the largest in the world:
Plug & Play & Techstars**

LIVESTREAM RETRANSMITTED BY

- Sapo
- 351 Startups
- Portugal Tech Week
- Institute for Tomorrow
- Algarve Evolution
- Startup Leria
- Lispolis

PTW HOUSE POWERED BY MEO

Portugal
TECH
WEEK

VIDEO COMING SOON

Portugal Tech Week 2024

PTW HOUSE POWERED BY MEO

Portugal
TECH
WEEK



Portugal Tech Week 2024

PTW HOUSE POWERED BY MEO

+100 hours of events

+1000 registrants with a waitlist for several events

GLOBAL COMMUNITIES

- **CreativeMornings (the largest community in the creative industries, with events in 200 cities)**
- **FuckUp Nights**
- **Adidas Running Club (the largest global running community)**

Content provided by major brands, with national and international speakers

- **Google**
- **OVH**
- **Le Wagon**

PTW HOUSE POWERED BY MEO

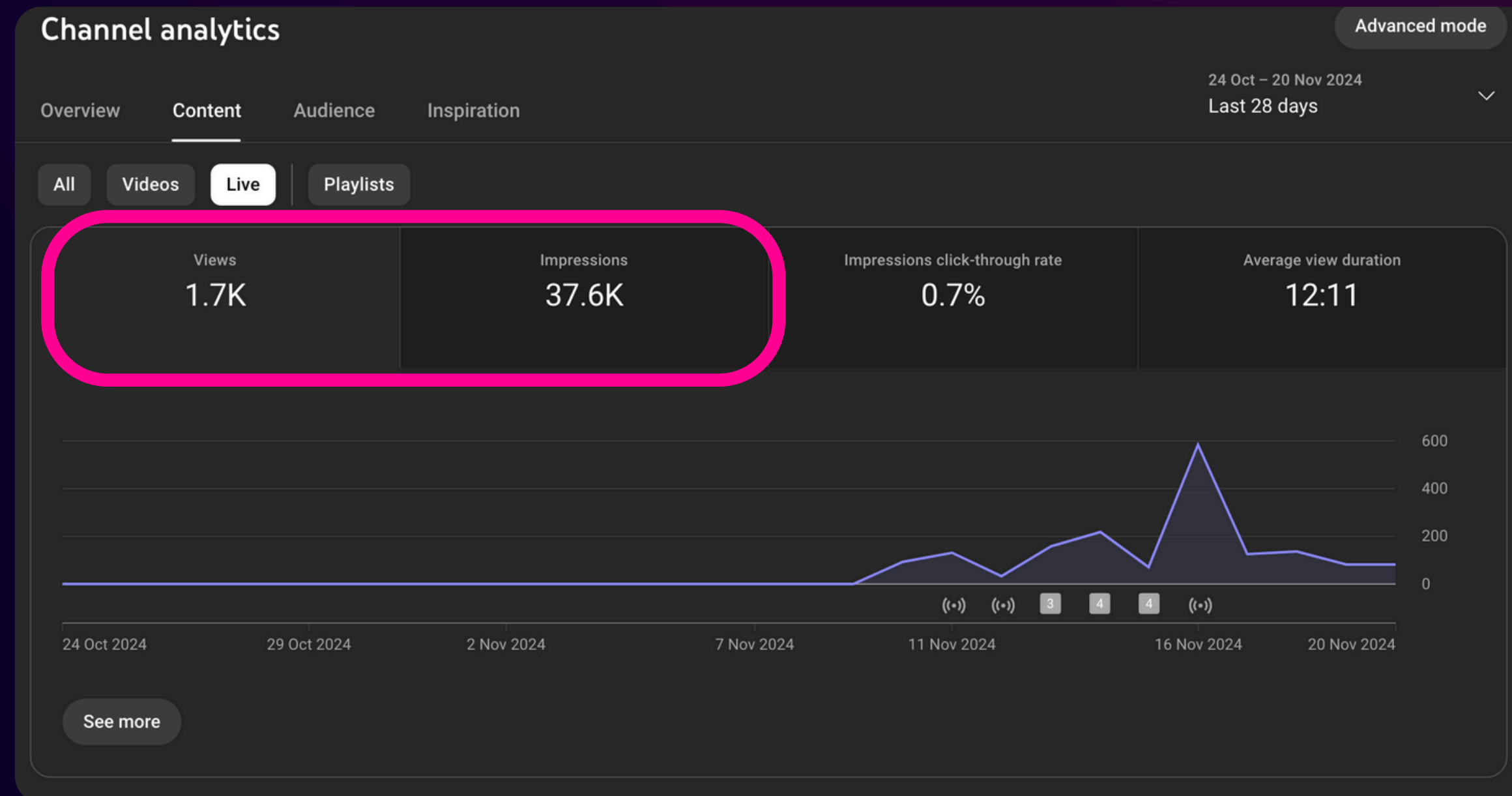
SUPPORT TO LOCAL COMMUNITIES

- Tugagil
- XR Meetup
- founder tales
- Café Digital

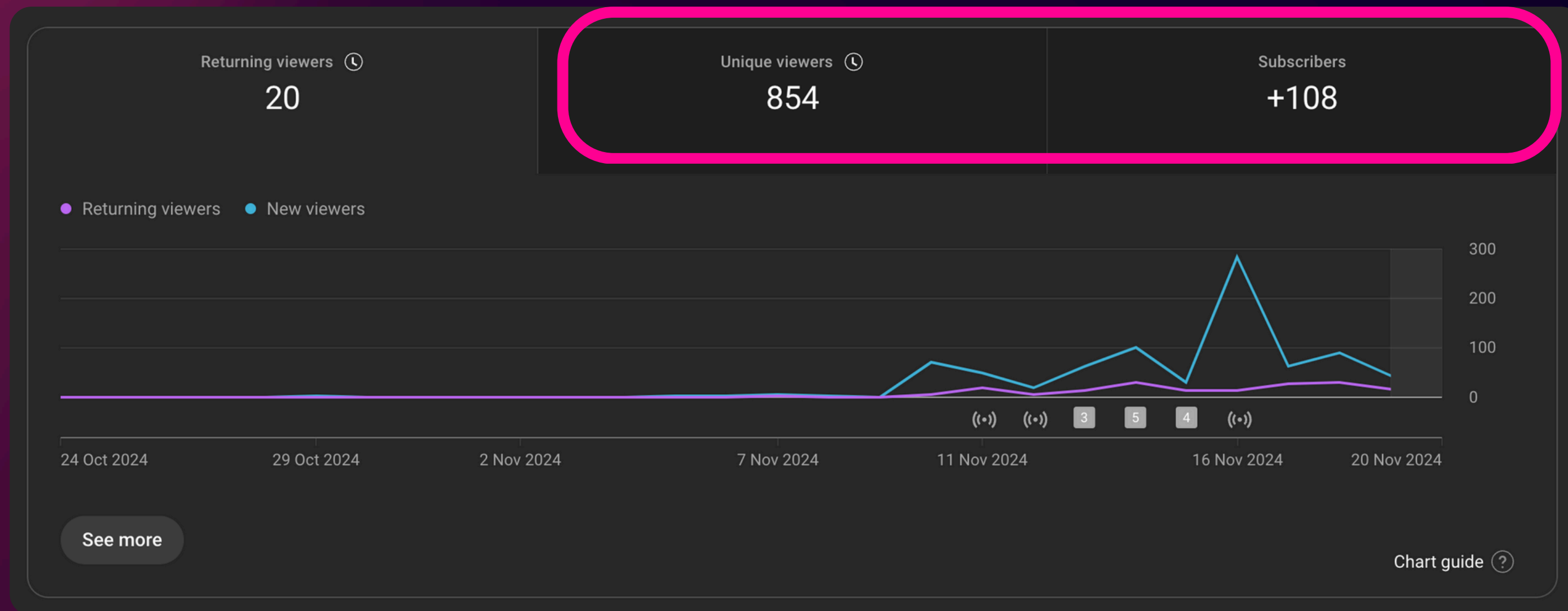
In addition to startups and C-level executives, we also had the presence of official representatives from the government (Serbia)

Almost all the events were livestreamed on Sapo and the Portugal Tech Week website

PTW House Live stream (Excluding SAPO data)

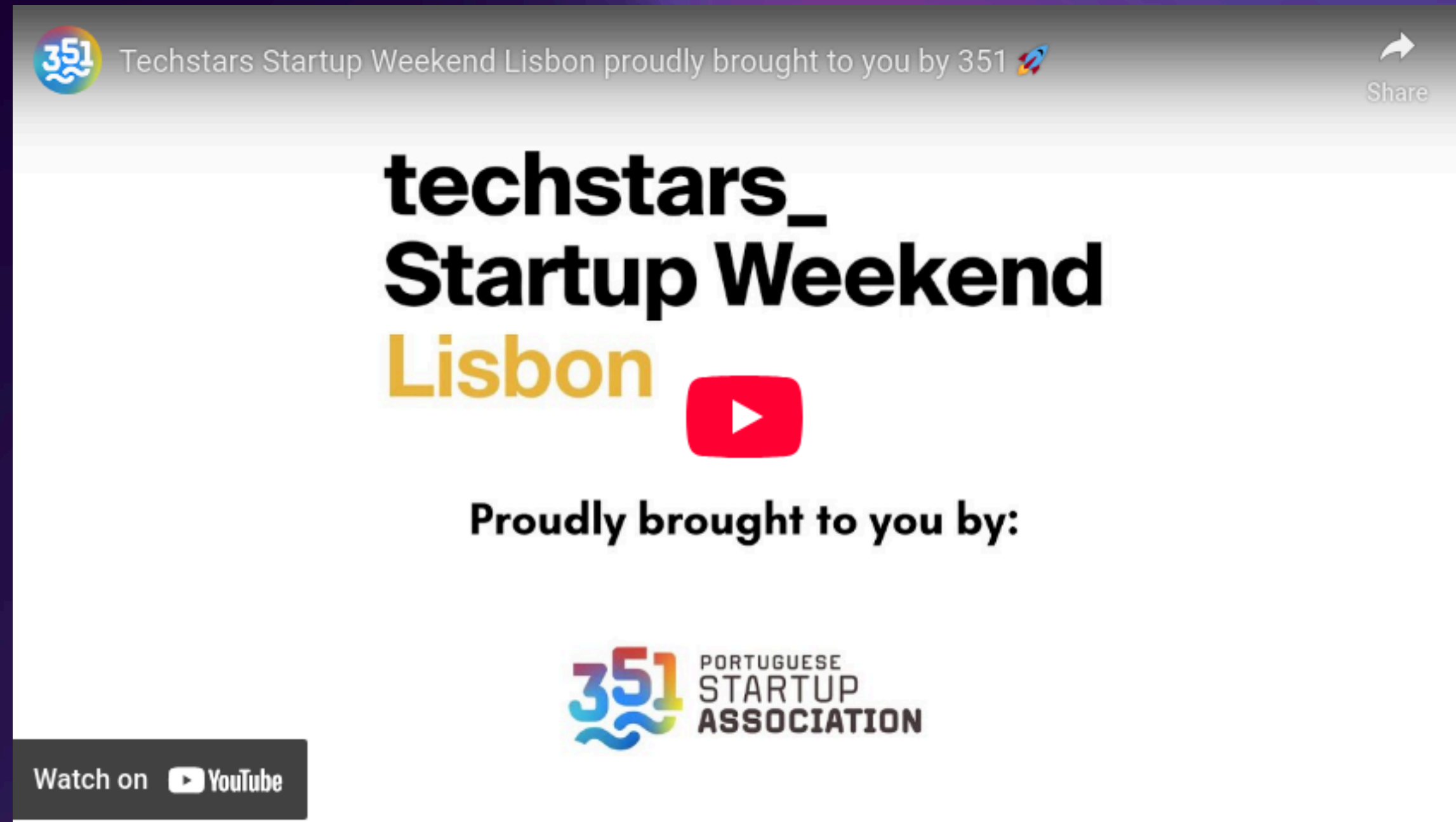


PTW House Live stream (Excluding SAPO data)



TECHSTARS STARTUP WEEKEND

Portugal
TECH
WEEK



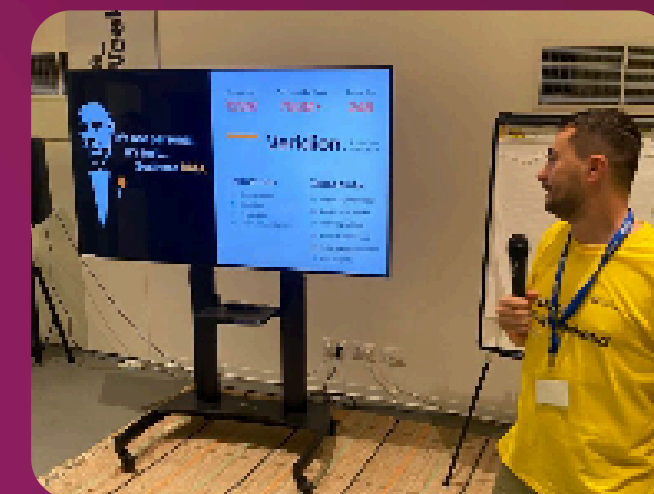
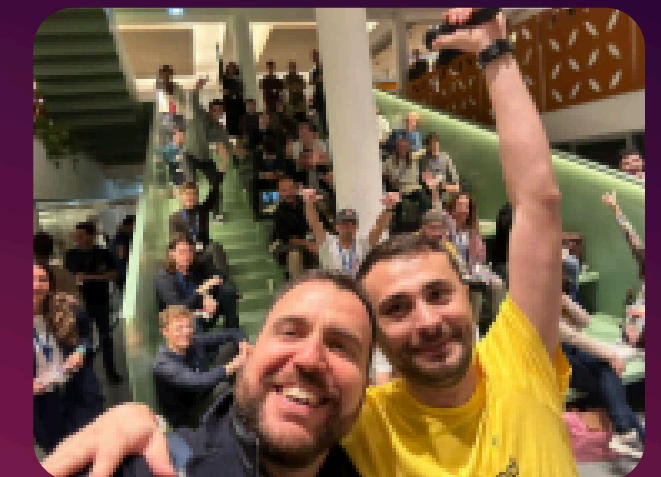
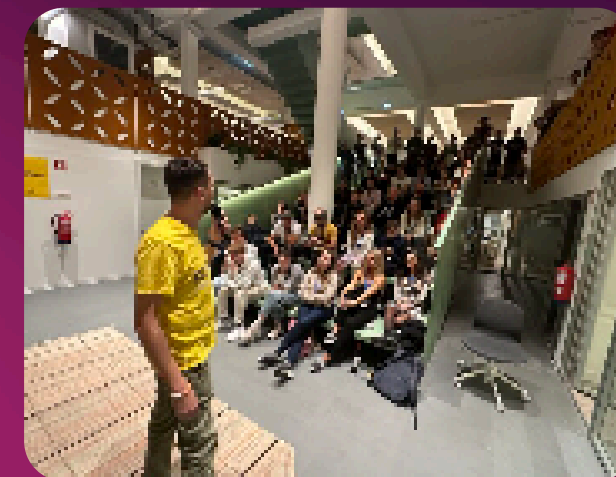
The image shows a screenshot of a YouTube video player. At the top left, there is a 351 logo and the text "Techstars Startup Weekend Lisbon proudly brought to you by 351". At the top right, there is a "Share" button. The main title of the video is "techstars_ Startup Weekend Lisbon" in a large, bold font, with "Lisbon" in a yellow color. Below the title is a red YouTube play button icon. Underneath the play button, it says "Proudly brought to you by:". At the bottom center, there is the 351 logo and the text "PORTUGUESE STARTUP ASSOCIATION". At the bottom left, there is a "Watch on YouTube" button.

[Video here](#)

Portugal Tech Week 2024

TECHSTARS STARTUP WEEKEND

Portugal
TECH
WEEK



TECHSTARS STARTUP WEEKEND

Portugal
TECH
WEEK

TECHSTARS is the largest early investor worldwide,
having invested in +2.000 startups

STARTUP WEEKEND is the largest educational program worldwide,
impacting +500K people in +150 countries

DURING THIS WEEKEND IN LISBON:

+70 participants, 5 VCS and 18 top notch mentors

+30 ideas pitched

13 Startups formed in only one week

THIS WAS ONLY POSSIBLE GIVEN
THE SUPPORT OF OUR **SPONSORS**

Santander X



Hisense



AND OUR COMM. & MEDIA **PARTNERS**



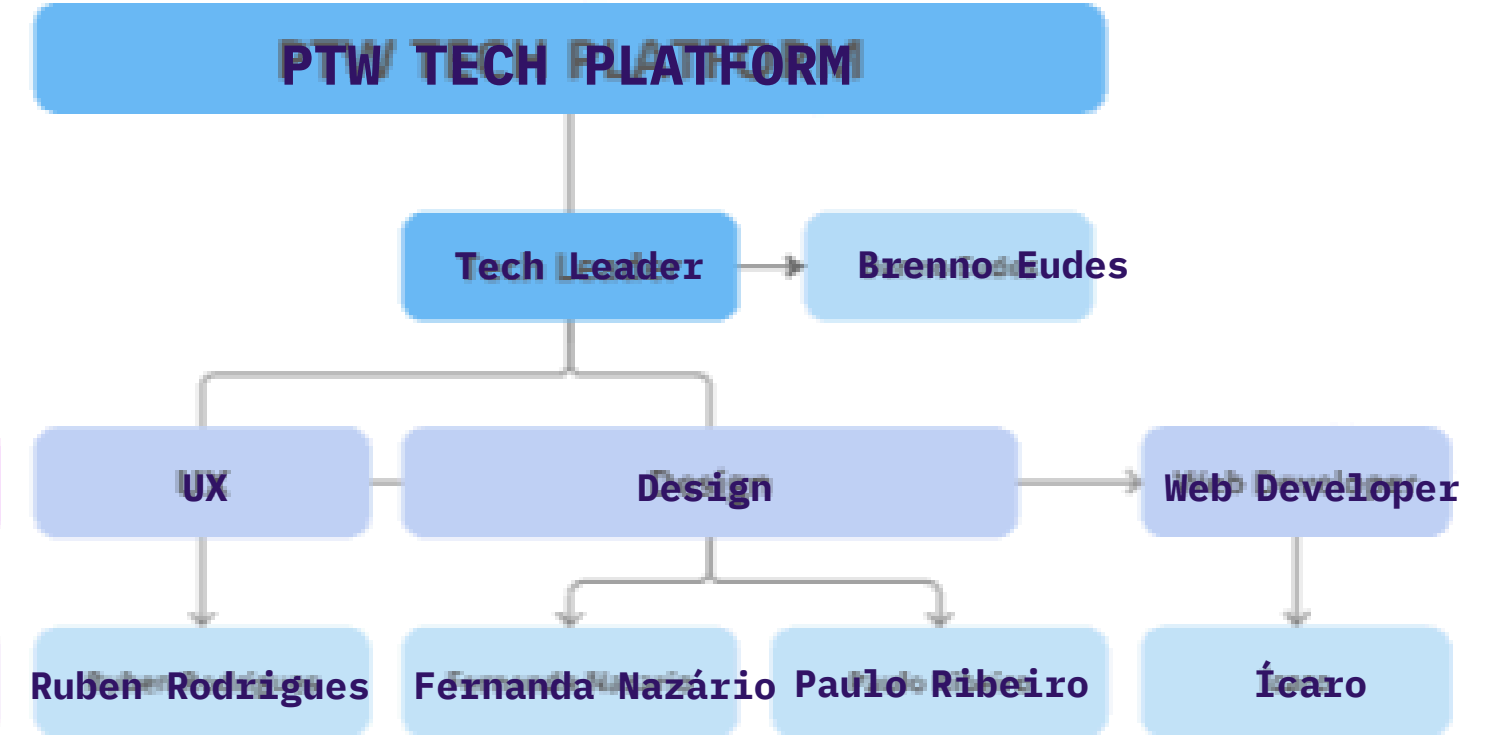


THANK YOU

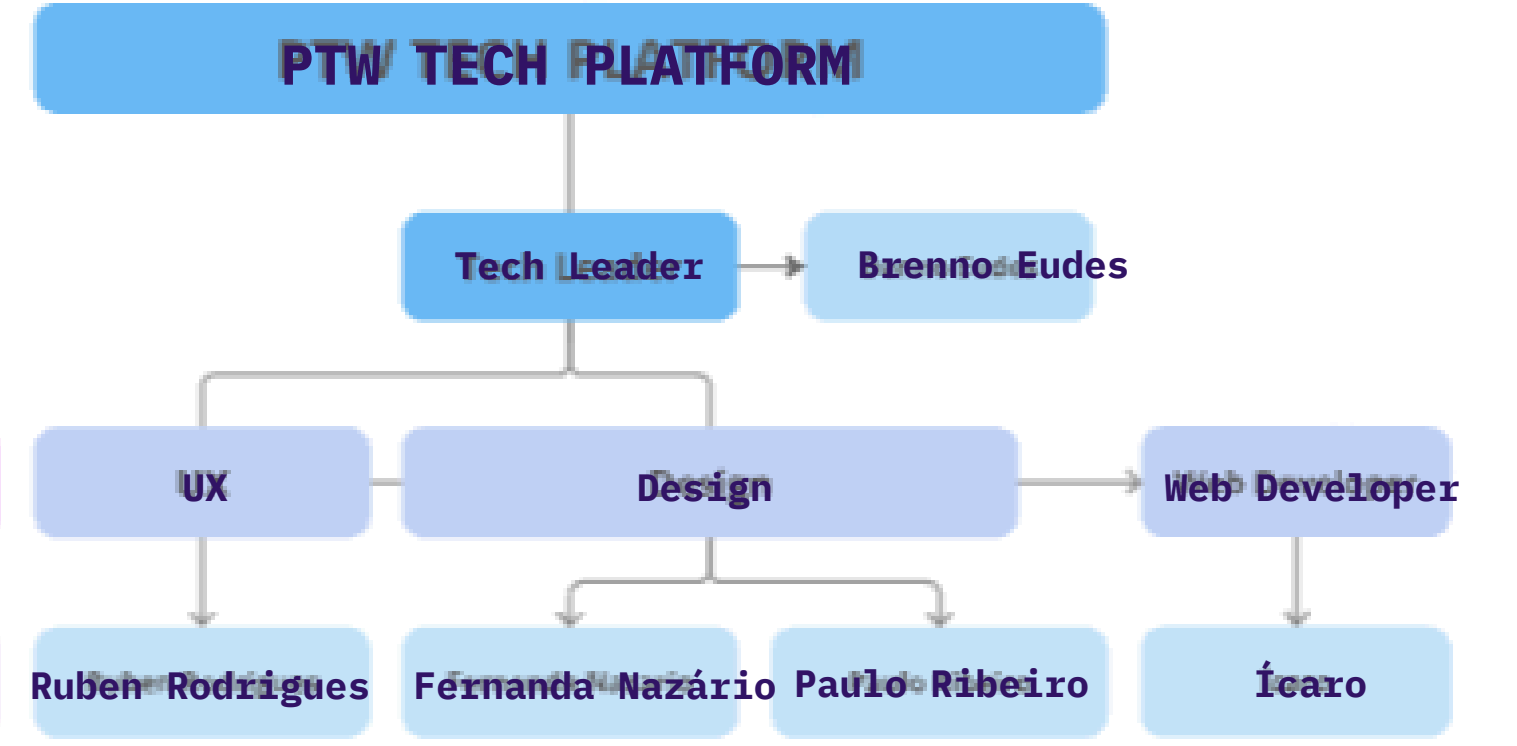
PTW Team
team@351startups.com

Portugal Tech Week 2024

INSTITUTIONAL/PARTNERS - Fernando Jardim
 PROJECT MANAGER - Marcelle Sartori



INSTITUTIONAL/PARTNERS - Fernando Jardim
 PROJECT MANAGER - Marcelle Sartori



**INSTITUTIONAL/PARTNERS - Fernando Jardim
PROJECT MANAGER - Marcelle Sartori**

INITIATIVES

**Initiatives
Leader**

**Marcelle
Sartori**

**Ambassadors
Leader**

Savio Meireles

Marta Pinto

**Experiences
Leader**

Mario Rosa

**Initiatives
Project Manager**

**Beatriz Ebert
PTW HOUSE**

**Elis Rodrigues
PTW HOUSE**

**ÉLETRICO PITCH
Marcelle Sartori**

OPERATIONS

**Operations
Managers**

Isadora Azellin Marccus Alves

Fernando Jardim Ícaro

FINANCES

Finance Leader

Nuno Silva

SPONSORS

**ION Live
Agency**

**Francisco Santos
João Mayer**

COMMUNICATION & MARKETING

**Comm & MKT
Leader**

João Baptista

Communication

PR

Social/Digital

**International
Media**

Design

Fernanda Nazário

Evelyn Mardones

Sara Rodrigues

**Performance
Marketing**

TBD

PTW TECH PLATFORM

Tech Leader

Brenno Eudes

UX

Ruben Rodrigues

Design

Fernanda Nazário Paulo Ribeiro

Web Developer

Ícaro

**FES AGENCY
Cíntia - 351**

Elis Rodrigues

**Chantal
Di Donato**