

SCALING UP

by **unicorn** Factory
Lisboa

A “growth stage” program that gives scaleups the skills and tools to unlock their potential.



It's only a myth
until you make
it true.



WHAT IS **UNICORN FACTORY LISBOA?**

Envisioned by the Lisbon City Council with the aim of expanding Lisbon's entrepreneurial ecosystem, from startups to scaleups, and eventually unicorns, we work as an engine for economic growth and a driving force for innovation, attracting talent, new projects and investment.

Unicorn Factory Lisboa is a platform of programs and hubs, inspired by international best practices, which supports startups and scaleups in creating sound products and business models, developing efficient processes, and achieving sustained accelerated growth from Lisbon.

We cover 4 main areas: "early stage" incubation for startups, "growth stage" programs for scaleups, "landing in lisbon" support for both international startups and scaleups planning to expand through Lisbon and "innovation hubs" such as Hub Criativo do Beato.

THE PROGRAM

The first-ever program in Lisbon specialized in providing scaleups with the necessary support to help unlock their growth potential.

Based on the most successful international programs, the program not only develops the critical skills of leadership teams, but also addresses growth challenges, accelerating growth in Portugal and expanding to other international markets.

Besides connecting scaleups with experts, mentors and the local scaleup community, it also provides continuous exposure to potential corporate partners and clients.

THE PROGRAM IS FOR YOU IF

You are founder(s)/senior leader(s) of a tech scaleup from any vertical, background or origin, with the following minimum requirements:

- You have already obtained relevant funding (seed);
- You have a product or service launched generating revenue;
- You have a team in place;
- You have a clear growth trajectory.

For questions related with eligibility, please contact us:

scalingup@unicornfactorylisboa.com

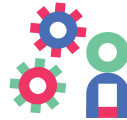
- + TAILORED EXPERIENCE
- + HANDS-ON APPROACH
- + WORLD CLASS EXPERTS
- + GROWTH MINDSET

OUR APPROACH

- The program presents a learning journey, divided into 5 pillars, providing a practical, immersive and customized experience of growth acceleration: immersive upskilling, mentorship board, corporate matching, international growth and community;
- This program allows you to acquire critical skills and tools for successful leadership, promoting key partnerships, networking and execution through structured guidance and support from experts, mentors and the most relevant companies in Portugal;
- At the end of the program, participants will be in a privileged position to deal with the various challenges and difficulties they will face during their trajectory, and capture opportunities to achieve sustained accelerated growth.

PROGRAM PILLARS

**IMMERSIVE
UPSKILLING**



**MENTORSHIP
BOARD**



**CORPORATE
MATCHING**



**INTERNATIONAL
GROWTH**



COMMUNITY





**IMMERSIVE
UPSKILLING**

**FROM FOUNDER
TO LEADER, A
TRANSFORMATIVE
PROGRAM THAT
INVESTS IN YOU**

8

Upskilling themes

+400

Founders supported

+€500m

in Capital raised

Methodology

An immersive framework where founders and leaders who have “been there and done that” spend time working on you and your company. Typical methodology for most themes:

1. LEARN

Engaging group session with tailored content from leading experts

2. FEEL

Engaging group session with real world founders from scale-ups/unicorns

3. APPLY

One-on-one meetings with experts to develop your company’s plan

What to Expect

- Practical and hands-on approach to develop the skills founders need to become leaders and tackle the challenges of a high growth organization;
- Insights and plans to be put into action with the help of leading experts and founders with experience in advising and managing high growth companies and unicorns;
- 8 themes with content customized to the needs of each specific scaleup cohort.



Modules

Leadership, Culture and Hiring for Growth

Leadership is make or break for a scale-up. Continuing to own and communicate the vision while making the shift from being a part of every success to delegating and managing the process is a challenge. Hiring the right people requires self-awareness and being intentional about the culture. We have tapped incredible executive coaches to create a custom program for the founders growth and transformation.

Capital Raising Bootcamp

Financing choices are critical to succeed in this phase and absorb a huge amount of founders' time. We provide an intense series of sessions from international expert fundraisers that discuss today's reality for a wide range of financing options, help identify the right growth stage financing and strategic partners and prepare a ready-to-go communication strategy, process and materials to make the best use of their shot.

Must have Insights and Powerful tools

Senior leaders from top tier organizations, scale-ups and unicorns will help you succeed in other topics like:

- Strategy and International Expansion;
- Mastering Due Diligence and Financial Runway;
- High Value Legal Insights for High Growth;
- Disruptive Business Model Innovation;
- Next Generation Sales and International Selling;
- Balance and Burnout while Scaling.





**MENTORSHIP
BOARD**

**CONTINUOUS EXPERT
ADVISORY THAT WILL
GUIDE YOU THROUGH
THE GROWTH STAGE**

3
Dedicated Mentors

+100
Available Mentors

60%
are International

What to Expect

- Scaleup mentoring by 3 dedicated experts, carefully selected through a match-making process, based on your needs and focused on the growth stage;
- Ongoing structured support with regular meetings every 2 months, a safe space for personalized, impartial and confidential advice, while creating sprints to accelerate strategy evolution and fostering growth;
- Access to our mentor network which includes a portfolio of 100+ mentors for support on specific and timely issues.

Our mentors include

- Ex-founders that scaled up their ventures and/or accomplished successful exits;
- C-level executives with an array of functions comprising CEOs, CDOs, COOs, Head of Digital, Head of Innovation and others;
- Industry experts from different verticals, geographies and backgrounds.





**CORPORATE
MATCHING**

**OPEN DOORS TO THE
LARGEST AND MOST
INNOVATIVE COMPANIES
TO ACHIEVE GROWTH
IN PORTUGAL**

+30
Top Companies

+10
Industries

+100
Senior Executives

What to Expect

- Possibility of presenting the value proposition to large corporate companies operating in Portugal;
- Access to potential partners, customers, investors and successful leaders;
- Structured and constructive support with impartial feedback for fine tuning the business model.

Our corporate partners include

- Global big tech companies;
- Market leaders in Portugal also operating in other geographies;
- Corporates from a broad range of industries with a strong focus on innovation.





INTERNATIONAL GROWTH

PARTNERS AROUND
THE GLOBE THAT
WILL GET YOU IN
THE MARKETS YOU
WANT EXPAND TO

+10
Top Geographies

+60
Partners

What to Expect

- Access to local support programs and tools in other geographies;
- Introduction to the ecosystem, culture, dynamics and legal structure of destination markets;
- Introduction to potential partners, clients and investors abroad.





A WEALTH OF REAL-LIFE EXPERIENCES, INFORMATION AND KNOWLEDGE ON DEMAND

What to Expect

- Connect with program peers while integrating Unicorn Factory Lisboa's vibrant community, comprised of alumni and founders of other scaleups and unicorns who have been through it all;
- Join Unicorn Factory Lisboa's diverse array of events, a great networking opportunity for you to grow your connections;
- Reach out, learn and get invaluable advice from other founders and the community as a whole.

Our events include

- Talks, fireside chats, meetings on relevant themes;
- Speakers, mentors, experts, founders and thought leaders;
- Networking and social events.



AT A GLANCE

DURATION

8 months

FORMAT

Face-to-face and remote

LANGUAGE

English

APPLICATION

3 cohorts per year

CONTACT US

scalingup@unicornfactorylisboa.com

Apply now



STRATEGIC PARTNERS



UPCOMING
ENERGIES



CUATRECASAS

FIDELIDADE



BPI

Grupo



CaixaBank



pwc

PROGRAM PARTNERS



WHAT THE SCALEUPS SAY



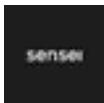
The Unicorn Factory program tops our list of startup programs attended. From day one, they connected us with investors, clients, and advisors. Their team went above and beyond to support our growth. Vel Vasic, Holywally



The program is meeting all our high-expectation. We're connected with other teams that share the same challenges and we were able to discuss new opportunities with all the talented mentors, especially when it comes to the next steps for Leadzai's further internationalization. João Aroso, Leadzai



For ORNA Inc. our initial time on The Unicorn Factory accelerator has had a significant impact on what we are trying to achieve in securing a business beachhead in Europe as we scale out of Canada. The Unicorn Factory Lisboa is an accelerator we would recommend to any startup looking to increase knowledge, network and opportunities. Martyn Gill, Orna



Being part of the first cohort of the Scaling Up Program has been immensely beneficial for Sensei, as it has provided us with invaluable resources and guidance necessary for accelerating growth and achieving success in a highly competitive international market. Vasco Portugal, Sensei



Working with Unicorn Factory Lisboa has been a fantastic experience. They've taken a hands-on approach, sharing best practices among the various startups they've taken under their wing, providing top mentorship opportunities from both national and international sources, and supporting our efforts towards internationalization. Looking forward to our next steps together! Nuno Cortesão, Zharta

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