



2023 IMPACT REVIEW

351 Portuguese Startup Association



351startups.com

2023 Impact Review



About us

351 Portuguese Startup Association is the biggest and most active startup community in Portugal, with more than 1600 members and over 10 projects. We started in 2019 as a grassroots movement to bring together founders and ecosystem players, and have now built the first truly open space, where startups and ecosystem actors could have access to each other, even if they didn't belong to a closed community, such as being part of an accelerator or an investor program.

Impact Review

At the end of each year, we revise what we achieved and set the goals for the next year. In this document, you can find all our major initiatives and results that have arisen from the volunteer team's hard work, passion and commitment to make the Portuguese startup ecosystem one of the most innovative and flourishing in the world.

2023

Impact Review - Overview

A year of growth

Since we turned into an Association last year, this year was a big step toward growth and awareness by the ecosystem players. We grew our community, our team, our initiatives and events and our reach and impact in the startup scene!

+1600 members

We had 681 requests to be a member of the community and enter our Slack. 251 were approved.

76 volunteers

We had 47 people in 351's team and 29 people in initiatives directly supported or started by 351 Startup Association.

88 initiatives & events

We registered 59 events and initiatives created by our team, and 29 events supported by 351 throughout the country.

+23.100 people directly impacted

More than 23.100 people were engaged in one or more initiatives by 351 Startups.



Recognitions

- We were recognized by the Youth Entrepreneurship Policy Academy (YEPA) as "A successful initiative to boost entrepreneurship in Portugal"
- Portugal Tech Week, a project from 351 startups was recognized as a Pledge, from the European Digital Skills and Jobs Coalition
- Elisa Tarzia & Isabel Carapeta (351's Moderators), and Carolina Amorim & Marta Palmeiro (351's board members) were nominated for the Portuguese Women in Tech Awards

2023

Impact Review - Initiatives & Events

351 Initiatives & Events



Startup Perks Program

More than 700k€ in discounts and tool access for startups in Portugal.



Community Fund

Financial program to help community initiatives grow and thrive in Lisbon.



Nuvem Initiative

Manifesto to create a more inclusive, accessible and fair cloud environment.



Techstars Startup Weekend

52 hour-event that accelerates ideas and incentivizes knowledge sharing.



Coworking Thursdays

Weekly gathering on a different cowork every time, in Lisbon and Porto.



Portugal Tech Week

Annual event that became the largest innovation Festival in Portugal.



351 Talks

Open session that intends to create a safe space for knowledge sharing.



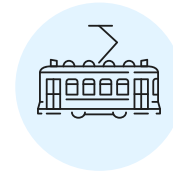
Tales & Beers Meetup

Informal gatherings to allow people to connect with the ecosystem.



Innovation Tracks

Parallel talks that focused on innovation in different verticals.



Elétrico Pitch

Unique opportunity for startups to pitch to VCs inside a classical tram.



How to Start-up in Portugal

Event focused on helping the startup community that moved to Portugal.



Community Slack & Newsletter

Communication tools to reach our community of more than 1600 members.

2023

Impact Review - Initiatives & Events

Supported Initiatives & Events



techstars_
Startup Digest

Techstars Startup Digest

Weekly newsletter to gather all the ecosystem news and events.



startup
grind
LISBON, PT

Startup Grind Lisboa

Monthly event about founders' challenges, failures and growth.



CREATIVE
MORNINGS
LISBON

Creative Mornings Lisboa

Monthly event that offers breakfast and an inspiring talk to a creative public.



ABOVE &
BEYOND
COMMUNITY HANGOUT

Above & Beyond Hangouts

Monthly session to gather all players in the ecosystem and discuss challenges.



Santander X

Santander X Awards


International startup program that offers the opportunity to win a money prize.



bitalk

Bitalk Summit

Annual event that transforms an entrepreneurial talk into a podcast.



geekathon

Geekathon

Event that connects developers to support AI projects with IT challenges.



FuckUp
Lisbon

FuckUp Nights Lisboa

Open session on the failures and growth of successful professionals.



2023

Impact Review - Startup Support

Fostering startup success

2023 marks the year we launched several initiatives and programs for startups: a startup competition in partnership with Santander; a demo day in a tram for startups within Portugal Tech Week; 6 parallel events for startups in different verticals; a perks program that allows startups to access tools to help them go further.



01. Santander X Awards

More than 300 startups applied for the Santander X Awards, a joint initiative between Santander and 351 Startups. This program offered mentoring and 30.000€ equity-free while connecting Portuguese seed and early-stage startups to an international entrepreneurship network.

02. Elétrico Pitch

In less than 48 hours, 79 startups registered for the Elétrico Pitch initiative. This was an exciting collaboration between 351, Carris and Santander Portugal that invited startups to pitch on Lisbon's iconic tramway for a chance to win €5,000 and connect with top VCs.

03. Innovation Tracks

Lisboa Unicorn Capital, Startup Portugal and 351 Startups developed the Innovation Tracks initiative, which presented Lisbon's innovation ecosystem to 40 startups in verticals such as blue economy, digital transformation, AI, Web3, Healthtech, fintech and investment.

04. Startup Perks Program

From August to December, more than 80 startups applied for the Startup Perks Program, which offers discounts and access to 20 different tools to help their growth and journey to success, such as AWS, GitHub, Google, HubSpot, Microsoft, Miro, Notion, OpenAI and Zendesk.

2023

Impact Review - Startup Support



Fostering startup success

We've also developed several supporting programs for startups to grow: a community fund to support the financial costs of community initiatives; a networking tool to help startups connect with investors; the largest innovative week in Portugal; and scholarships for women to access top-tier international entrepreneurship programs.

05. Community Fund

Lisboa's Community Fund is an initiative intended to support new communities to arise, in partnership with Lisbon City Council. The fund already received +16 applications and has supported 13 communities, including the return of the famous "FuckUp Nights" gatherings.

06. VC Slam

During Portugal Tech Week, we had the opportunity to connect 37 startups with top-tier venture capital funds, such as Semapa Next, Antler and Armilar, to help expand their network and get feedback.

07. Portugal Tech Week

On its second annual edition, Portugal Tech Week has ended with more than 220 events in 10 cities across Portugal, 27 Ecosystem Partners, and 22 events organized by our curators and ambassadors. We also had 18.000 unique users on our website.

08. Scholarships

Portugal Tech Week partnered with Mexoxo to support women in the tech world. Selected entrepreneurs had access to scholarships for a remote course at Cornell University, an Ivy League University.

2023

Impact Review - Partnerships



SEBRAE

We signed a groundbreaking agreement with SEBRAE (The Brazilian National Entity in charge of promoting entrepreneurship in the country) at the Web Summit, during Portugal Tech Week. This partnership marks a significant step in fostering entrepreneurship and startup growth between Portugal and Brazil.

Techstars

We are the Portuguese partners that will bring two of the Techstars international programs to Portugal: Techstars Startup Weekend (52-hour event to accelerate ideas) and Techstars Community Leaders Academy (training program that connects ecosystem leaders).

Worldwide collaboration

We believe every ecosystem in the world is connected. This year, we were committed to develop not only local and national partnerships, but global alliances that will allow further collaboration and open doors for startups in the Portuguese community.

Turismo de Portugal

With the goal to further support foreign startups that have just arrived in the country, as well as new founders that are now starting to tap into the Startup Ecosystem, we signed a MoU with Turismo de Portugal to support all the tourism startups that have been into one of the several programs backed by this entity.

Startup Portugal

Startup Portugal is the main promoter of ecosystems in Portugal. As our institutional supporters, we have been organizing several initiatives together, such as the monthly Community Hangouts, and also the Innovation Tracks and Matchmaking tool during Portugal Tech Week.

2023

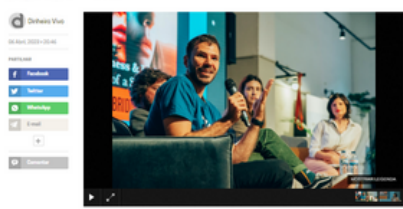
Impact Review - Media Coverage

Link to Leaders



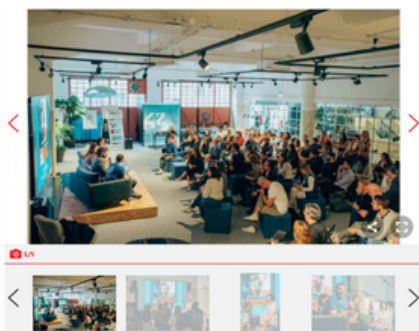
Bem estar e saúde mental dos fundadores de startups em debate

Iniciativa decorreu em Lisboa com a promoção da Redbridge Lisbon e da escola de programação 42 Lisboa.



Redbridge Lisbon e 42 Lisboa promovem evento sobre o bem-estar e saúde mental dos founders de startups

no dia de Abril de 2023 às 10:30



Techstars vai voltar a acelerar startups em Portugal

Participa em 10 de Novembro de 2023, 08:00 horas



Link to Leaders

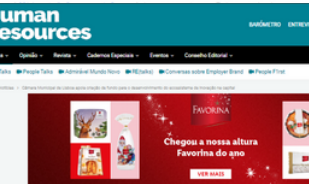
351 Associação Portuguesa de Startups relança programas da Techstars em Portugal

10 de Novembro de 2023



Associação 351 e ESOP lançam projeto para um ecossistema de cloud mais justo

10 de Novembro de 2023



LISBOA'S COMMUNITY FUND

get your community initiative funded!



09

100

2023

Impact Review - Next Chapter



What to expect next year

In 2024, we're taking our commitment to the next level! To better foster the growth of startups, 351 Startups is gearing up to bring aboard its inaugural paid team members and unveil a premium membership plan.

This initiative is designed to provide founders with robust 351 Startups support as they navigate the challenges of scaling their ventures.

As valued associates, startups will gain access to exclusive perks, including personalized matchmaking services. This involves connecting founders with suitable mentors, prospective clients, investors, and opportunities for international expansion.

This strategic approach ensures that our associated members benefit from a tailored and impactful support system for their entrepreneurial journey.

Our team is currently working on creating a physical space where the community can gather, so we can have an office and receive around 150+ events every year.

Simultaneously, we are road-mapping the 5 Techstars Startup Weekends programs, which will take place in 4 different regions throughout the country, and the 2 Techstars Community Leaders Academy.

Within 2024, we intend to create the Travel Tech committee to represent startups in different verticals. The first one will be in Travel Tech, in partnership with Turismo de Portugal.

Finally, Portugal Tech Week is already in the making: we are preparing the biggest edition yet for November 2024.

2023

Impact Review - Next Chapter



Recognition to our community

351 – Portuguese Startup Association has the mission to develop a startup ecosystem that is smarter, more connected, better organized, more inclusive, more visible and more aware of its opportunities both inside and outside the country. From pre-seed to scaleup, we want to breed baby camels and unicorns (or whatever animal's name they may be called), in Portugal and send them out into the world.

To help founders and startups at every stage of their journey to succeed and grow – with fewer barriers and greater velocity. That vision is not just good for Portuguese startups and the Portuguese economy: it's good for everyone.

In a few words: Enabling Portugal's startup ecosystem to be a globally renowned hub of innovation, with rapid growth, vibrant collaboration, and sustainable founder success.

Of course, we can't do it alone: in 2023, we had the support of more than 75 volunteers, 20 ecosystem leaders from 351 Startups' consulting board, many partners and ecosystem supporters, and service providers that kindly helped us to get further in our awareness endeavors.

Thank you for being by our side and joining us on our mission to help make Portugal the most dynamic startup ecosystem in the world!



2023

Impact Review - Join us!



Be part of our community!

Want to be part of the change and support us in the vision of "enabling Portugal's startup ecosystem to be a globally renowned hub of innovation, with rapid growth, vibrant collaboration, and sustainable founder success"?

Say no more! Here are the ways you can support 351's startups:

- Volunteer for 351 Startups's central team or for one of its supported projects
- Start a community initiative to support founders / the local ecosystem and 351 Startups will support you
- Support 351 Startups's central team and its initiatives with pro bono services / in kind products from your company
- Start a project with 351 Startups or sponsor one of our current initiatives

For more information, contact us at teame@351.community

THANK YOU