



**AICEP**

Agência para o Investimento  
e Comércio Externo de Portugal

# Terms and Conditions for participation in the Program

Submission of an Application constitutes the Applicant's agreement to the following Terms and Conditions. Participation in the Program is conditional upon the Applicant fulfilling all requirements set forth below.

## 1. Program

Portugal To Take Off is the Portuguese Trade and Investment Agency's (AICEP) program focused on accelerating the growth of Portuguese companies in California. During the program, the selected companies will attend workshops and one-on-one meetings with the mentors that will provide feedback on go-to-market strategies and assistance in preparing their commercial approach. Additionally, mentors and AICEP will facilitate access to potential customers, partners and investors.

With the support of AICEP local network and the experience and knowledge of the mentors, the time to enter the US market should be significantly reduced.

## 2. Program Timeline

- Applications Opened: August 1<sup>st</sup> 2024
- Applications Closed: Midnight (GMT) September 8<sup>th</sup> 2024
- Interviews: Week of October 7<sup>th</sup> - October 13<sup>th</sup> 2024
- Selected companies Announcement: October 13<sup>th</sup> 2024
- 1<sup>st</sup> – 3<sup>rd</sup> weeks of the Program (online): October 21<sup>st</sup> – November 10<sup>th</sup> 2024
- 4<sup>th</sup> – 8<sup>th</sup> weeks (online): November 18<sup>th</sup> – December 22<sup>nd</sup> 2024
- 9<sup>th</sup> week (online): January 13<sup>th</sup> – January 19<sup>th</sup> 2025
- 10<sup>th</sup> week (Immersion in-person): January 27<sup>th</sup> – February 2<sup>nd</sup> 2025
  - Demo day: January 29<sup>th</sup> 2025

## 3. Alterations or cancellation

AICEP reserves the right to make any changes to the program, including cancellation, as may be deemed necessary by or advisable by AICEP, in its sole discretion. AICEP shall

not be liable for any claims, damages, costs or losses of any kind if the program is altered, rescheduled, postponed or cancelled.

## 4. Cost

The program is free of charge, but the selected companies will have to pay their own travel and subsistence expenses, namely airfare and lodging, transport services, cost of meals, etc. Additionally, the companies should be prepared to develop market approach and participate in the activities of the program, mainly online workshops, mentorship sessions, one-on-one meetings with potential customers and an in-person demo day in California.

## 5. Selection Criteria

When reviewing the Applications, AICEP and the Program Mentors and Managers will select the companies based on Product Market Fit and the Impact of Project for the Portuguese Economy as detailed below:

- **Product Market Fit:**
  - Low: When it seems that the company doesn't seem to have a product that is differentiated from the competition, and/or when the company doesn't seem to have the resources (Technological, Financial and Human) needed to scale in the US market.
  - Medium: When the company has a product differentiated from the competition align with the market strategy and/or when the company seems to have the resources (Technological, Financial and Human) needed to scale in the US market, although there are some doubts about their readiness to enter the market.
  - High: When the company has a product differentiated from the competition and international customers and the company seems to have the resources (Technological, Financial and Human) needed to scale in the US market.
  
- **Impact of the Project for the Portuguese Economy**
  - Low: When the product seems to address a small market demand and/or the project seems to have difficulties to scale and/or the value creation in Portugal is small.
  - Medium: When the product seems to address a significant market demand and/or the value creation in Portugal and for the regional economy is significant.
  - High: When the product satisfies a strong market demand, is very scalable and can be used in several global markets and the value creation in Portugal and for the regional economy is significant.

The application process begins online, with an application form, all written in English. The questions are geared towards giving AICEP and Program Mentors and Managers an understanding of both the companies' business needs and the commitment to enter the

market. Shortlisted candidates are invited for a video conference interview conducted in English.

## **6. Data Privacy**

Submission of an Application constitutes the Applicant's agreement to authorize the processing of personal and business data collected on the form for the purposes of preparing and carrying out the evaluation in accordance with AICEP's Privacy Policy, including sharing with entities located in third countries, which in the latter case, may involve risks in the with respect to their rights due to the lack of guarantees of the said countries in view of the European and national regulations regarding the protection of personal data.

## **7. Publicity and promotion**

Participants agree to participate, upon reasonable request, in all promotional activities requested by AICEP.

## **8. No Recordings**

All attendees of the program are free to take their own notes. However, audio recording, video recording, and photography are prohibited during workshops, pitch training, panels, the community event, and other program activities.

## **9. Others**

All situations not covered by these terms and conditions will be decided by AICEP.