

JOURNEY – Strategize your Path (Week1)

19th > 24th February

Topic: Startup Assessment & Goals

Deliverable: Plan for the 6-week program & outcomes

Output: Build a plan for the program

19th February (Monday) > Welcome to Gaming Startup Retreat [Launch Event]

14h00 > Check-in @ Colégio dos Jesuítas

14h30 > Gaming Startup Retreat – The 2nd Edition!

14h40 > Ready to press play?

14h50 > Level up your game: Expand your content's reach with AI highlights

[Mário Tarouca](#) > Co-Fundador / COO @ Framedrop.ai

15h10 > Gaming Startup Retreat > Firsthand experience

15h15 > GSR: The 2023 players

[Micaela Vieira](#) > Project Manager @ Startup Madeira

15h45 > Office Disclosure

16h00 > Break

16h15 > Working session with Startups

[André Gonçalves](#) > Community Manager at NOVA SBE Haddad Entrepreneurship Institute

[Carla Hierro Dias](#) > Junior Program Manager at NOVA SBE Haddad Entrepreneurship Institute

17h10 > Flash Pitch | Speed Dating with Local Host

17h40 > Expectations for the program

18h15 > Networking Session

20th February (Tuesday) > Self & Team Assessment

09h00 > Welcome

09h30 > Prepare for the day

10h00 > Self-Assessment

[Marta Pereira](#) > Founder at Elephant Answer

11h30 > Team Assessment

13h00 > Lunch Break

14h30 > Sharing of experiences and knowledge

18h00 > End of the Day

21st February (Wednesday) > Business Assessment

09h00 > Welcome

09h30 > Business Assessment

[André Gonçalves](#) > Community Manager at NOVA SBE Haddad Entrepreneurship Institute

[Carla Hierro Dias](#) > Junior Program Manager at NOVA SBE Haddad Entrepreneurship Institute

10h00 > Business Assessment & Strategy

13h00 > Lunch Break

14h15 > [Madeira Startup Retreat](#) > Demo Day @ [Museu da Eletricidade](#)

17h45 – 20h00 > Happy Hour & Networking Session

@ Three House Hotel

22nd February (Thursday) > Pitch Assessment & Goals

09h00 > Welcome & Warm-UP

09h30 > How to build a killer pitch

[Gonçalo Banha](#) > Co-founder & COO at Volt Games

13h00 > Lunch Break

14h15 > Mentoring One-on-one

18h00 > End of the Day

23rd February (Friday)

Roadtrip [09h00 – 18h30]

24th February (Saturday)

[GameJam+](#) Europe Final [17h00 – 20h00]

@ [The Views Monumental](#)

FUN – Polish your Product (Week2)

26th February > 1st March

Topic: Set up your game

Deliverable: Understand key features & different types of Business Model

Output: Define what makes your game unique & how to design a profitable Business Model

26th February (Monday) > Game Design

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Bringing the idea to life...

[Gabriel Canavarro](#) > Senior Game Designer at Bytro

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h30 > End of the Day

27th February (Tuesday) > Business Model Design

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Design your business roadmap

[Diogo Vasconcelos](#) > Owner at Nerd Monkeys®

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

28th February (Wednesday) > Gaming Madness

09h30 > Building games with purpose...

[Muhammad Satar](#) > CEO @ Infinity Games

13h00 > Lunch Break

14h30 > Mentoring & Networking with industry players

17h30 > End of the day

29th February (Thursday) > 1st March (Friday)

(work¹ & leisure²)

1) Work:

> Working office space will be available from 9am to 10pm to all participants

> These days can be used for:

- daily work
- meetings
- contact with local business/clients
- press interviews
- test new features in Madeira with your Local Host help
- enjoy the retreat time to relax in Madeira

2) Leisure:

> Each week we will indicate a leisure activity for all participants

PLAYERS – Engage your AUDIENCE (week3)

4th March > 8th March

Topic: Game Business Strategy

Deliverable: Analyse and define your strategy for the future (localization, scenario planning, etc)

Output: Redefined strategy & and how to effectively build and manage a community

4th March (Monday) > Gaming Business Strategy

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Strategize, Build & Grow

[João Ribeiro](#) > Gaming | Publishing | Live Ops | Consulting

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

5th March (Tuesday) > Building and Managing a community

09h00 > Welcome & Flash Pitch

09h30 > Workshop: The key factors to build and manage a community

[Ekrem Atamer](#) > Lead Community Manager @ Funcom

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

6th March (Wednesday) > All Around Soundtrack

10h00 > The importance of sound in games

[Pedro Macedo Camacho](#) > Composer [World of Warcraft, Start Citizen, Witcher 3, ...]

13h00 > Lunch Break

14h30 > Mentoring One-on-One

18h00 > End of the Day

7th March (Thursday) > Free day to Work & Gathering Needs

8th March (Friday)

(work¹ & leisure²)

1) Work:

> Working office space will be available from 9am to 10pm to all participants

> These days can be used for:

- daily work
- meetings
- contact with local business/clients
- press interviews
- test new features in Madeira with your Local Host help
- enjoy the retreat time to relax in Madeira

...

2) Leisure:

> Each week we will indicate a leisure activity for all participants

EXPANSION – Boost your Growth (week4)

11th > 15th March

Topic: Marketing, Funding and KPI's

Deliverable: Understand marketing tools, and all about opportunities for funding and investment

Output: Teams approach different ways of reaching their growth and succeed

11th March (Monday) > Marketing Strategy

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Hack your marketing tools

[Joanna Buganik](#) > Customer Behaviour Researcher @ GOG

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

12th March (Tuesday) > Opportunities & Investment

10h00 > Welcome & Flash Pitch

10h15 > Workshop: Go global: funding, investment & opportunities

[Pedro Quelhas](#) > Investment Manager @ Portugal Ventures

11h00 > 1 to 1 meetings

13h00 > End of the Day

13th March (Wednesday) > Analyse your KPI's

09h00 > Welcome & Flash Pitch

09h30 > Workshop: Measure your business and set it to success

[Taieb Khalfallah](#) > Product Manager at DECA Games

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

14th March (Thursday) > 15th March (Friday) (work¹ & leisure²)

1) Work:

> Working office space will be available from 9am to 10pm to all participants

> These days can be used for:

- daily work
- meetings
- contact with local business/clients
- press interviews
- test new features in Madeira with your Local Host help
- enjoy the retreat time to relax in Madeira

...

2) Leisure:

> Each week we will indicate a leisure activity for all participants

Lead – Make an **IMPACT** (week5)

18th March > 22nd March

Topic: How to leverage the impact of your game

Deliverable: Defining future steps and strategies for the game, the business and the team

Output: Impact Goals & Team Potential defined

18th March (Monday) > Game Connection to the real world

09h00 > Welcome & Flash Pitch

09h30 > Workshop: The world as a gaming platform

[Ivan Barroso](#) > Lead PlayStation® First Project Manager at GameNest® Lisbon

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

19th March (Tuesday) > Team Potential

09h00 > Welcome & Flash Pitch

09h30 > Workshop: How to build and retain a “Dream Team”

[João Castro](#) - Affiliate Associate Professor - Digital Business, Innovation and Technology

13h00 > Lunch Break

14h15 > Mentoring One-on-One

18h00 > End of the Day

20th March (Wednesday) > Scaling with impact

09h30 > Startup Madeira: Innovating across the world.

[Micaela Vieira](#) > Project Manager – Startup Madeira

10h00 > Go Global, Go Green

[Philippe Moreau](#) > Founder @ Greener Act

10h30 > One-on-one Meetings

12h30 > Session’s Wrap Up

21st March (Thursday) > 22nd March (Friday) (work¹ & leisure²)

23rd March (Saturday)

Offsetting project w/Greener Act [10h00 – 12h30]

1) Work:

> Working office space will be available from 9am to 10pm to all participants

> These days can be used for:

- daily work
- meetings
- contact with local business/clients
- press interviews
- test new features in Madeira with your Local Host help
- enjoy the retreat time to relax in Madeira

...

2) Leisure:

> Each week we will indicate a leisure activity for all participants

PITCH – Speak & Conquer (week6)

25th > 27th March

Topic: Pitch Rehearsal

Deliverable: Pitch Slide Deck & Future

Output: Final Pitch Improvements, priorities, and footsteps towards the future

25th March (Monday) > Pitch Practice

09h00 > Welcome & Set-UP

09h30 > Workshop: Walk the talk: Build a killer pitch

[Ricardo Cesteiro](#) - Managing Partner & Producer @ Camel 101

10h00 > Mentoring One-on-One

13h00 > Lunch Break

14h15 > Final Pitch Rehearsal

18h00 > End of the Day

26th March (Tuesday) > Demo Day

14h15 > Welcome

14h20 > The 2nd Edition [by Startup Madeira]: Overview

14h25 > Portugal Gaming Hub: Boosting the ecosystem

[Jeferson Valadares](#) > Fortis Games & APVP

14h40 > 2024 Players | Our Startups

15h50 > All fun and games: From connecting to developing

[Rui Humberto](#) > Game Developer @ Fun Punch Games & Founder of Game Dev Lisbon

16h05 > Learning Gamified: Shaping how kids learn

[Francisco Pires Miranda](#) > Founder @ SPOT GAMES

16h20 > Technology and creativity: closing the gap between digital and physical

[Candy Flores](#) > Co-founder & CEO of Madalia World | Executive Director @ Dimmersions

16h35 > Madeira ecosystem & opportunities

[Carlos Soares Lopes](#) > CEO at Startup Madeira

17h00 – 19h30 > Networking Session

27th March (Wednesday)

10h30 > What's after Gaming Startup Retreat?

[Ricardo Gonçalves](#) > Community Manager at Startup Madeira

12h30 > WrapUp

Leisure & Farewell