

LEADING THE  
**TRANSFORMATION**  
OF A **NEW CULTURE**  
OF **HUMANIZED** AND  
**DIGITAL INNOVATION**



BUILDING  
THE INNOVATION  
ECOSYSTEM





THE AMOUNT OF DATA STORED

IS DOUBLING  
EVERY

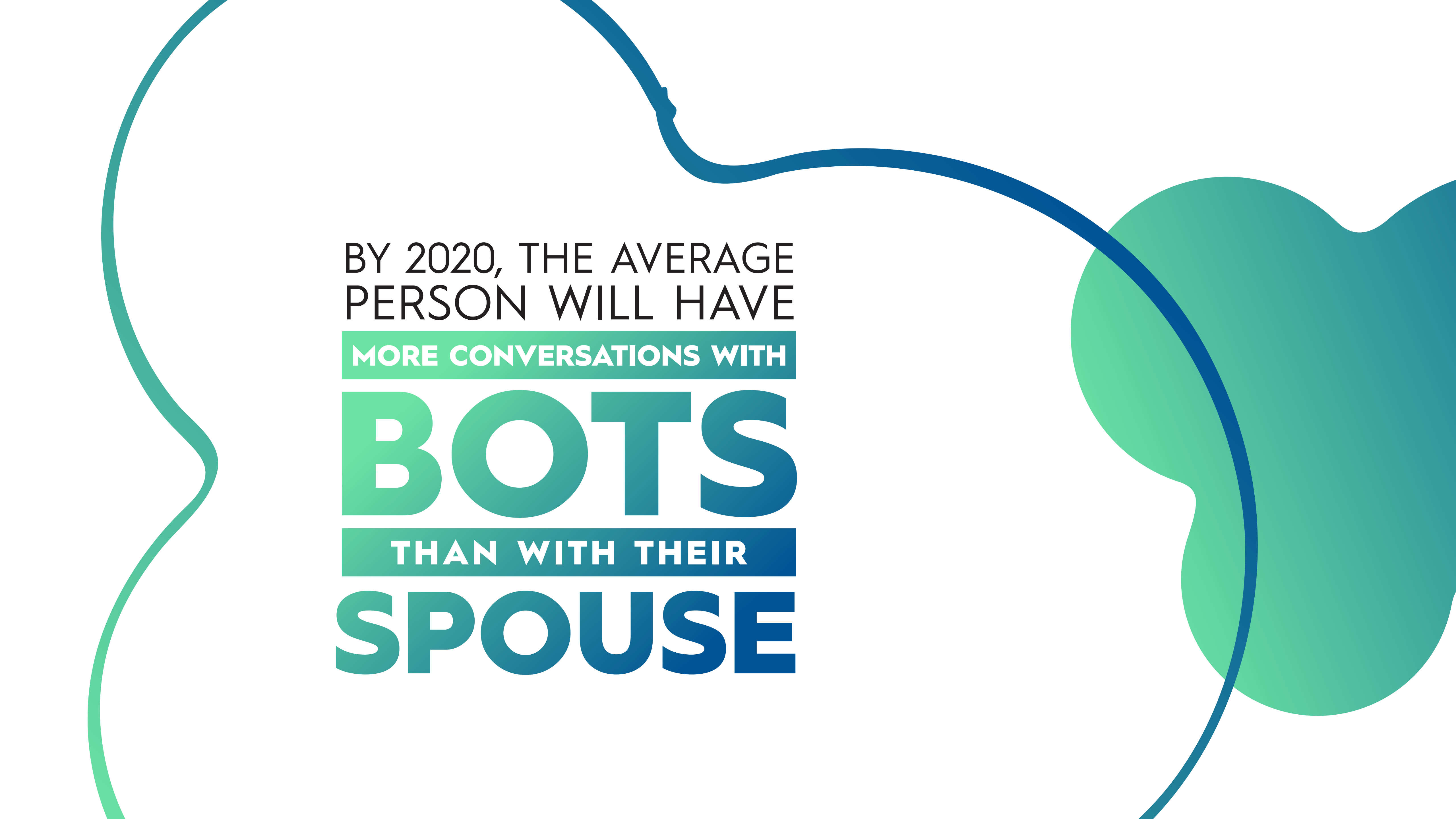
18  
MONTHS

**72% OF GLOBAL  
CEOs BELIEVE**

**THE NEXT**

**5  
YEARS**

**WILL BE MORE CRITICAL  
FOR THEIR INDUSTRY  
THAN THE LAST 50 YEARS**



BY 2020, THE AVERAGE  
PERSON WILL HAVE  
**MORE CONVERSATIONS WITH**  
**BOTS**  
**THAN WITH THEIR**  
**SPOUSE**





# PEOPLE, COMPANIES, AND TECHNOLOGIES

ARE CHANGING SO RAPIDLY  
THAT INCREMENTAL INNOVATION ALONE  
ISN'T ENOUGH TO KEEP UP  
WITH THE PACE OF CHANGE.

New models, new ways of thinking and new ways of doing  
are critical to thriving in today's ecosystem.  
They are collaborative, open, insightful, technological  
and always very human-centered.





We created Beta-i  
in 2009 to

# BOOST ENTREPRENEURSHIP and foster a true INNOVATION CULTURE.

Pro  
tech  
ting | startup  
accelerator  
program

FIDELIDADE FOSUN 复星

innovation  
is about

Since then, we've been a key partner  
in the building innovation ecosystems, namely  
in Lisbon, one of today's most vibrant startup  
and innovation ecosystems.



WE HAVE PARTNERED WITH

**+200**  
COMPANIES

ATTRACTED

**+5000**  
STARTUPS  
TO OUR SEVERAL PROGRAMS

ACCELERATED

**+900**  
STARTUPS

RAISED

**+65M**

WELCOMED

**+14000**  
PEOPLE  
AT OUR EVENTS




The background features several thick, wavy lines in shades of purple, pink, and teal, creating a dynamic and abstract pattern.

“Beta-i believed in our vision from day one. They really helped us kick-start our business.”

Miguel Amaro, founder of Uniplaces





# Full life cycle innovation

We lead the transformation of a new culture of humanized and digital innovation, by offering 360° innovation services in 6 main areas:



COMUNITY

EVENTS

ACCELERATION


CORPORATE  
INNOVATION

INVESTMENT

EDUCATION

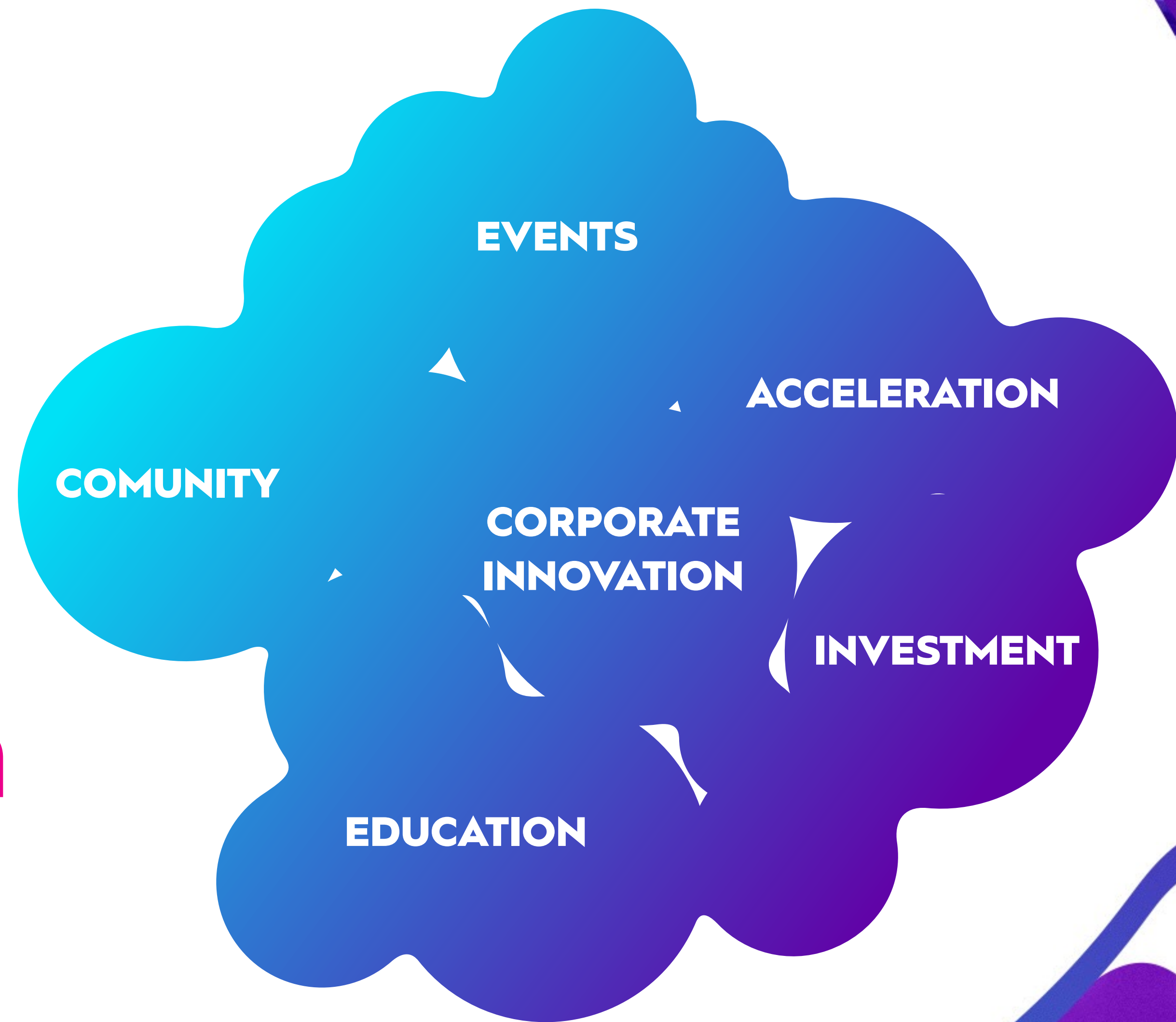






# Full life cycle innovation

We lead the transformation of a new culture of humanized and digital innovation, by offering 360° innovation services in 6 main areas:





# Corporate Innovation

Strongly rooted in a diversity of approaches, teams and experiences, our 360° innovation portfolio centres around deeply understanding people's needs to design relevant business opportunities, in-company, together with Beta-i or coupled with startups from all over the World

SIBSPAYFORWARD  
SMART FINANCE & PAYMENTS ACCELERATOR

Waiting for perfect is never  
as smart as moving forward



# Corporate Open Innovation

We help to build, transform & accelerate innovation paths, mindsets and models.

## ▶ **STARTUP PILOT PROGRAM:**

Engage with disruptive startups and have them pilot various solutions with your business while involving and inspiring parts of your organization to work like startups.

## ▶ **STARTUP BOOTCAMP:**

Get a feel of the buzz that is happening in the startup ecosystem in your industry and challenge your teams to look at your current business in new ways to design future business.





**515** APPLICATIONS    **98%** INTERNATIONAL    **65** COUNTRIES



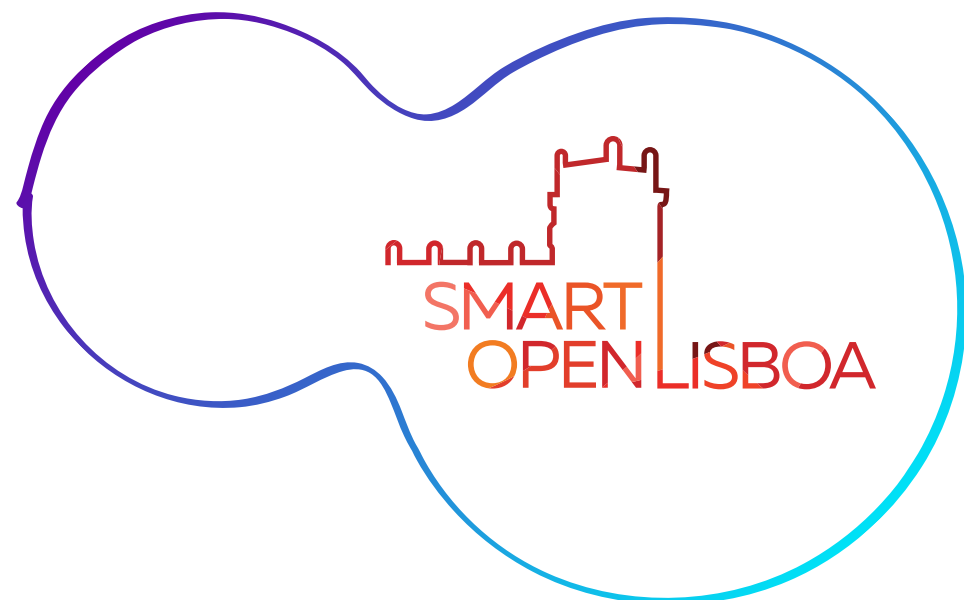
# CASE STUDIES



**10** STARTUPS ON BOOTCAMP ADD-ON PILOTING



**31** COUNTRIES    **56%** STARTUPS ALREADY INVESTED    **14** PILOTS



**2** STARTUPS MERGE    **56%** INTERNATIONAL    **9** PARTNERSHIPS WITH CORPORATES





A woman with long dark hair is sitting at a table, writing on a white notepad with a blue pen. She is wearing a silver watch and a ring. There are several pink sticky notes on the table, some with handwritten text. The background is dark and out of focus. A large white circle with a purple border is overlaid on the left side of the image, containing the text.

## Corporate Innovation

▶ **BUSINESS AND SERVICES DESIGN:**

Using customer-centred methodologies and the corporate start up approach to help build more relevant business and services.

▶ **INNOVATION STRATEGIES AND FRAMEWORKS:**

Learn, understand and adopt best-in-class innovation frameworks and methodologies.

▶ **CHANGE MANAGEMENT:**

There's no innovation without a change of mind set and Skills.

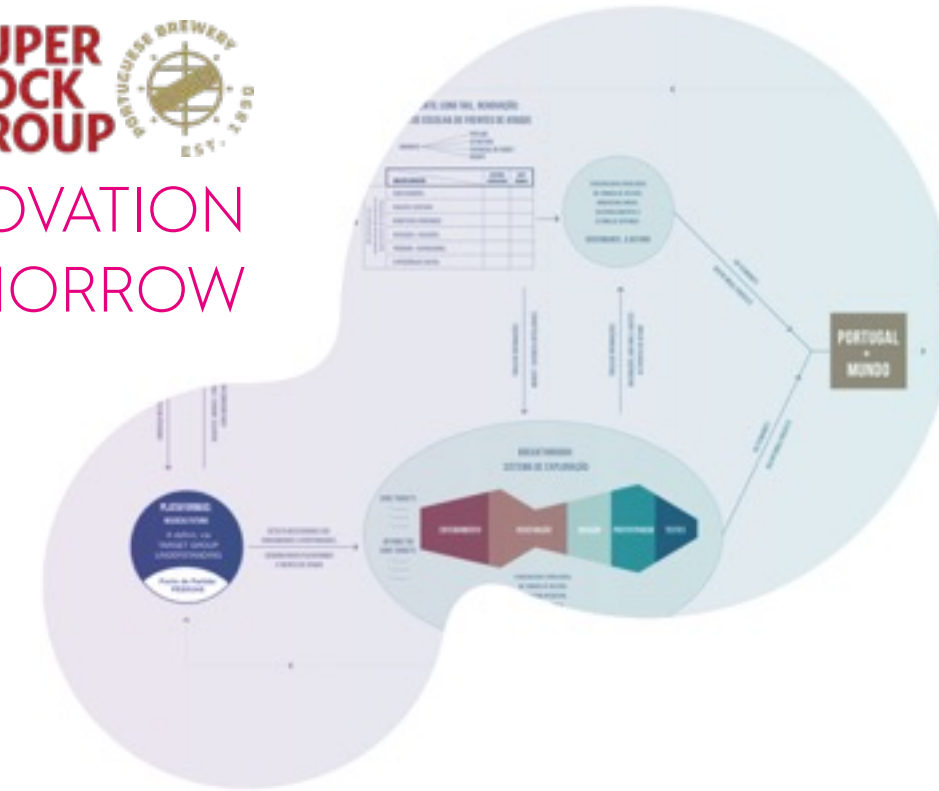
▶ **VALIDATION:**

Quickly validate market traction of innovation and iterate on final version.



# CASE STUDIES

**SUPER  
BOCK  
GROUP**  
INNOVATION  
TOMORROW



**SONAE  
SIERRA**  
A NEW FOOD COURT  
EXPERIENCE?



**AIRBUS**  
BIZLAB



**Nestlé**  
FAST SERVICE  
PROTOTYPING



REDEFINING THE  
KITCHEN CONSUMER  
DECISION JOURNEY







# Events

We need to take some time to reflect, listen and learn from the best. We build events that connect, inspire, and contribute to develop an innovation culture.

## ▶ LISBON INVESTMENT SUMMIT

Lisbon Investment Summit is Europe's surprisingly informal and slightly unexpected startup conference. We bring together top investors, entrepreneurs and executives from all over the world in a casual, straightforward setting.

## ▶ EXECUTIVE DAY

Tailor-made off-site corporate gatherings focusing on innovation, to address companies challenges and goals, by tapping into the startup and entrepreneurship ecosystem

## ▶ THE FUTURE IS...

Popular series of invitation only vertical events bringing together the innovation leaders, decision-makers, experts and disruptive startups.



# Lisbon Investment Summit

ATTENDEES

**+2000**

STARTUPS

**+750**

CORPORATES

**+400**

INVESTORS

**+200**

INVESTMENT  
CHALLENGES & OPPORTUNITIES



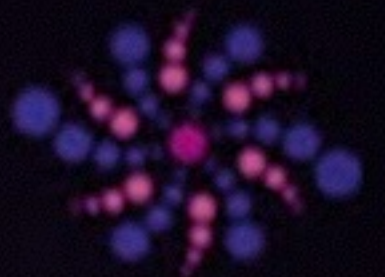


# Education

Focuses on improving, for people from 7 to 97 years old, the learning experience. But above all, an area that has the vision to change education as a whole.

- ▶ KIDS
- ▶ UNIVERSITY STUDENTS
- ▶ EXECUTIVES

SingularityU Portugal  
Global Impact Challenge



Portugal  
Challenge



# KIDS BOOTCAMP

SUMMER LABS  
FOR CREATIVE  
YOUNG MINDS

# EUROPEAN INNOVATION ACADEMY

WE EDUCATE FUTURE  
ENTREPRENEURS  
& ACCELERATE COMPANIES  
TO PURSUE DIGITAL GROWTH

 Santander Totta



## SingularityU Portugal

PREPARING  
GLOBAL LEADERS  
& ORGANIZATIONS  
FOR THE FUTURE



KNOWLEDGE  
AREA







# Acceleration

Beta-i flagship Lisbon Challenge is a pre-seed accelerator that funds **10K** for **1.5% equity**, to help startups build and launch their product in 10 weeks.



# Lisbon Challenge

**+4000**  
STARTUPS  
APPLICATIONS

**+200**  
STARTUPS  
ACCELERATED

**93**  
STARTUPS  
INVESTED

**+20**  
VERTICALS  
INDUSTRIES

**+120**  
ACTIVE  
STARTUPS

**+50**  
DIFFERENT  
COUNTRIES

**75%**  
INTERNATIONAL  
PARTICIPANTS

**+500**  
MENTORS  
ENGAGED

**+60M**  
RAISED BY  
STARTUPS

 **attentive.us**

 **CoolFarm**

 **CRYPTOPAY**  
PAYMENT GATEWAY

 **doDOC**  
Streamlining Collaborative Writing

 **Beat Tasty**

 **INFRASPEAK**

 **impraise**

 **linehealth**  
connected pharmacy

 **MONEYTIS**

 **PURE**

 **REMIDI**

 **talkifly**

 **uniplaces**  
book it. live it.

“Lisbon Challenge can be  
the European Y Combinator”  
Michael Seibel, YCombinator

10.000,00€

CHALLENGE  
LISBON

ROS

23456789012

+22





# Investment

(by LC Ventures)

We love to bring together top investors, entrepreneurs, and executives and create unique networking opportunities that can translate into real investment opportunities




A large, vibrant crowd of people at a social event, likely a networking gathering or conference, with a prominent white speech bubble overlay containing text. The background is a dimly lit room with blue and purple lighting, featuring a bar area with a menu board and a large illuminated architectural model on a table in the foreground. People are seen talking, holding drinks, and looking at their phones.

# Community

We are a global community of passionate entrepreneurs. Meet our crazy booming startups, bold entrepreneurs, innovative corporates and undercover investors at the Beta-i Hub, right in Lisbon's city center



The background features several thick, wavy lines in shades of blue, teal, and purple. On the left, a dark blue line curves upwards and then downwards. A lighter blue line loops around it. On the right, a teal line curves downwards, and a purple line curves upwards, overlapping the teal one.

"The Top Incubator in Town."  
Wired





EVENTS/WEEK



EVENTS/YEAR



PEOPLE


ATTENDING/  
WEEK



KNOWLEDGE  
AREA







“The greatest thing about Beta-i is that they create a cluster of entrepreneurs. This means you get fantastic scalability and it’s also good for investors to meet the companies.”

Mike Butcher, TechCrunch





# RETAIL

- CONTINENTE
- SPORT ZONE
- AKI
- PARFOIS
- ZIPPY
- IKEA

# TECHNOLOGY

- Google
- amazon
- SAMSUNG
- PT
- PHILIPS
- NOS
- MEO

# FMCG

- Nestlé
- L'ORÉAL
- sumol+compal
- SUPER BOCK
- PEPSICO
- UM BONGO
- PEDRAS

# ENERGY

- edp
- AusNet services
- ESB Energy for generations
- TEPCO
- innogy
- origin
- SPgroup
- AMERICAN ELECTRIC POWER
- galp

# CONSULT

- Deloitte.
- SAP
- MORAIS LEITÃO GALVÃO TELES SOARES DA SILVA

# INDUSTRY

- AMORIM
- THE NAVIGATOR COMPANY

# MOBILITY

- AIRBUS
- GRUPO BARRAQUEIRO
- emel
- carris
- ferrovial
- Brisa

# FINANCE

- SIBS
- ageas
- FIDELIDADE
- SEGUROS DESDE 1888
- Cofidis
- Credibom

# HEALTH

- Roche
- NOVARTIS
- Lusiadas

# TURISM

- airbnb
- PESTANA HOTEL GROUP

# INSTITUTIONAL

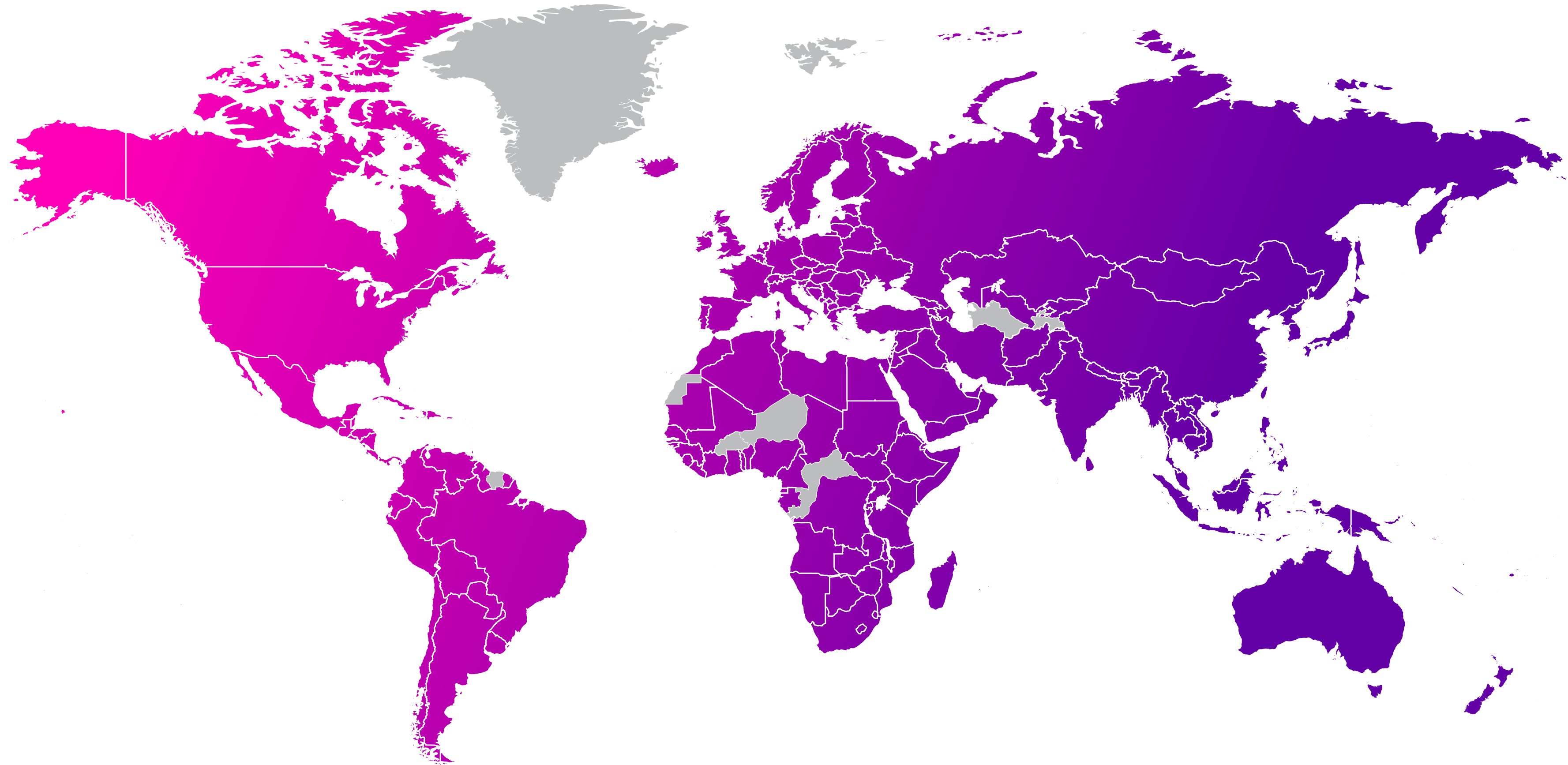
- LISBOA
- CASCAIS
- TURISMO DE PORTUGAL
- NOVA School of Business & Economics
- Porto Business School / University of Porto





# BUILDING THE INNOVATION ECOSYSTEM

OUR REACH







**READY WHEN YOU ARE**





ETAI

BUILDING  
THE INNOVATION  
ECOSYSTEM