

# FROM STAND, TO START, TO SCALE

## The Scaleup Porto Manifesto

Launched with local stakeholders as a first step of a coordinated program that's included in a broader municipal strategy for innovation and competitiveness. Together, we are creating a sustainable entrepreneurial ecosystem where cities can work as scaleup catalysts through a program that can be reflected all across Europe.

## THE FUNDAMENTALS

### THE FOUNDATION: TRUST

All the stakeholders are considered to have a unique role, contributing to innovation initiatives and policies on a relevant and peer basis.

### CONNECTING THE PLAYERS: CITY AS CENTRAL HUB

Government, regional and local authorities, entrepreneurs, educators, researchers, investors, industry and large corporations, can create the conditions to support scaleups by working together.

## TALENT AND KNOWLEDGE

### ENABLING ACCESS TO TALENT

Creating highly skilled resources and talent, developing measures to empower job creation.

### TRAINING AND KNOWLEDGE SHARE

Fostering knowledge exchange and expert advice.

### FUNDING

Building a network and implementing measures that facilitate access to investors and funding.

## MEASURE AND LEARN

### GENERATING DATA

Implementation of a system to target, endorse, empower and report matters that concern this subject.

### SELF ASSESSMENT & BENCHMARK

Engage in a dedicated monitoring and open self-assessment process

## ACCESS TO MARKET

### BUILDING NETWORKS - CITIES FOR SCALEUP

In a European single market, far from being a reality, cities working in networks will be unique growth catalysts.

### CONNECTING COMPANIES TO CUSTOMERS - THE CITY AS A LIVING LAB

Cities working as living labs can support the linkage between companies, customers and daily life challenges.

## ABOUT SCALEUP PORTO

A strategy from Porto that commits the city towards the promotion of the ecosystem of innovation and entrepreneurship. With a novel and integrated vision of the scaleup process, we are developing the sustainability of the ecosystem, enhancing the economic competitiveness of the region, creating employment and improving citizens' quality of life.

**"The Best Start-up Friendly City of Europe"**  
Award by World Business Angels Investment Forum (WBAF), 2017

## WHY PORTO?

As one of the major urban areas in Southern Europe, Porto has designed and embraced policy strategies focused on citizen's centred sustainability, energy efficiency, R&D and economic growth.

With an interdisciplinary approach, the city's well-known strengths are aligned with the excellence of the work developed by the academia. With the support of reference industry partners, hundreds of qualified jobs were created and the city is becoming a place where people, especially young entrepreneurs, are inspired by a new risk culture and integrated into a new multicultural and international ecosystem.

Porto is attracting talent to the city, developing solutions required by citizens, reducing social exclusion, and increasing security.

Synergies and the reduction of fragmentation have been making the city a tech, innovative and creative entrepreneurial hub.

Porto is a facilitator of innovation. The city becomes a living lab, citizens challenge companies, entrepreneurs and researchers, and all of them work together to solve real problems, with differentiated solutions able to be replicated. The city is attaching special importance to measures, at a city scale, to strengthen the local innovation ecosystem and to network them at local, regional, national and international levels.

## PORTO IN NUMBER

**2000 years** OF HISTORY →

**1.76 million** INHABITANTS IN THE URBAN AREA →

**55 Schools** HIGHER EDUCATION →

**72,935 Students** IN HIGHER EDUCATION →

**20+ Incubators** →

**70+ Centers** R&D →

**13,5k+** RESEARCHERS →

# ScaleUp Porto.

Porto.

# CREATING OPPORTUNITIES

KNOWLEDGE  
MARKET  
TALENT  
INVESTMENT

Some of the activities promoted by ScaleUp Porto, enhancing opportunities in the city.

## START & SCALE WEEK

A week dedicated to the promotion of innovation, technology and entrepreneurship. With initiatives aimed at several segments, the agenda reinforces the role of Porto as a reference to the Scaleup movement on a national and international level.

## CALL FOR ACTIVITIES

Call For Activities was launched to challenge the community of Entrepreneurship, Innovation and Technology in the city to contribute to an even more dynamic ecosystem. The Program consists on supporting activities promoted by entities in the city, thus increasing their impact.

## TRAINING

By collaborating with innovation agents in the city, ScaleUp Porto has been supporting and promoting training programs that develop knowledge and skills among the ecosystem. Two examples are The Growth Champions and BOOM Massive Growth Week. Together with The Growth Champions was designed in partnership with the National Association of Young Entrepreneurs (ANJE), focusing on improving management skills of small and medium-sized fast growing companies by training their executives and founders, offering tools to increase management and organizational knowledge. BOOM Massive Growth Week was promoted together with Founders Founders, ANJE, UPTEC and Porto Design Factory, on a one-week bootcamp, where Portuguese startup founders, marketers, growth practitioners and salespeople share their learned lessons & tips on growth and sales.

## MASTERCLASSES

Learning from the best, sharing with the most promising companies. From marketing to sales, from human resources management to techie themes, we invite reference speakers from across the globe to work with our entrepreneurs in juicy Masterclasses.

## DOING BUSINESS

How can companies be in the forefront of innovation setting trends in the digital era? Can big corporations' challenges be solved in a faster and cheaper way? Big companies' innovation strategies have been changing, and they are increasingly aware that startups are changing many industries by introducing new technologies, service innovations, and disruptive business models. But these new companies are far from a threat – collaboration can have huge advantages for both sides. And can big companies help new technological companies to grow? ScaleUp Porto challenges large companies and startups to engage in dialogue and explore opportunities for collaboration fostering joint growth and thereby stimulating innovation in the city.

## SMART CAPITAL

ScaleUp Porto has been hosting and organizing Smart Capital, together with the International Venture Club. Over the course of two intense days, senior corporate innovators, independent venture capital fund managers and strategic investors gather in Porto to join forces, debate the future of investment and do business.

## SCALEUP FOR EUROPE

Europe has been witnessing a significant overall change in the paradigm of entrepreneurship and innovation in the last decade. Hundreds of startups are ready to grow all over Europe and face challenges related to growth. In this context, cities can have a unique role facilitating this process, and also the creation of a thriving innovation ecosystem. On the other hand, cities can use solutions coming from the ecosystem to become more innovative and improve their citizens' quality of life. By improving this connection, cities all across Europe can work together to create competitive and sustainable entrepreneurship ecosystems.

## SCALE THE STARTUP CITIES ALLIANCE

Through ScaleUp Porto, Porto is part of the Startup Cities Alliance, a collaborative force of global cities (SCALE.CITIES) represented by their public ecosystem builders, who work together on strengthening local startup ecosystems through sharing their networks ('peers') and learnings ('experiences, insights and best practices'). SCALE.CITIES are cities coordinating and deploying strategies to allow both their local and global ecosystems to grow.

## GATHERING THE ECOSYSTEM

ScaleUp Porto works as an ecosystem builder. The city of Porto reaches out to all the stakeholders – citizens, enterprises, public authorities and European partners – aligning them under the same vision, fostering the co-creation of the most appropriate strategies to develop a sustainable innovation ecosystem, as well as promoting the joint implementation of these strategies in the years to come. ScaleUp Porto is built by everyone, from Start, to Scale.

A lot more happens: Street activities, open houses, hackathons, meetups, conferences, industry dinners. Follow us, get in touch, and don't miss a thing!



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