



2024 IMPACT REVIEW

351 Portuguese Startup Association



351startups.com

2024

Impact Review



About us

351 Portuguese Startup Association is the biggest and most active startup community in Portugal, with more than 1800 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.

2024

Impact Review - Overview

A year of achievements

Since we turned into an Association, in 2022, we experienced massive growth and awareness by the Portuguese ecosystem players. We grew our community, our team, our initiatives and events, and our reach and impact in the startup scene!

+1.800 members

We had 401 requests to be a member of the community and enter our Slack, of which 239 were approved.

86 volunteers

We had 60 people in the team and 26 people in initiatives directly supported or started by 351 Startup Association.

162 initiatives & events

We registered 127 events and initiatives created by our team, and 35 events supported by 351 Startups in the country.

+31.000 people directly impacted

More than 31.000 people were engaged in one or more initiatives by 351 Startups happening in 2024.

4.566 startup applications

We had 4.566 Portuguese and European startups applying for the 351 Startups programs throughout the year.



Techstars Startup Weekend Lisboa

Recognitions

- Portugal Tech Week was recognized as a Pledge by the European Digital Skills and Jobs Coalition for the second year in a row.
- Portugal Tech Week was awarded with the European Enterprise Promotion Awards 2024 by IAPMEI, an initiative of the European Commission that distinguishes the best business promotion projects and initiatives in the 27 Member States of the European Union, in the "Promotion of entrepreneurial spirit" category.
- Cíntia Costa, Communication and Community Manager for 351 Startups, was recognized by the Portuguese Women in Tech Awards in the Community Lead category.

2024

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

54 hour-event that accelerates ideas and incentivizes startup creation.



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 Workshops

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



Techstars Community Leader Academy

2-day program aiming to create a national network of community leaders.



Portugal Tech Week House

11-day event with inspiring talks, live podcasts, cowork space & mentorship



Elétrico Pitch

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



Tech Days

Local tech-related events in 15 cities within the Portugal Tech Week festival.



Community Slack & Newsletter

Communication tools to reach our community of +1800 members.

Impact Review - Initiatives & Events

Supported Initiatives & Events



techstars_
Startup Digest

Techstars Startup Digest

Weekly newsletter to gather all the ecosystem news, open calls and upcoming events.



startup
grind
LISBOA, PT

Startup Grind Lisboa

Monthly event about founders' challenges, failures, and growth.



CREATIVE
MORNINGS
LISBOA

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.



ULTRA

Ultra VC

Annual event that transforms an entrepreneurial talk into a podcast.



geekathon

Geekathon

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



FuckUp
LISBOA

FuckUp Nights Lisboa

Open session on the failures and growth of successful professionals.



techstars_
Startup Week
Guimarães

Startup Week Guimarães

5-day community event with lectures, meetings, discussions and celebrations.



SEBRAE
Startups

Brazilian Delegation


Event to connect Brazilian startups with international ones in Portugal.



FOUNDER
WEEKEND
by Founder Tales

Founder Weekend

Event to go from idea to validation in one weekend



TECH — RUN

Tech Run

Open event for tech enthusiasts to experience the city by running 5 or 10k.

2024

Impact Review - Initiatives & Events

Participation in external events



Entrepreneurship Class at Católica Business School



Startup Guide Summit 2024

Entrepreneurship Class at Católica Business School

351 Startups was invited to present its activities and entrepreneurial ecosystem to international students.

Algarve Summit 2024

351 Startups was invited to the panel discussion "Driving Change: Designing the Future's Innovation Ecosystem".

Nuvem Project - Creating a fairer cloud ecosystem in Iberia

351 Startups was invited to speak at Digital With Purpose Global Summit, a event aiming to put innovation and digital solutions in the sustainability agenda.

Ecosystem Building in Crisis: From emergency response to stakeholder engagement

351 Startups was invited to speak on a session at Startup Guide Summit focused on how to build resilient ecosystems.

2024

Impact Review - Startup Support

Fostering startup success

2024 was a huge year for startup support by 351 Startups. We launched several initiatives and programs for startups, such as two editions of the Techstars Startup Weekend, and several workshops focused on startup-related subjects. We also maintained all of last year's programs, namely Santander X, Startup Perks program, Elétrico Pitch, and the local Community Fund.



351 Workshops

01. Techstars Startup Weekend

2024 marks the year of the Techstars Startup Weekend return to Portugal, with two editions: one in Porto and one in Lisboa. This is a 3-day event which allowed entrepreneurs to share their ideas, select diverse teams, validate their product and pitch for a highly regarded jury. In total, 18 startups finished this program.

02. 351 Workshops

In 2024, we developed 7 workshops, a series of free educational events that gathered the community around the most interesting topics for founders and entrepreneurs. This year's topics were focused on growth, marketing, branding, networking, and much more.

03. Elétrico Pitch

This year, 63 startups registered for the Elétrico Pitch initiative, an exciting collaboration between 351 Startups, Carris, MEO, and Santander Portugal. This edition allowed 12 selected startups to pitch on Lisbon's iconic tramway for a chance to win €5,000 and connect with top VCs.

04. Santander X Awards

More than 400 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.

05. Ultra VC

In 2024, we helped ULTRA.VC to make an impact across Europe, by reaching out to 3.375 early-stage startups to apply for their VC program, which provides \$70K funding, mentorship, and access to investors, with potential follow-ons of up to \$300K.

06. Startup Perks Program

This year, 66 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.

2024

Impact Review - Policy Making



Comités Setoriais de Turismo

Advocating for Founders

During this year, we went deeper on how to advocate for founders, through several national and international programs promoting policy-making and further thought on how we want to shape the future of entrepreneurship worldwide.

01. Nuvem

351 Startups reinforced its commitment to promote a fair and competitive cloud ecosystem in Portugal and Europe with the "[Nuvem](#)" project, with the Spanish Startup Association and ESOP. In 2024, we participated in 11 meetings, including with AMA, Secretário de Estado da Economia, Secretário de Estado da Modernização Administrativa, and ESPAP.

02. OECD / YEPA

The YEPA aims to strengthen youth entrepreneurship policies and programmes by raising knowledge about the barriers faced by young people in entrepreneurship and facilitating exchanges between policy makers, young entrepreneurs and experts on "what works" in youth entrepreneurship policy.

03. Comités Setoriais de Turismo

The "[Comités Setoriais de Turismo](#)" are working and discussion groups divided by region, with the aim of promoting the development and growth of the tourism ecosystem in Portugal, maximizing its impact and representation and creating a discussion platform between startups and private and public sector entities, to solve challenges of tourism in Portugal.

04. DEEP Ecosystems

We participated in [Consolid8](#), an accelerator program led by DEEP Ecosystems, a global organization dedicated to empowering ecosystem builders and fostering innovation worldwide, providing tools, insights, and connections to support the growth of entrepreneurial ecosystems.

Participation in external policy making initiatives



OECD meeting in Helsinki

DEEP Ecosystem's Accelerator

We took part at the Consolid8, an accelerator program led by DEEP Ecosystems, in Krakow.

OECD European Social Economy Meeting

A conference in Liège aiming to bring together European leaders to create Europe's strategy for the Social Economy.

Mediterranean Youth Building Inclusive Entrepreneurial Ecosystems

351 Startups was invited to share best practices and learn from peers all over the world how to boost a startup ecosystem.

Navigating Best Policy Practices and Regulatory Burdens Affecting Founders

351 Startups was invited to participate in this workshop, within the series "Ease of Doing Startups in the EU", in Berlin.

Action Plan for Portugal's Incubation and Acceleration System

This workshop allowed feedback on the draft incubation and acceleration system action plan in Portugal.

Stimulating and Supporting Green Entrepreneurship in Portugal

This workshop presented the preliminary findings from the OECD's assessment of green entrepreneurship in Portugal.

Improving Civic Participation with Emerging Technologies

This initiative is a collaborative effort to explore how cutting-edge technology can enhance civic participation and democracy.

2024

Impact Review - Partnerships



Portugal Tech Week House powered by MEO

Local impact

We want to leave an impact in the local communities, with different programs that support entrepreneurs and community leaders to thrive. For that, we built alliances with several national and local partners.

Critical Software

Critical Software was a massive partner across several initiatives in 2024, namely Coworking Thursdays, and both Techstars Startup Weekends, and will now be a key partner for the National Community Fund.

Santander X

Santander X has been a key partner for 351 Startups for a while and this year was no exception, with their startup program and support for the Elétrico Pitch initiative.

MEO

MEO was a huge new partner for 351 Startups, with their unique support to the Portugal Tech Week (PTW), by providing the 5G and live streaming of all initiatives, and the PTW House powered by MEO.

Heden & Le Wagon

Heden and Le Wagon were important partners for the concretization of the Techstars Startup Weekend Lisbon on November 15th to 17th.

Câmara Municipal de Lisboa

Câmara Municipal de Lisboa has been a partner for 351 Startups for several years, and this year we continued the ongoing Community Fund program, among other local initiatives and events.

Câmara Municipal do Porto

Câmara Municipal do Porto has helped with several initiatives in the North of Portugal. This year, they were a key partner in securing a venue for the Techstars Startup Weekend debut in Porto.

Turismo de Portugal

We signed a MoU with Turismo de Portugal to support tourism startups through the Comités Setoriais de Turismo program, helping them overcome their hurdles, and the Techstars Community Leader Academy.

Startup Portugal

Startup Portugal is the main promoter of entrepreneurial ecosystems in Portugal. As our institutional supporters, we have been organizing several joint initiatives.

2024

Impact Review - Partnerships



Techstars Startup Weekend Porto

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.

SEBRAE

We signed a groundbreaking agreement with SEBRAE in 2023, during the Web Summit and Portugal Tech Week, and carried out the partnership through a collaborative event this year. This partnership marks a significant step in fostering entrepreneurship and startup growth between Portugal and Brazil.

Techstars

351 Startups is the Portuguese partner for Techstars, bringing two of the world's biggest early-stage investor international programs to Portugal: Techstars Startup Weekend (54-hour event to accelerate ideas) and Techstars Community Leader Academy (training program that connects ecosystem leaders).

European Startup Network

In 2025, we will be joining the European Startup Network (ESN) to strengthen our ties with the broader European ecosystem and amplify the voice of Portuguese startups. We will have increased visibility and direct access to European institutions, allowing us to advocate more effectively for the interests of startups.

2024

Impact Review - Media Coverage Overview

+ 209.957,98€

Overall media value earned

47

Media Articles

9

Opinion Articles

4

Interviews

35 Media Outlets



2024

Impact Review - Media Coverage

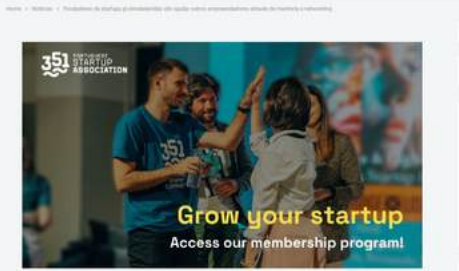


'Tech Days' levam inovação a quase duas dezenas de cidades portuguesas incluindo Quarteira

Iniciativa está inserida na Portugal Tech Week, festival que acontece de 8 a 18 de novembro

A 3ª edição do festival Portugal Tech Week, organizado pela 351 Associação Portuguesa de Startups, contempla mais de 250 eventos, com a promessa de descentralizar a inovação e levá-la a todos os cantos do país, cujo período acontece entre os dias 8 e 18 de novembro, com a inovação a promover-se, literalmente, de norte a sul do país e ilhas. [O Portugal Travel](#)

Os 'Tech Days' vão percorrer quase duas dezenas de cidades portuguesas, com iniciativas e conteúdos, na sua maioria gratuitos, dirigidos a empreendedores, curiosos e público em geral, estando a passagem por Quarteira agendada para **dia 15 de novembro, no Espaço Municipal**



Fundadores de startups já estabelecidas vão ajudar outros empreendedores através de mentoria e networking

Por Margarida Lopes | 14.03.2024, às 10h30

#Youarenotalone. Este é o nome do programa que foi lançado pela 351 Associação Portuguesa de Startups e que pretende dar um impulso ao ecossistema de empreendedorismo nacional. Pela primeira vez, fundadores de startups já estabelecidas propõem-se a ajudar outros empreendedores a fazer crescer o seu negócio, com base em mentoria e networking.

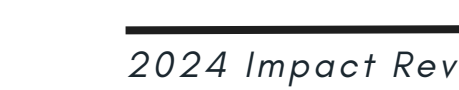
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«Vemos um potencial ilimitado em ter fundadores que são mentores de outros fundadores, na medida em que se tratam de pessoas que já trilharam o mesmo caminho e podem realmente orientar com



Após as últimas edições em 2011 e 2018, o evento retorna a Portugal com organização da 351 Associação Portuguesa de Startups. Durante 54 horas, os participantes irão transformar ideias em negócios.

O Techstars Startup Weekend, um programa de criação de startups, está de volta a Portugal com eventos programados para o Porto e Lisboa. A iniciativa, organizada pela 351 Associação Portuguesa de Startups em parceria com a aceleradora Techstars, quer impulsionar o ecossistema empreendedor nacional.



2024 Impact Review



"Tech days" vão percorrer quase duas dezenas de cidades do país

A organização do festival Portugal Tech Week, que vai decorrer de 8 a 18 de novembro, acredita na possibilidade de ser "a maior edição de sempre".

A iniciativa "Tech Days" pertencem ao programa do festival Portugal Tech Week, festival de inovação e tecnologia, organizado pela 351 Associação Portuguesa de Startups. O objetivo do festival é promover a inovação e levá-la a todos os cantos do país, cujo período acontece entre os dias 8 e 18 de novembro, com a inovação a promover-se, literalmente, de norte a sul do país e ilhas. [O Portugal Travel](#)



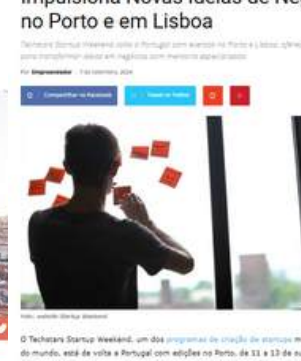
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Techstars Startup Weekend Impulsiona Novas Ideias de Negócio no Porto e em Lisboa

Por Margarida Lopes | 14.03.2024, às 10h30



2024 Impact Review



Associação Portuguesa de Startups cria programa para potenciar o crescimento das em

Este programa tem como base uma mensalidade de 19,90 euros que dá acesso a uma rede de mais de 1100 mentores e parceiros, como Indico Capital Partners e Google



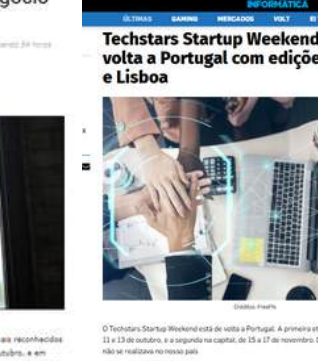
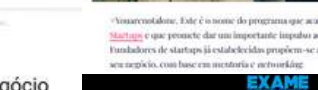
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Techstars Startup Weekend está de volta a Portugal com edições no Porto e Lisboa

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2024 Impact Review



Chegou o primeiro programa criado por fundadores para fundadores. #Youarenotalone quer utilizar o poder da maior comunidade empreendedora nacional para ajudar as startups a crescer

Iniciativa da 351 Associação Portuguesa de Startups garante o acesso a uma extensa rede de mais de 1100 mentores e parceiros, como Indico Capital Partners e Google



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Impact Review - Next Chapter



Techstars Startup Weekend Lisboa

What to expect next year

We know that supporting startup founders to thrive is impossible without a robust ecosystem to anchor them. Entrepreneurs need more than individual resources; they need to be part of a collaborative environment that fosters innovation, provides access to talent and funding, and amplifies their potential. That's why, in 2025, 351 Startups will have a new positioning, bringing a more structured way to support startups.

For Portuguese startups to scale and succeed, we must focus on building this "village" - a startup ecosystem where founders and their ideas can grow, connect, and compete on a global stage. That is why in 2025 we will focus on creating a founder's journey, from zero to scale up, with 351 Startups' supporting programs.

This includes access to events that drive innovation and networking, mentors who provide guidance and expertise, perks that reduce operational burdens, a diverse client base to validate and scale their offerings, capital to fuel growth, and a pool of talented professionals to build strong teams.

In 2025, we intend to:

- Promote 1 Techstars Community Leader Academy to align ecosystem leaders with a national strategy to develop the Portuguese Ecosystem;
- Launch a National Community Fund to bring more events to every corner of Portugal;
- Expand the current community initiatives, such as Coworking Thursdays, Startup Grind, CreativeMornings, and many others to other cities;
- Run at least 3 Techstars Startup Weekends to kickstart startup communities in different regions;
- Launch a remote "Startup School", so we can reach people who won't be able to join in person events;
- Take 351 Startups workshops all over the country, so aspiring founders can get the required knowledge at their city;
- Expand Portugal Tech Week to reach more cities and allow people to network remotely;
- Revamp the Individual Membership Plan supporting individuals on everything that it is required until incorporating.

2024

Impact Review - Next Chapter (cont.)



Techstars Community Leader Academy

Simultaneously, we will support individuals who have already validated their business ideas and are close to find PMF to incorporate and generate revenue.

To do that, 351 Startups will:

- Bring the Founder Institute back to Portugal, the largest Pre-Accelerator worldwide. Our goal
- is to offer a structured program to support the companies that have left the Techstars Startup Weekends and / or are part of the 351 Startups Individual Membership to validate everything
- it is required prior to incorporating, de-risking their likelihood of failing
- Setting up a Physical Startup Hub where startups can have a physical place to work from, gather the community, and have access to mentors, curated matchmaking, and over 150 events every year.

Once startups are already incorporated, 351 Startups will support companies to scale their business.

To do that, 351 Startups will:

- Founder Institute Funding Lab - Using the Founder Institute global structure to support startups
- to raise money from Silicon Valley and International VCs.
- Bring a large accelerator to Portugal to provide knowledge and international connections
- to allow Portuguese startups to scale

We will also work on the policy making and internationalization aspects, with our ongoing partnership with OECD / YEPA, DEEP Ecosystems, and European Startup Network (ESN), and our Nuvem Project with the Spanish Startup Association and ESOP.

Finally, Portugal Tech Week 2025 will surpass the incredible numbers of 2024, making it the largest innovation festival in Portugal.

2024

Impact Review - Thank you



351 Startups team members

Recognition to our community

351 - Portuguese Startup Association has the mission to develop a smarter, more connected, better-organized, inclusive, visible, and opportunity-aware startup ecosystem, both within Portugal and globally. From pre-seed to scaleup, we aim to foster the growth of "baby camels", unicorns, and any other innovative ventures, helping them thrive in Portugal and make an impact worldwide.

In 2024, 351 Startups impacted over 31,000 people and 4,566 startups that participated in one of the 162 initiatives and events we organized throughout the year. These achievements would not have been possible without the support of an incredible community.

351 Startups received contributions from 86 dedicated volunteers: 60 team members and 26 individuals involved in initiatives either supported or initiated by the 351 Portuguese Startup Association. These ecosystem builders have been instrumental in driving meaningful change, and we extend our heartfelt gratitude to them.

To honor these remarkable contributions, we are proud to introduce our "Ecosystem Stars" and celebrate the outstanding individuals who have volunteered their time and energy to support and develop their local startup ecosystems, empowering founders to succeed.

Below, we proudly present the Ecosystem Stars - Class of 2024:

Marcelle Sartori	Cíntia Costa	Lenz Gschwendtner	Isabel Carapeta	Pedro Rocha	J. E. Tourinho
Joana Diogo	Thalita Araújo	Sophie Blank	Mariana Trindade	Fernando Jardim	Elisa Tarzia
Eva Simionato	Carla Verdasca	Natália Vasconcelos	Stallin Estefferson	Erika Mourão	Rachel Mullens
Bruna Ramires	Valentina Mazzone	Oussama Hamdani	Sávio Meireles	João Baptista	Mário Rosa
Marta Pinto	Elis Rodrigues	Beatriz Ebert	Fernanda Nazário	Evelyn Mardones	Sara Rodrigues
Rúben Rodrigues	Paulo Ribeiro	Ícaro Peixoto	Brenno Eudes	Isadora Azellin	Lara Malta
Chantal Di Donato	Diego Arribas	Nuno Silva	Marta Carvalho	Rúben Pinheiro	Flor dos Reis
Luísa Marques	Nuno Catarino	Jhamile Abuabara	António Guerreiro	Fabrizio Scoglio	Penélope Gonçalves
Brendan McCarthy	Micaela Vieira	Sebastião Medeiros	Jessica Olívio	Lígia Cruz	Rui Pinheiro
Francisca Borges	Adriana Costa	Wanessa Andrade	Nuno Moreno	Rita Vidal	João Rosado

2024

Impact Review - Thank you



Coworking Thursdays in Alvalade

Recognition to our partners

Just as we recognize our Ecosystem Builders, we also want to celebrate the invaluable contributions of 351 Startups' partners. Without their support, we would not have achieved even half of the impact we delivered in 2024.

These partners share our belief that Portugal has the potential to become one of the world's leading markets, producing exceptional startups with the strength and vision to succeed globally. Their unwavering support across various projects was instrumental in helping 351 Startups fulfill its mission.

To honor their dedication, we are introducing the Ecosystem Partners recognition, highlighting the organizations that worked most closely with 351 Startups throughout 2024.

Below, we proudly present the Ecosystem Partners - Class of 2024:



2024

Impact Review - Ecosystem Champs



Fernando Marta
Chief of Staff (CoS)
MEO

"Innovation and entrepreneurship are core to MEO vision. Our partnership with 351 Startups has been crucial in fostering communities and empowering startups. Together, we've delivered Eletric Pitch fully supported on MEO 5G, Portugal Tech Week House, Techstars Startup Weekends and streamed 100+ hours of free content with SAPO. For 2025, MEO is committed with 351 in creating new opportunities, transforming this collaboration into a shared mission to shape the future of innovation in Portugal."



Inês Rocha de Gouveia
Head of Santander Universities
Santander X

"The partnership between Santander X and 351 Startups is very relevant to boost entrepreneurship, a strategic pillar of ours."

This win-win partnership allows both 351 Startups and Santander X to attract and train more young people for entrepreneurship.

Together we help grow and strengthen the national ecosystem."



João Carreira
Co-founder & CEO
Critical Software

"Innovation is at the heart of Critical Software, We've partnered with 351 Startups to welcome entrepreneurs into our offices and supported aspiring founders through Techstars Startup Weekends."

In 2025, we'll launch a community fund to bring innovation events to every corner of Portugal. These initiatives reflect our commitment to driving innovation—and this is just the beginning!"

2024

Impact Review - Join us!



351 Workshops

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 Startups:

- Volunteer for 351 Startups' 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' core team and its initiatives with pro bono services / in kind products from your company
- Start a project with 351 Startups
- Sponsor 351 Startups' projects

For more information, contact us at teame@351startups.com

Check out our initiatives in video:



THANK YOU



351startups.com