

## Industry Sectors

### Non-Tech projects

- Design Hotels, Boutique Hotels, Eco-Resorts and similar establishments
- Innovative accommodation (glamping, house boats and the like)
- Tour operators
- Theme parks
- Nautical, equestrian and wine tourism
- Tourist entertainment activities

Characteristics for the Non-Tech Projects:

- Tourist entertainment activities related to cultural/scenic heritage, tourist experiences to discover territories as well as activities associated to the use of endogenous resources and the revitalisation of areas of cultural interest;
- Innovative tourist accommodation or that have a direct connection to the promotion of culture or the environment;
- Rehabilitation of existing hotels and similar accommodation, including expanding such buildings and facilities to position them in high added-value market segments.

### Tech-based projects

- Artificial Intelligence (AI);
- Augmented Reality (AR);
- Virtual Reality (VR);
- Internet of Things (IoT)
- Electronics;
- Mobile;
- Clean Tech;
- Robotics;
- Marketplaces;
- Software or hardware that enhances the tourist experience or contributes to a more efficient operation.

Characteristics for the Tech Projects:

- Innovative and differentiated: Must already have developed a fully working prototype and preliminary feedback from the market;
- Based on internationally referenced R&D: Not be easily replicated by other players, and should be able to be validated by internationally renowned experts in science and technology;
- Positioned on global value chains: The project's target-market cannot be limited to the Portuguese

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market, must be to progressively target international markets;

- Product-oriented (tradable goods & services): Must offer a technology or product which is tradable in international markets;
- Significant global market potential: The project's total available market should be in the order of one billion USD;
- Appropriable Technology: The project/technology must be susceptible to protection by a patent or trade secret;
- Initiative from the founders: Projects submitted to Portugal Ventures must be an original concept of its Founders and should be led by them. A case-by-case assessment will be made of the eligibility of projects that are submitted by Founders who do not have the necessary skills to head up the project, namely if said Founders recommend a suitable replacement or if it is possible to recruit someone with the necessary skills and availability to undertake leadership of the project. The eligibility of projects that are not an original concept of the Founders will also be assessed on a case-by-case basis, namely in order to assess to what extent it will affect the development of the product/technology being offered.
- Implementable with available resources: In the current funding round: the investment made by Portugal Ventures shall have an indicative cap amount of 1,500,000 euros and a floor amount of 300,000 euros.;

## Location

Projects should be promoted by companies which have already or aim to have a headquarters in Portugal (mainland and islands) in the seed, startup or early stage phase that has not completed 7 full financial years up to date of investment;