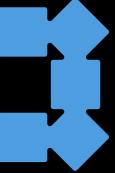


PTW REPORT

2025 EDITION

THE LARGEST decentralized innovation festival IN PORTUGAL

A WEEK WHERE PORTUGAL COMES TOGETHER TO CELEBRATE INNOVATION AND TECHNOLOGY.



Portugal Tech Week is a movement dedicated to celebrating technology, talent, and entrepreneurship. More than just a collection of events, PTW is an engine for transformative change fostering learning and collaboration that drives the future of Portugal's digital economy.

PTW actively brings technological innovation across Portugal, spanning various cities and regions. The week is packed with a dynamic series of conferences, hands-on workshops, hackathons, exhibitions, and a Run dedicated to tech enthusiasts - all designed to foster community collaboration and make the digital revolution accessible to everyone, regardless of background or location.



IMPACT SUMMARY

The 2025 edition achieved even more growth than the previous editions, building upon its foundational commitment to accessibility and collaboration. We are a movement that seeks to generate impact and believes in empowering creatives and tech enthusiasts with the tools, knowledge, and community necessary to spark genuine innovation.

Across four editions, the digital reach of Portugal Tech Week has multiplied by 12x, growing from 9.3k to over 112k annual page views.

- +112K** Page views
- +38K** Unique visitors at PTW Website
- +6K** Registrations at PTW Palace
- +21M** OOH Impressions, by 150 MUPIs in Lisbon and Porto.
- +20** Countries joined our programs with Tech enthusiasts, Startups, Investors and Corporates.
- +** Jobs positions IT and perks

IMPACT SUMMARY

We reached
+30% of Portugal's entire population
in just 10 days



IMPACT SUMMARY

+300

Events

+20

Cities

25%

of events organized
by our Team and
Partners, Curators
& Ambassadors

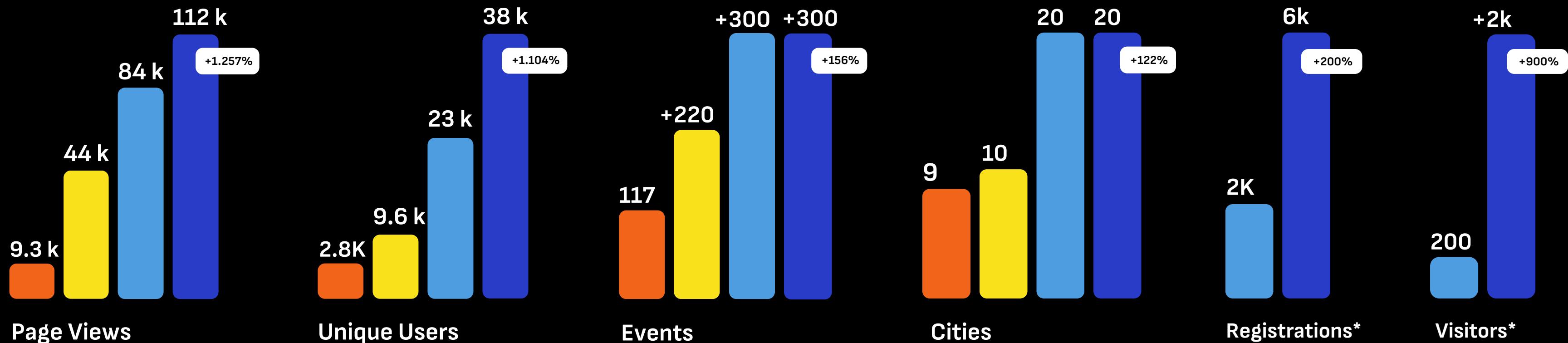




4 YEARS EVOLUTION

The forth year of Portugal Tech Week witnessed an extraordinary turnaround!

2022 2023 2024 2025



** Cumulative growth

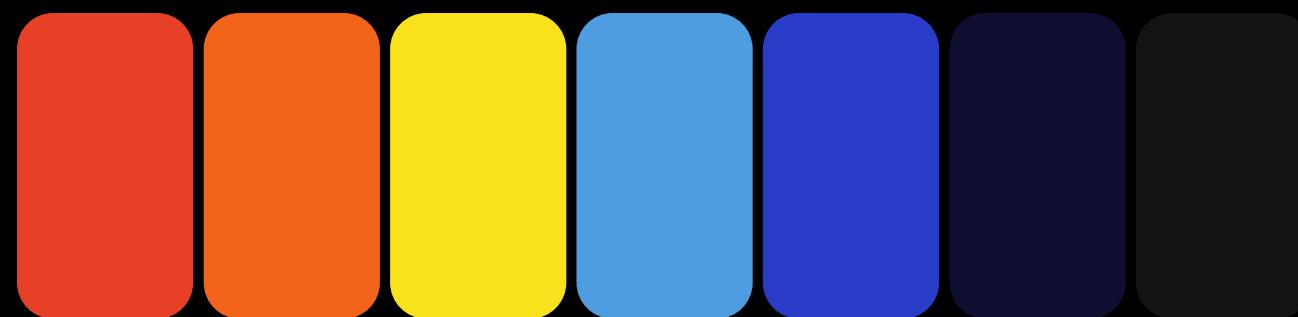
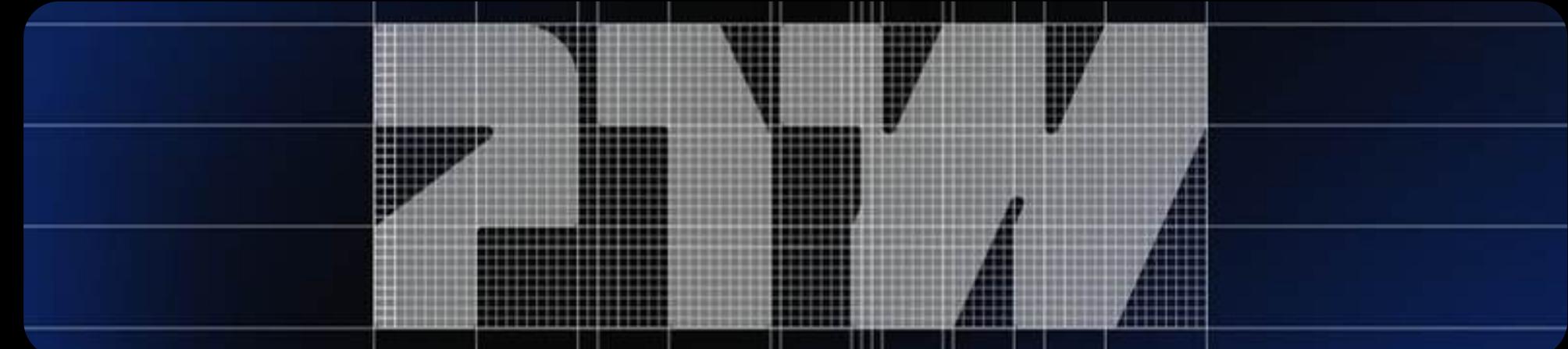
*Portugal Tech Week House / Palace Lisbon.

WE ARE ALSO CELEBRATING A NEW BRAND IDENTITY





PTW NEW BRAND



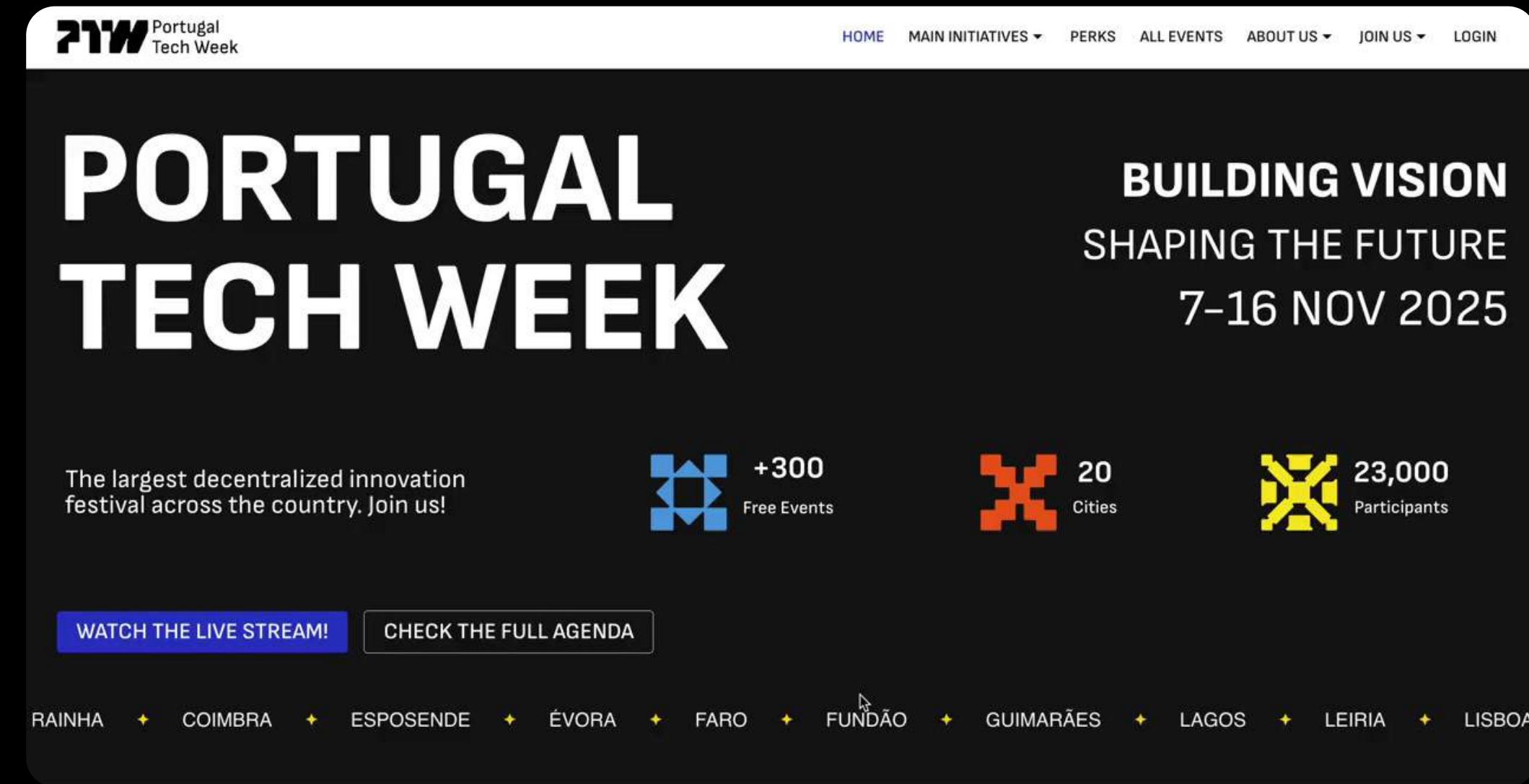
PTW NEW BRAND



PTW NEW BRAND



PTW NEW WEBSITE



The screenshot shows the homepage of the Portugal Tech Week website. The header features the PTW logo and navigation links for HOME, MAIN INITIATIVES, PERKS, ALL EVENTS, ABOUT US, JOIN US, and LOGIN. The main visual is a large white text 'PORTUGAL TECH WEEK' on a black background. To the right, text reads 'BUILDING VISION SHAPING THE FUTURE 7-16 NOV 2025'. Below this are three statistics: '+300 Free Events' with a blue icon, '20 Cities' with an orange icon, and '23,000 Participants' with a yellow icon. At the bottom, buttons for 'WATCH THE LIVE STREAM!' and 'CHECK THE FULL AGENDA' are visible, along with a list of cities: RAINHA, COIMBRA, ESPOSENDE, ÉVORA, FARO, FUNDÃO, GUIMARÃES, LAGOS, LEIRIA, and LISBOA.

The largest decentralized innovation festival across the country. Join us!

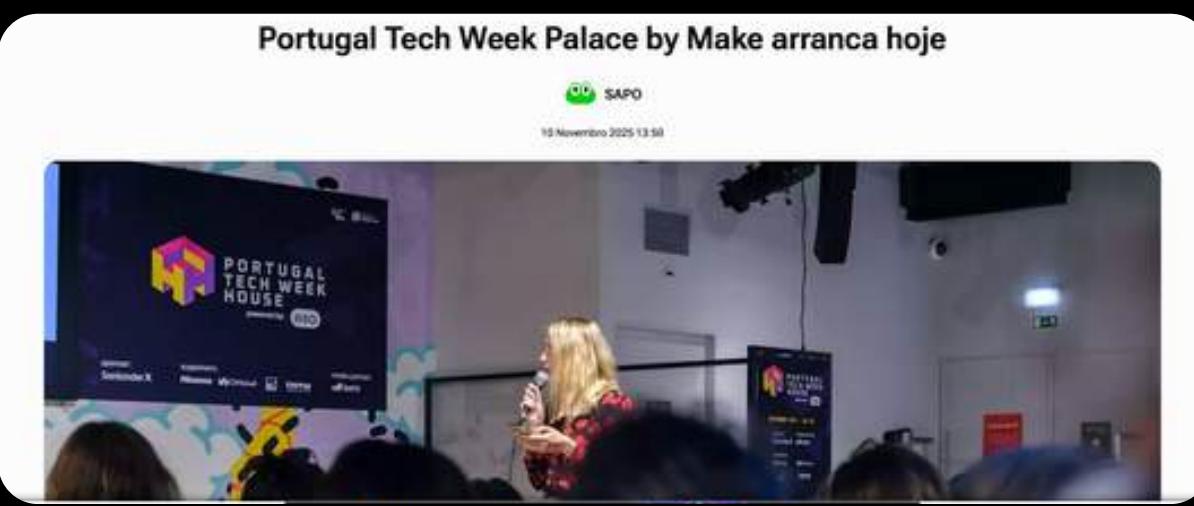
WATCH THE LIVE STREAM! CHECK THE FULL AGENDA

RAINHA ★ COIMBRA ★ ESPOSENDE ★ ÉVORA ★ FARO ★ FUNDÃO ★ GUIMARÃES ★ LAGOS ★ LEIRIA ★ LISBOA



PTW - MEDIA OUTLETS

SAPO AS MAIN
MEDIA PARTNER





OOH LISBON & PORTO

21 million total impressions.*

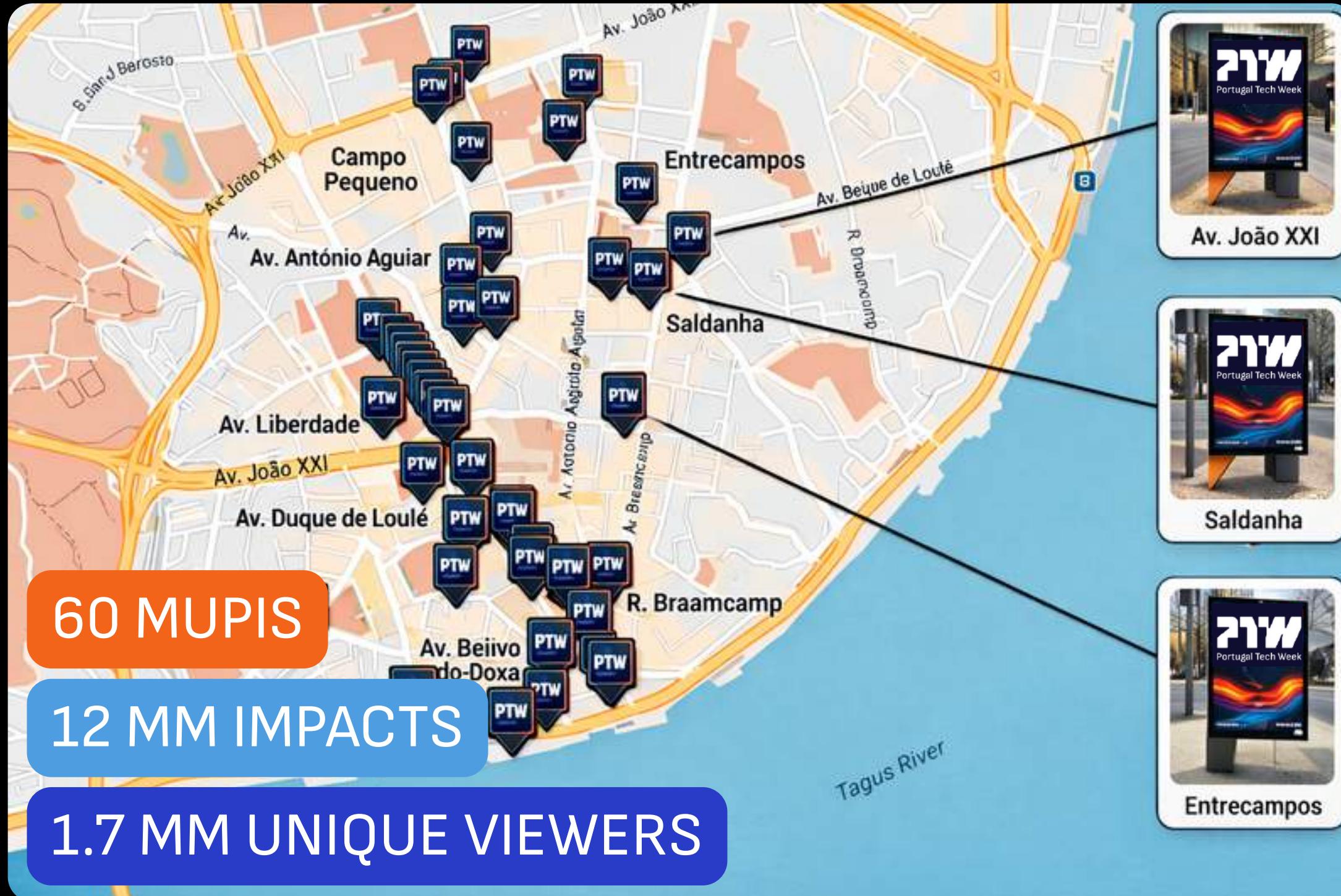
Estimate based on an industry average of 20,000 daily opportunities to see (OTS) per unit in high-traffic urban centers, our week-long activation across +160 MUPIs in Lisbon and Porto.



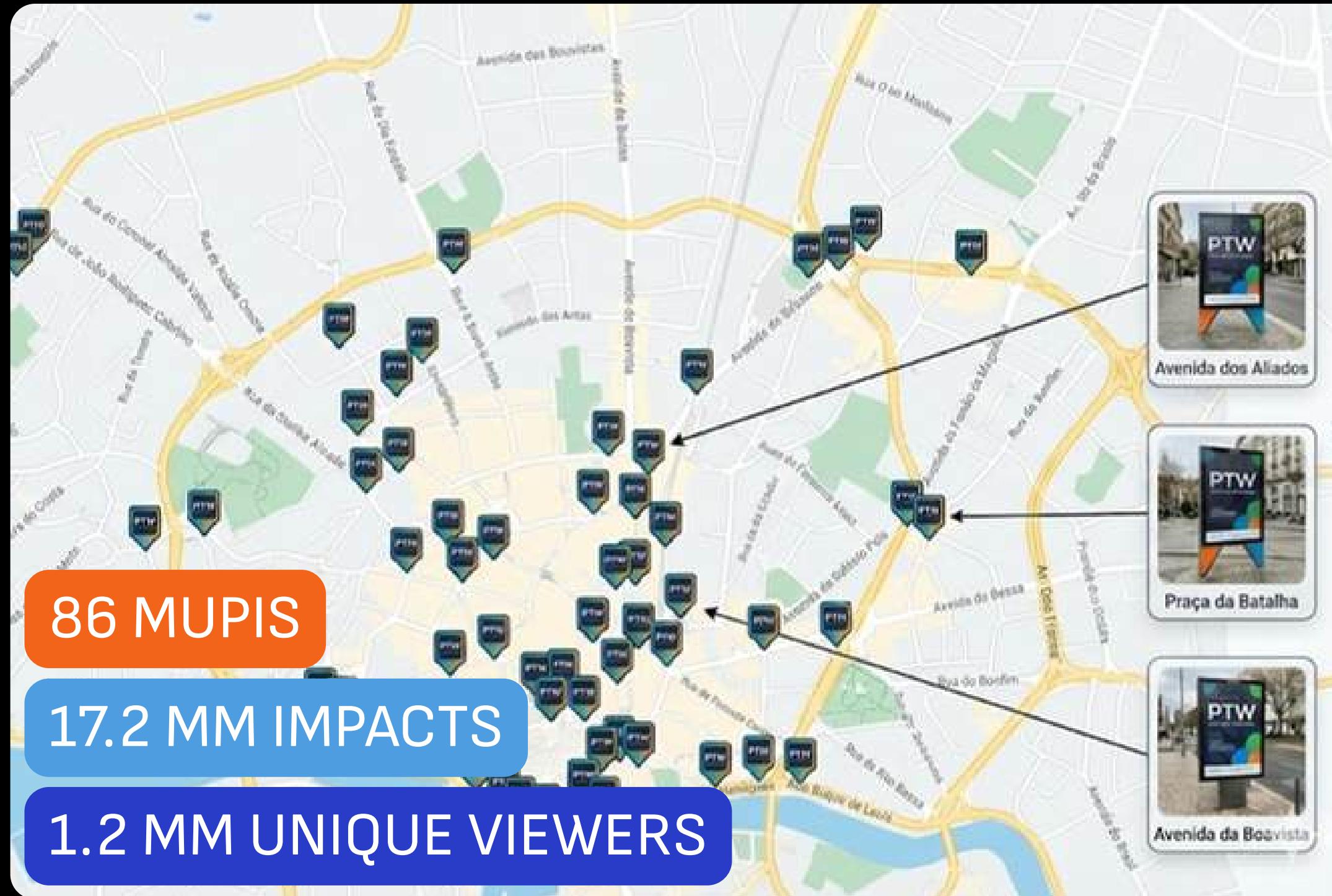
PORTUGALTECHWEEK.COM

*Calculated using standard OOH metrics for premium urban networks in Portugal.

LISBON

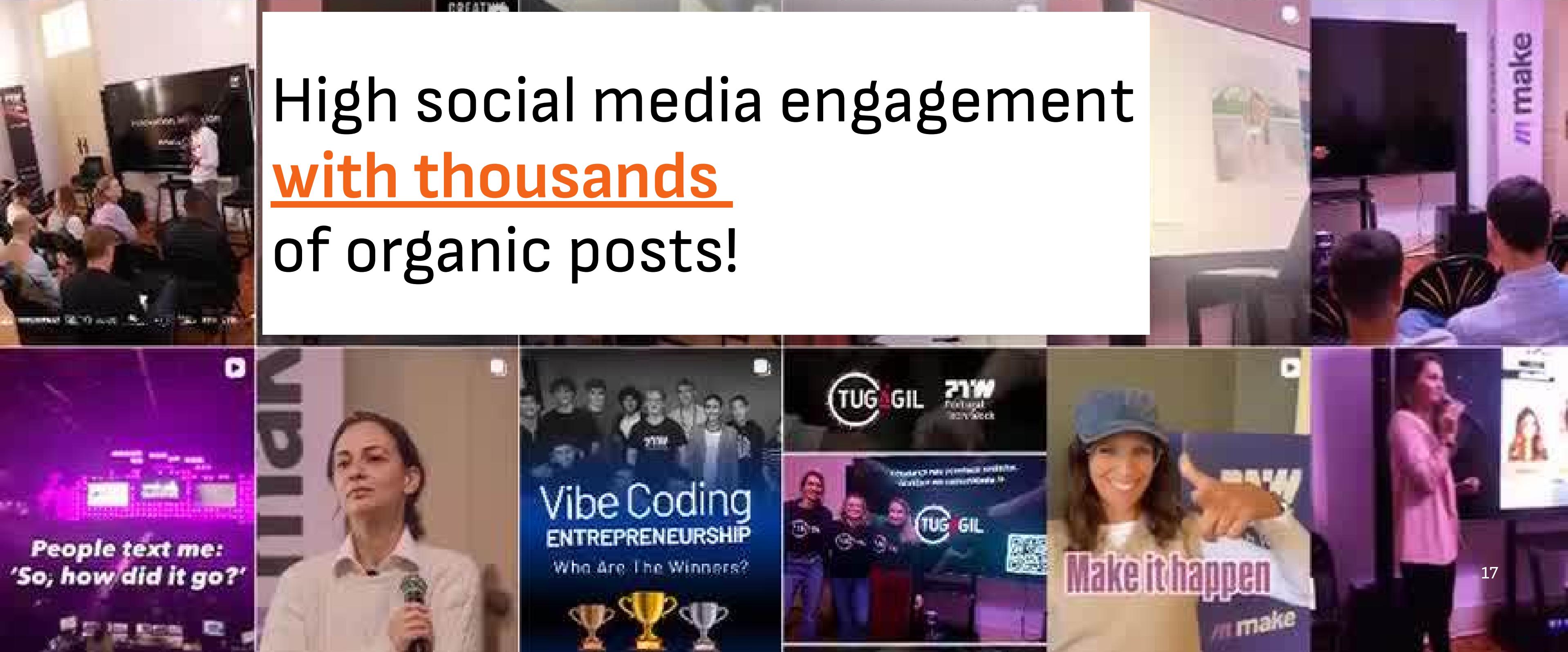


PORTO





High social media engagement with thousands of organic posts!





NEWSLETTERS

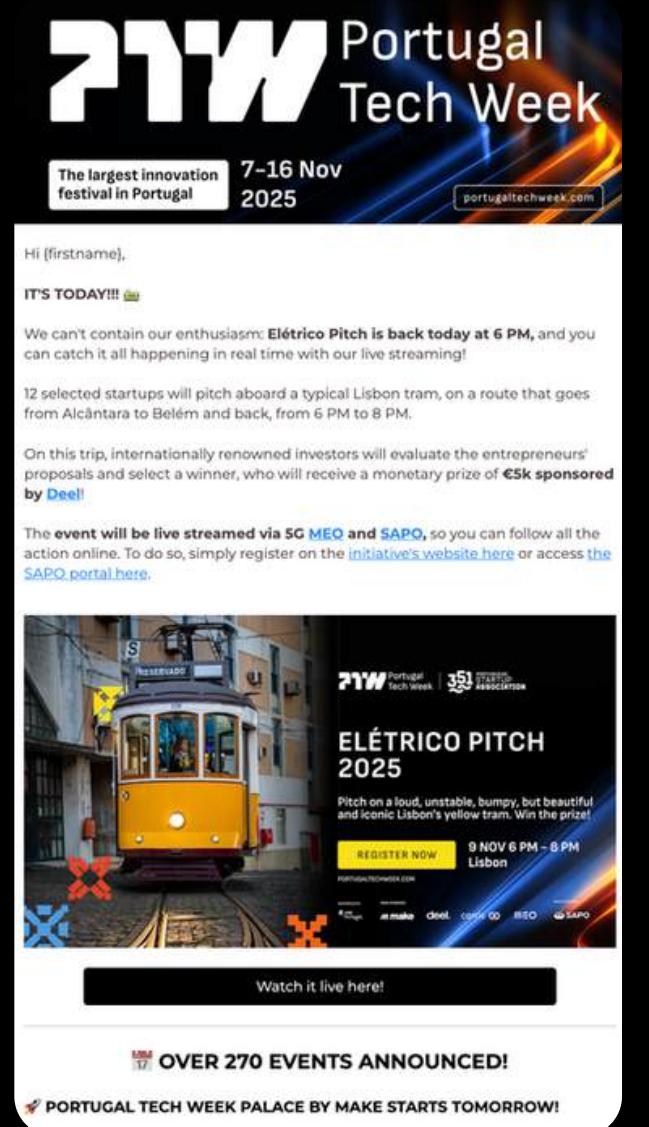
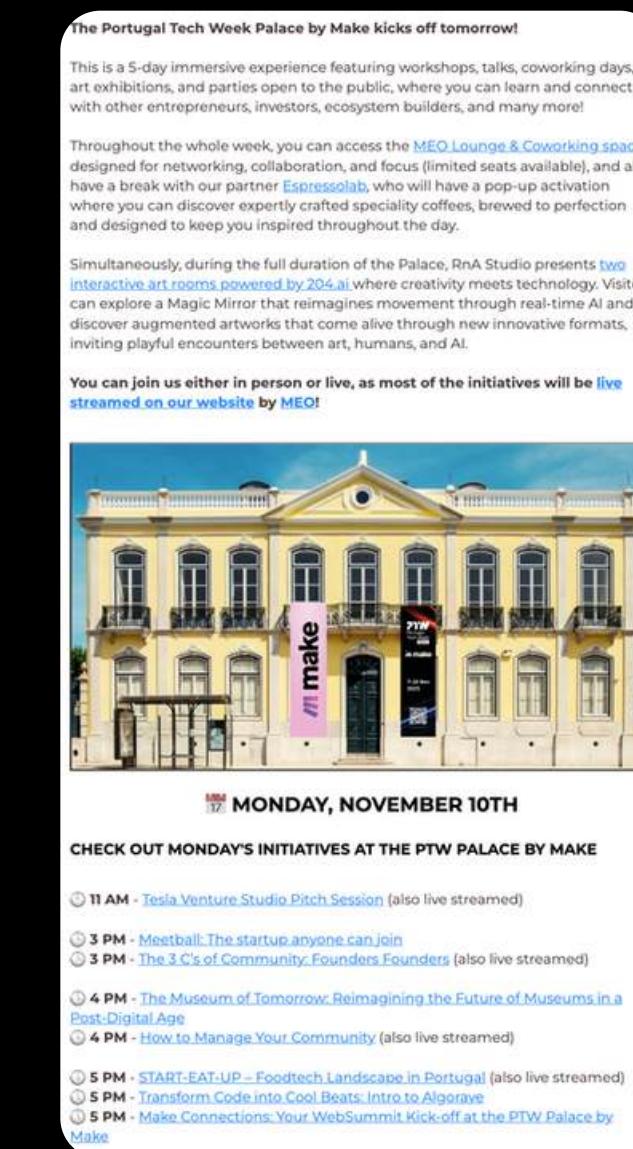
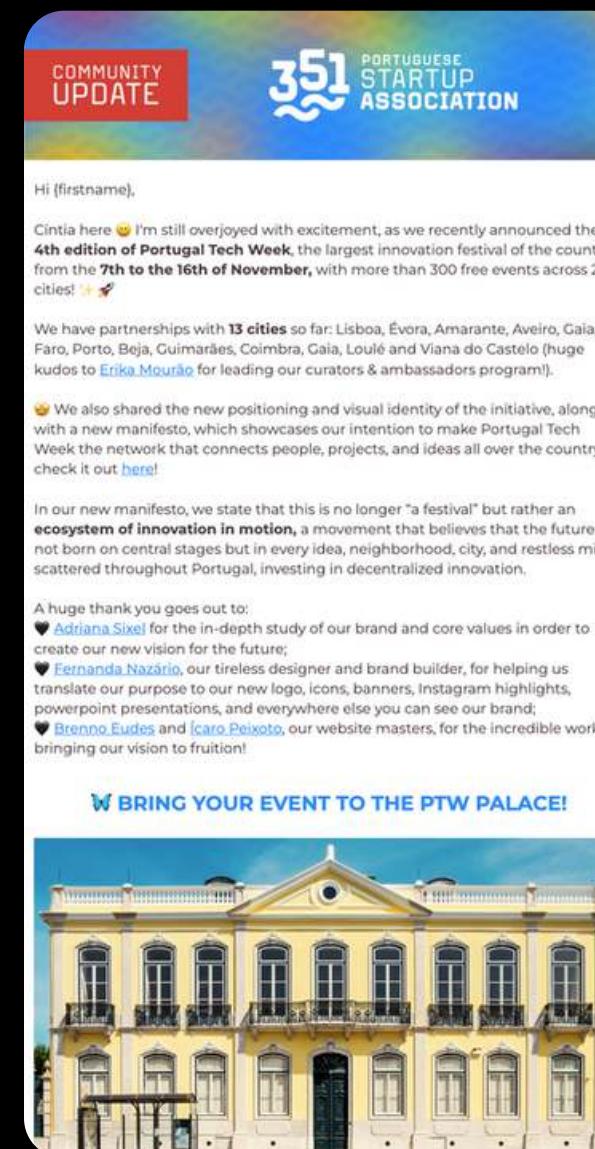
12 Newsletters sent

31.796 Emails sent

94% Delivery Rate

29,51% Open Rate

3,37% Click Rate





SOCIAL MEDIA

Number of Followers on PTW channels

MEDIA	INITIAL COUNT	NEW FOLLOWERS	TOTAL
Instagram	501	435	936
Linkedin	1394	666	2060
Total	1895	1101	2996

Number of Posts on PTW channels

MEDIA	PALACE	ELÉTRICO PITCH	SPONSORS	GENERAL
Instagram	22	2	31	24
Linkedin	28	5	30	24
Total	50	7	61	48



SOCIAL MEDIA

Social Media Metrics

MEDIA	LIKES	COMMENTS	SHARES	REPOSTS	SAVES	REACH	VIEWS	CTR	FOLLOWER GROWTH	ENGAGEMENT RATE
Instagram	1010	73	56	38	48	334.354	435.044		86.83%	130.88%
LinkedIn	1082	97		54		9013	24.373	11.55%	47.78%	59.85%
Total	2092	170	56	92	48	343.367	459.417			



SOCIAL MEDIA ENGAGEMENT

LINKEDIN HIGHLIGHTS

 **Make**
98,779 followers
3w • 

Web Summit Lisbon gave us a packed week – here's a quick recap of everything that happened 

1 Our booth was busy from start to finish. Thanks to our amazing team onsite and everyone who stopped by! As well as [Andrew Forte](#), [Diederik Martens](#), and [Julian Strauss](#) for your support and energy.

2 [Sara Maldon](#) led a Masterclass on building AI agents without code and explained how teams can get started with agentic automation.

3 [Fabian Q. Veit](#) joined a fireside chat with [Carrol Chang](#), CEO of [Andela](#), to discuss how AI is reshaping costs, talent access, and how companies stay adaptable.

4 We sponsored [Portugal Tech Week](#), and our team hosted side sessions:
→ [Martin Hýravý](#) on Go-to-Market automation for startups (with [HubSpot](#))
→ [Thiago Ramos](#) on the AI Playbook for HR
→ [Isabella Sevilla](#) on using automation and AI for social media

 **CreativeMornings Lisbon**  1st
Free monthly breakfast, inspiring talk, coffee & connection. J...
1mo • Edited • 

Every leap in technology redefines what **#GROWTH** means - as creators, citizens, and humans.

During [Portugal Tech Week](#), where innovation hums and data leads, we're pressing pause to explore a more human layer of progress.

On November 14, join us for a special panel of visionary voices to explore how creativity, technology, and humanity can coexist, collaborate, and even co-evolve.

A conversation for everyone, from the curious to the skeptical, because the future only includes us if we help shape it.

Moderated by [TW Hawk](#) – Author, Producer & CM Lisbon Co-host

Panelists
• [Ozioma Egwuonwu](#) – Founder, World Dream Day & BurnBright International
• [Nick Sarafa](#) – Creative Technologist & Digital Artist
• [Stuart Cerne](#) – Founder & CEO of Meetball

 **Iscte-Sintra|Escola de Tecnologias Digitais Aplicadas**
2,628 followers
3w • Edited • 

PT

No passado dia 14 de novembro, o Prof. [André Glória](#) representou o Iscte-Sintra na [Portugal Tech Week](#) 2025, com a palestra "From Campus to Startup: Where Learning Meets Launching".

Num momento dedicado ao empreendedorismo e à inovação, foram discutidas as formas como o ensino superior pode servir de plataforma para criar soluções tecnológicas e projetos que evoluem muito além da sala de aula.

Agradecemos à organização da [Portugal Tech Week](#) pelo convite e pela oportunidade de contribuir para esta reflexão sobre educação, inovação e futuro.

 **Isabella Sevilla**  2nd
Social Media Marketing @Make by Celonis
2w • 

A week ago, I had the opportunity to host a workshop during [Portugal Tech Week](#), one of the side events [Make](#) sponsored during [Web Summit](#) Lisbon 

→ We explored real examples of how automation and AI can make social media more manageable and insightful. The audience's curiosity and questions made the session unforgettable.

→ At Web Summit, the team met customers, creators, founders, and people new to automation. The demos and conversations at our booth highlighted how many use cases are ready to be unlocked.

Lisbon, you were amazing. Until next time 




 **Ladies that UX Lisbon**
3,549 followers
4w • 

Last Wednesday we gathered for Designing with AI: From curiosity to confidence — and what an inspiring moment it was!

Thank you to all the ladies who joined us and filled the room with curiosity, great energy, and meaningful conversations. 

A special thank you to our speakers, [Madalena Costa](#) and [Lolla Massari](#), for leading such an insightful and hands-on session on how designers can grow with AI, from exploration to confidence.

And of course, a huge thank you to [Portugal Tech Week](#) for creating space for these important discussions to happen.

Looking forward to many more moments like this with our community! 

 **Jeff Kim**  2nd
CEO, Yanolja Cloud & Group CSO
3w • Edited • 

What an inspiring week in Lisbon — three stages (Commerce summit, SaaS summit and PTW fireside chat), countless ideas.

From [Web Summit](#) to [Portugal Tech Week](#) I had the chance to share how AI is reshaping travel and how we at [Yanolja](#) are building toward a more intelligent, connected, and sustainable travel ecosystem.

Beyond the technology, what truly excites me is the passion of people driving this change — innovators, partners, and dreamers who believe in smarter, more human travel experiences.

Thank you Lisbon, and thank you to everyone who joined the conversation.

 **TESLA Venture Studio**
139 followers
3w • Edited • 

We are still buzzing from the [Web Summit](#) energy, still replaying the pitches and are so proud of what we created together 

On the day of the 10th annual [Web Summit](#) Lisbon, [TESLA Venture Studio](#) welcomed over 150 founders, investors, partners and innovators from around the world to the [#PTWPalace](#).   And the room was electric 

• 58 startups
• 4 continents
• 28 investors from 15 countries
including leaders from @Virgin SA, [Alibaba.com](#), @Alliance, [BlackRock](#), top Portuguese VC and venture builders, etc.

The global [#startup](#) community showed up big and so did the ideas.

Huge thanks to our amazing friends at the [351 Portuguese Startup Association](#) and [Portugal Tech Week](#) for partnering with us to host a night where innovation took the centre stage!



SOCIAL MEDIA ENGAGEMENT

LINKEDIN HIGHLIGHTS

 **João Ramos** • 2nd
CEO Team @MEO - Strategy & Innovation
2w • 

Connect ...

November in Review: Corporate Acceleration and Ecosystem Building 

This month was all about strengthening connections, scaling initiatives and brand awareness:

Partner and build the biggest event and side-event (for brand awareness and founders proximity):

- The [Web Summit](#) was a true highlight: Over 150+ [MEO](#) professionals came together to power the summit.  2 Speakers.  1 Masterclass.  And an island where 8 startups — selected from 7 different calls — were amplified across [MEO](#), [SAPO](#), [The Next Big Idea](#), [Bitalk - Negócios à Portuguesa](#);
- At [Portugal Tech Week](#), we worked with [351 Portuguese Startup Association](#) to help set new records.  [MEO](#) stream and boosted the Electric Pitch and +60 events alongside with [SAPO](#), and support all of the connectivity.

 **Kátia Sidorenko** • 1st
Front-End Developer | 5 Years Building Scalable Web Apps | Tech Eve...
3w • 

...
I spent last week bouncing between [Web Summit](#) and [Portugal Tech Week](#) Palace by [Make](#), and here's my take: the smaller event taught me more about how to design tech gatherings that actually work for people.

Don't get me wrong - Web Summit is impressive. 70,000+ attendees, massive keynotes, global dealmaking energy. If you need maximum exposure and you're ready to navigate crowds for high-powered networking, it delivers. But let's be honest: genuine connections are harder to make when you're one of 70,000 people rushing between stages.

PTW Palace did something different. Set in the Palacete da Gomes Freire, it felt less like a conference and more like a festival town square. Daily workshops, mentorship sessions, meetups, music - most of it free and designed for drop-ins. You could have a coffee, attend a session, meet the speaker afterward, without fighting through a crowd, and actually have a conversation that lasted longer than 30 seconds.

 **Cryptomondays Lisbon**
508 followers
3w • Edited • 

...
✨ What an unforgettable "WEB3 & AI in the Palace" we hosted last week and gathered international Web3 celebs, investors, founders, and innovators for an inspiring night dedicated to the future of decentralized and intelligent technologies.

A heartfelt thank you to everyone who joined us — the energy at the PTW Palace [Portugal Tech Week](#) was incredible from the very first moments!

 **Jessica Sophia Wong** • 2nd
📍 NYC | Paris - Global Venture Community Bu...
2d • Edited • 

+ Follow ...

[Yorkseed](#) Passport Series: [Web Summit](#) Lisbon — Recap Continue

Nov 11 — Yorkseed Passport Series: Valuing AI & SaaS Companies (Founder & Investor Chat) as part of [Portugal Tech Week](#)

We hosted our first event at a palace!!!! Held at the Portugal Tech Week Palace, this signature Yorkseed panel explored how investors separate signal from noise in the AI & SaaS boom. A packed room of founders, investors, analysts, and operators joined for a deep dive into valuation, defensibility, and global investment psychology.

 **Irina Konova** • 2nd
Ecosystem Architect | Head of Partnerships & Chapter...
3w • Edited • 

Connect ...
✨ Portugal Tech Week 2025 — A Fountain of Emotions, High Vibrations & Meaningful Connections ✨

What a week. Lisbon once again became the global epicenter of innovation, creativity, and human connection.

My highlights during Web Summit & Portugal Tech Week @portugaltechweek :

🔥 Co-hosted 3 events including [VNTR](#) global Investor summit; [Cryptomondays Lisbon](#) in the [Portugal Tech Week](#) Palace and Chapter Director Summit in the exclusive private membership VNTR club house

 **Juan Carlos S. Belmonte** • 2nd
Consultor Especialista Amazon | Gestor de Grandes Cuentas Amazon ...
3w • Edited • 

...
Esta semana en [Portugal Tech Week](#) fui buscando ideas... y volví con algo mucho más valioso: personas.

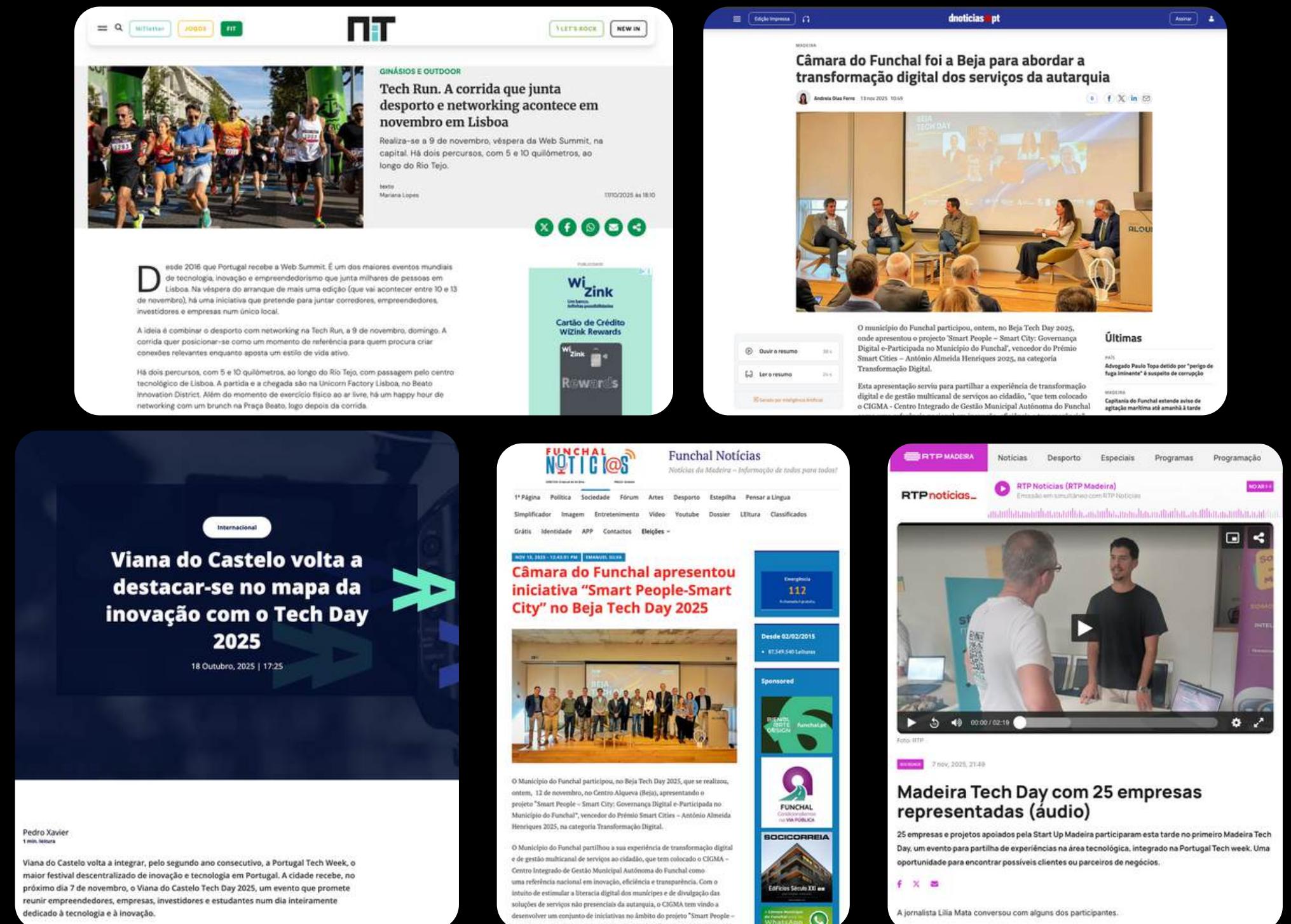
Sí, se habló de IA por todos lados. Automatizar, optimizar, escalar. Pero entre charla y charla me di cuenta de algo simple:

Nada sustituye una buena conversación.

Los mejores insights no salieron del escenario, sino de los pasillos. De un café improvisado.

De alguien que te cuenta "la parte real" que no sale en las presentaciones.

PTW - MEDIA



3 PTW 2025 MAIN INITIATIVES

PTW Palace by Make



10 - 14 Nov

Tech Days



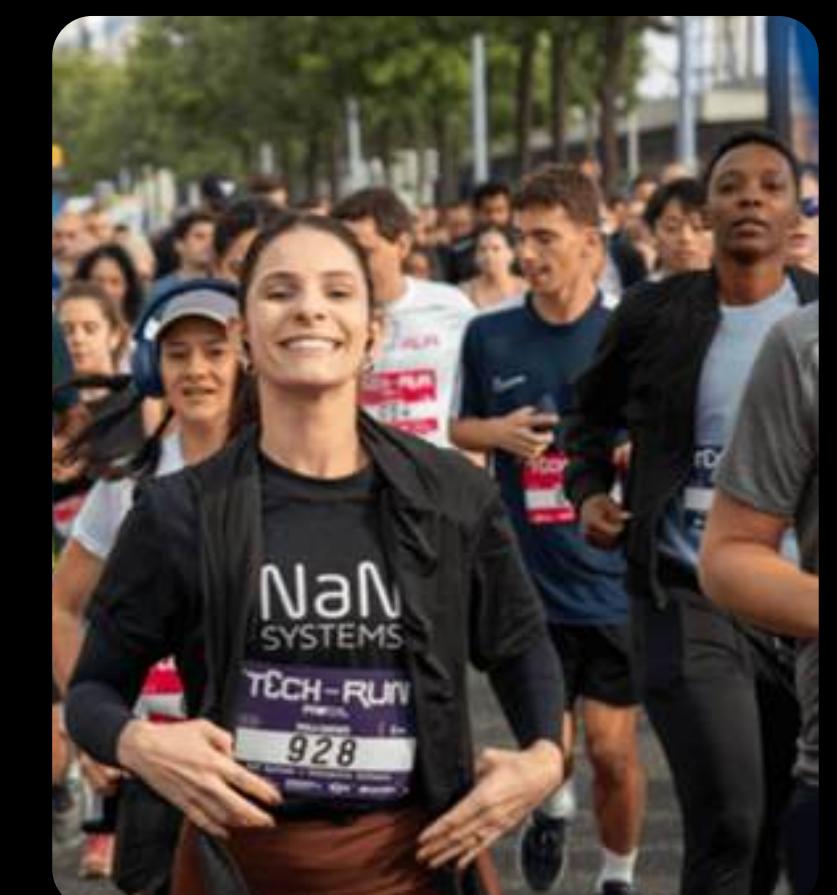
07 - 16 Nov

Elétrico Pitch



09 Nov

Tech Run



09 Nov



PTW PALACE BY MAKE

The PTW Palace by Make – an evolution from the concept of the PTW House launched in 2024 – was a pivotal element in supporting this year's scale and success.

Serving as the physical and inspirational core, the Palace was a vibrant space where technology, talent, and creativity converged. It provided a key hub for networking, pitch sessions, talks and workshops and parties, connecting people from across the country and the world to the Portuguese technological landscape.





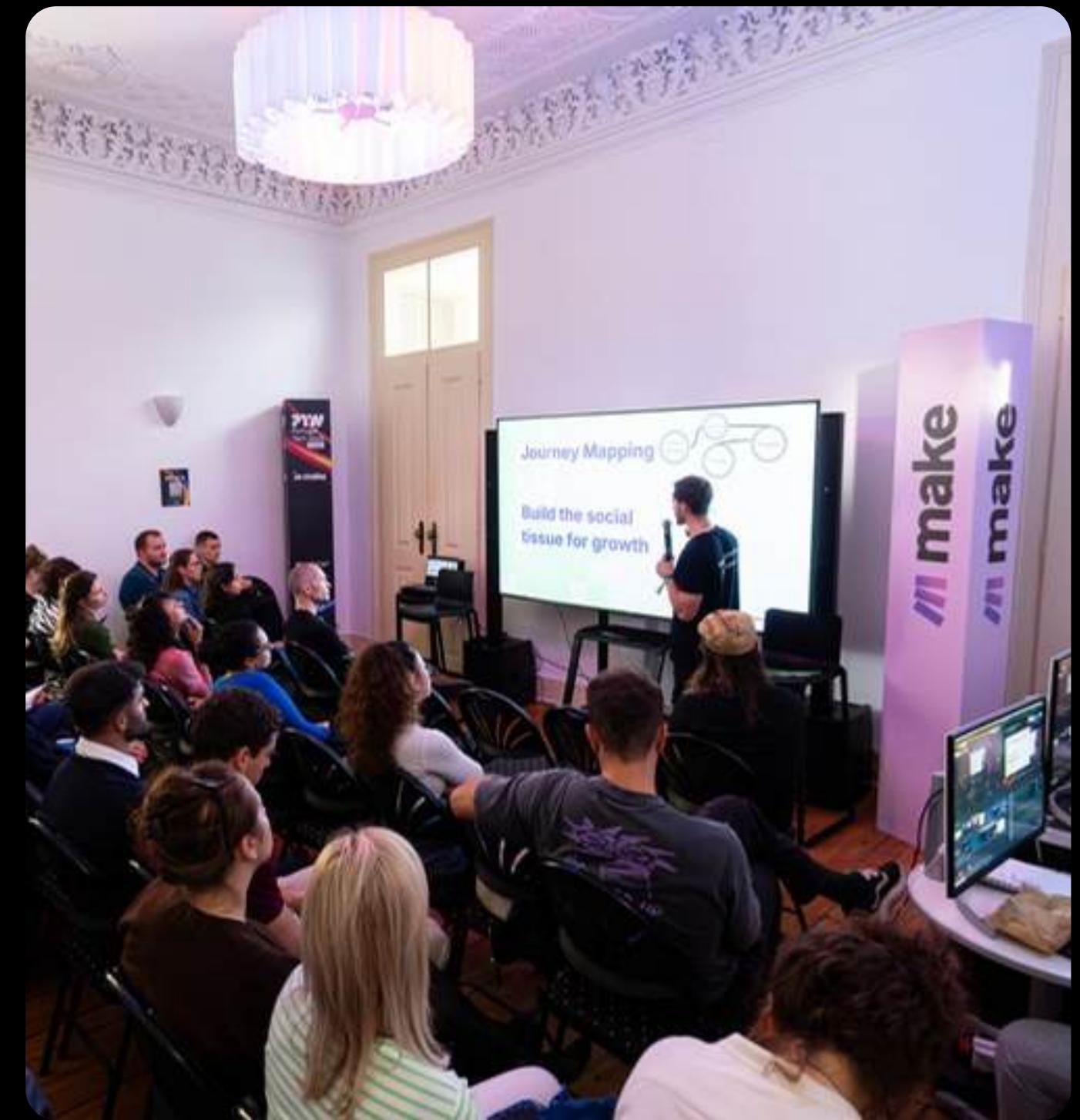
PTW PALACE BY MAKE



- +2K** People attended events at the PTW Palace by Make
- +6K** Signups for events
- +54** Nationalities coming to the palace
- 61** Sessions of events organized by partners were hosted
- 2** Speakers from Web summit speaking for our audience
- 315** Hours of activities
- 35** Hours of live streaming by MEO
 - Pop-Up Café by Espressolab
 - + Coworking area by MEO
 - Interactive Art Rooms by RNA Studios



[Check live streamed content](#)







PTW PALACE BY MAKE

STARTUP & INVESTOR RELEVANCE: FUELING THE ECOSYSTEM

The Palace served as a high-impact nexus for connecting founders with capital and essential expertise.

The program featured events for funding, including:

- The **TESLA Pitch session**, providing direct founder-to-VC access.
- The strategic "Map the Angel Community" led by **Investors Portugal**, facilitating access to angel networks.
- Actionable VC Feedback & Training: Practical support for early-stage founders was delivered through sessions like the **"Practical Workshop for Early-Stage Founders"**, where founders could learn, pitch, and receive direct feedback from a top VC (**Altair Ventures**).
- Business & Strategy Support: Essential topics for scaling were covered in dedicated events focused on **Go-to-Market Automation** and **Leadership** for entrepreneurs.



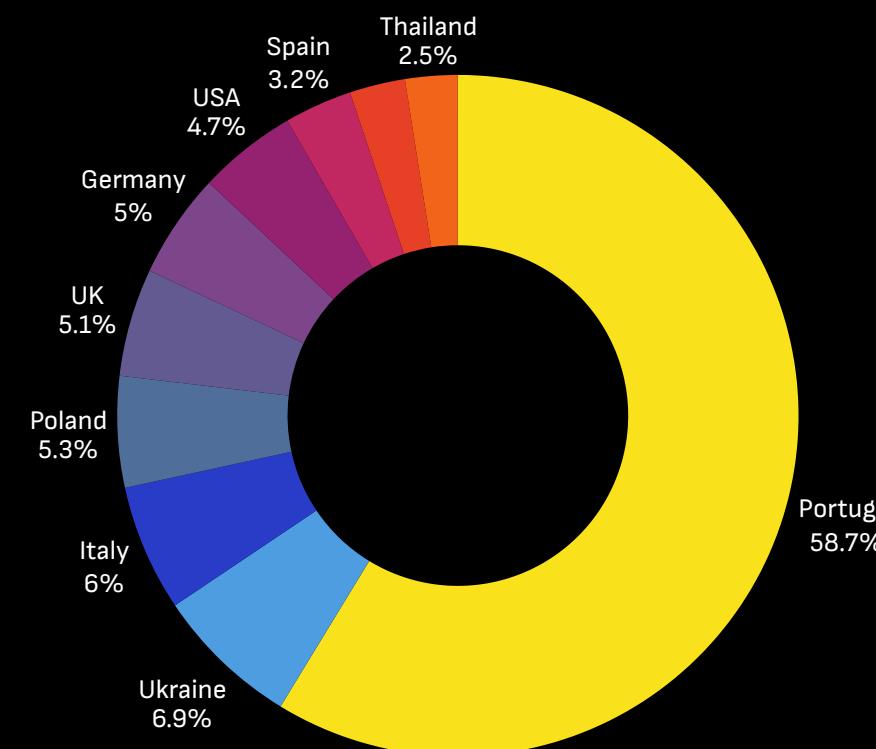
PTW PALACE BY MAKE

PARTNER ENGAGEMENT: DRIVING FORCES OF THE AGENDA

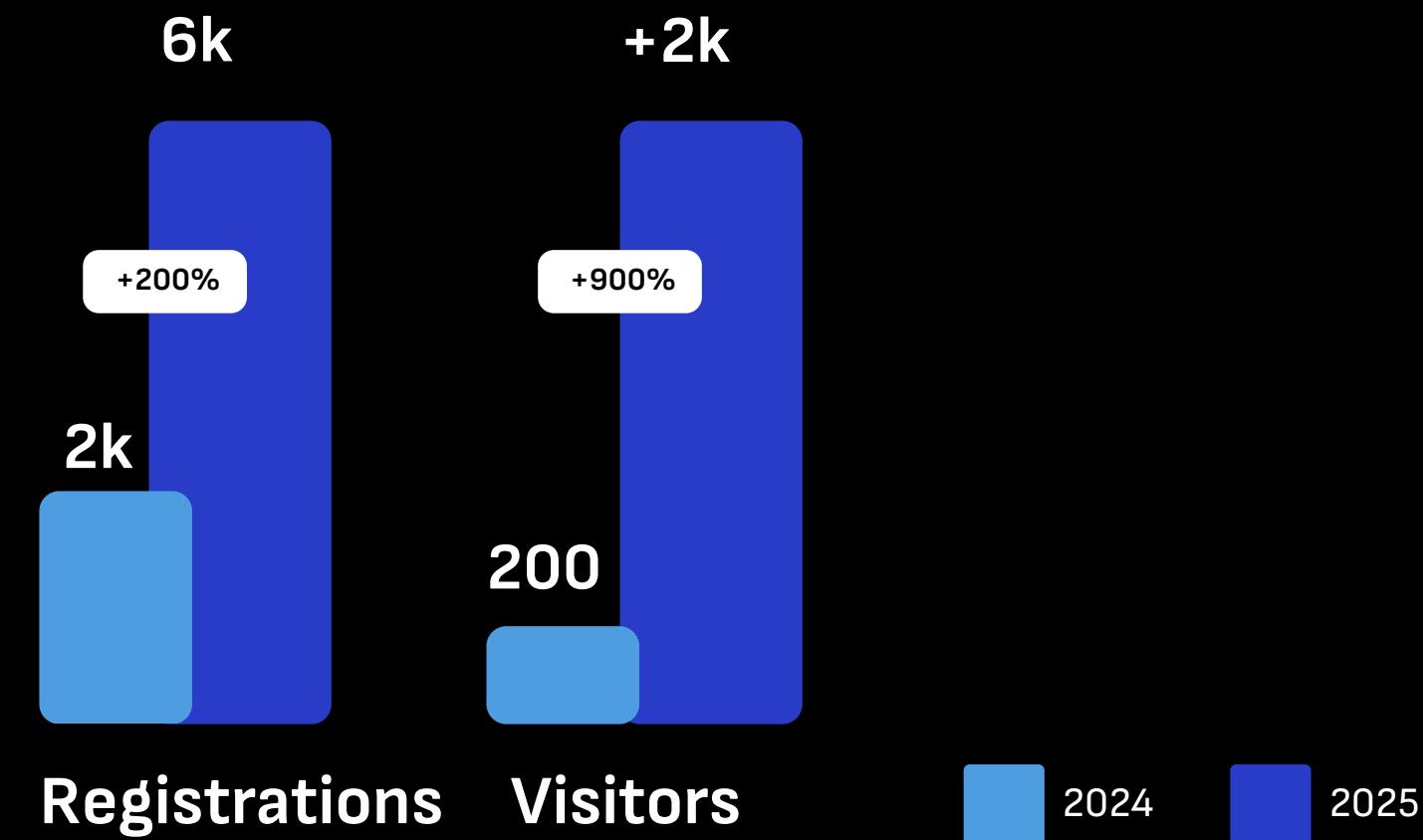
- **Community as the Primary Engine:** received Community Groups like **Creative Mornings, Fuck Up Nights, CryptoMondays**.
- **Tech Company/Startup Involvement:** Tech Companies and Startups (e.g., **Make, Hubspot**), shared expertise and thought leadership.
- **VC/Investment/Finance:** hosted events of financial enablers, including **Investors Portugal, TESLA Venture Studio, Altair Ventures, and Yorkseed**.
- **Diversity & Inclusion :** Hosted groups dedicated to diversity in tech, such as **Geek Girls Portugal and Ladies that UX Lisbon**.
- **Academic Partners:** **Universidade Católica Portuguesa** hosted a hackathon, **Nova SBE** and **ISCTE**, contributed to a cross-disciplinary environment.
- **Intersection of Art & Technology:** Dedicated a core part of the program to experiential innovation through partners like **LoopTales Studio, The Porto Art Salon, and 204.AI**, featuring a VR immersive rooms, and activations such as **Algorave (live-coding music)**, and the Cinema Festival "Future-Tech: Media Art Fest."



PTW PALACE BY MAKE



TOP 10 countries by registration





ELÉTRICO PITCH 2025

We celebrate also the 4th edition
of the Iconic Elétrico Pitch competition.

12 Startups pitched their ideas for global VCs
while riding through the heart of Lisbon in
the iconic yellow tram.

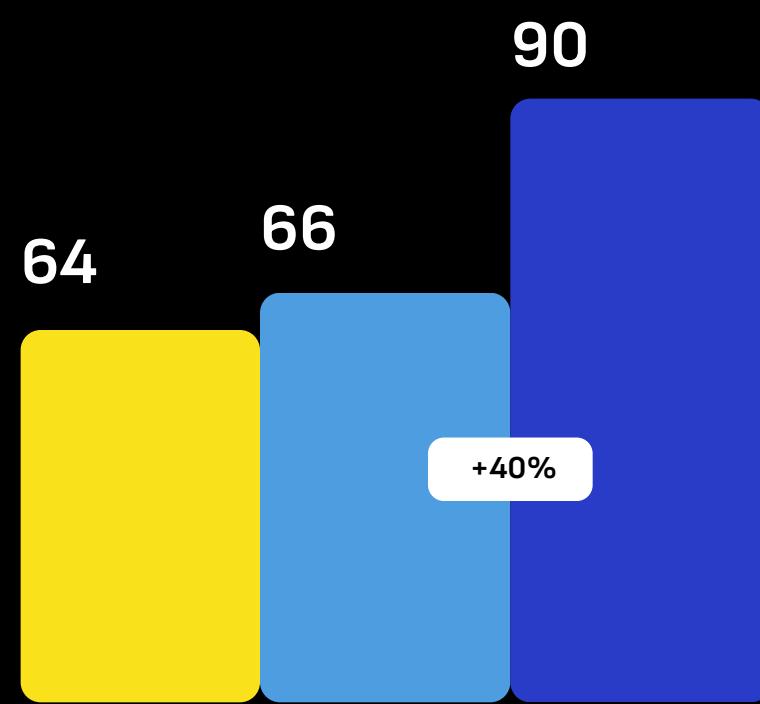


ELÉTRICO PITCH 2025



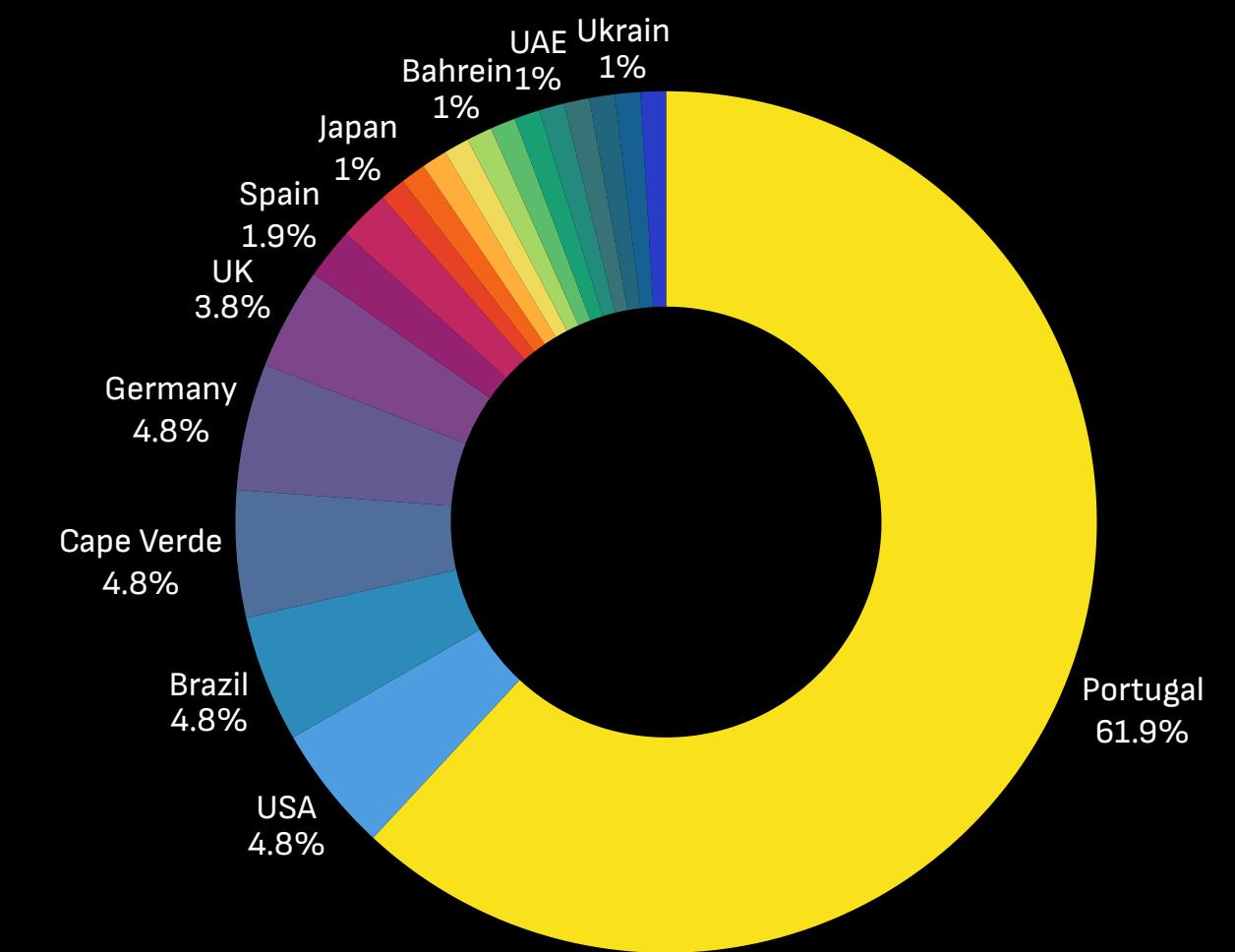
90 Applications

Applications 3 years evolution



VCS Ultra VC
Core Angels Atlantic
Seedway Ventures
N1 Investment

20 Different countries



LIVESTREAM BY

€ 5K PRIZE BY






TECH DAYS 2025

The Portugal Tech Week successfully executed its mission to decentralize innovation, partnering with local councils and leveraging a dedicated network of Curators and Ambassadors. The events spanned from the North to the islands, creating high-impact moments tailored to the strengths of each region.



TECH DAYS 2025

From high-altitude pitch battles in cable cars and historic elevators, to large-scale summits by the beach, and showcases on our islands, we covered all of Portugal, Continental and Islands.

7 Cities

- Viana do Castelo
- Gaia
- Porto
- Beja
- Loulé
- Faro / Lagos
- Madeira





TECH DAYS 2025

Viana do Castelo: Hosted a fully-booked Pitch Battle inside the Santa Luzia Elevator, dedicated to Alto Minho ideas.

Gaia: Featured a unique Pitch Battle held inside the Gaia Cable Car (teleférico). Included a Breathwork & Mindfulness session, integrating well-being into the tech agenda.

Beja: Focused on collaboration and the future of Smart Cities and regional development at the EUROAAA space.

REGIONAL HIGHLIGHTS: HIGH-IMPACT MOMENTS

Faro (Algarve Tech Hub Summit): Hosted the major 4th Edition of the Summit, attracting 804 registrants and 116 speakers. Showcased strong startup engagement with a Startup Showcase and an Exhibitors Room.

Madeira: Gathered over 100 participants and featured a Showroom with 25 incubated companies and projects from the island's acceleration programs.

Porto: The "City Buzz" event spanned two downtown bars, hosting six speakers who explored the intersection of technology and culture (e.g., biotech in art, fashion innovation, and psychological effects of tech).

Loulé: Launched the first-ever Algarve Innovartors Run on Quarteira Beach, gathering over 60 people and promoting the "live, work & play" regional identity.

TECH DAYS 2025

CURATORS & AMBASSADORS



SAVIO MEIRELES
Ambassador - Leader



MICAEALA VIEIRA
Ambassador - Funchal



TOMÁS CAEIRO
Ambassador - Évora



FLOR DOS REIS
Ambassador - Loulé &
Curator - Future of Work



NINA SIMONE
Community Lead Baby
VC/Founder



JESSICA SOPHIA WONG
Yorkseed



RUI PINHEIRO
Ambassador - Guimarães



ANTÓNIO GUERREIRO
Ambassador - Faro & Director
at Algarve Evolution



LUÍSA MARQUES
Ambassador - Viana do Castelo



NUNO CATARINO
Ambassador - Beja



PENÉLOPE GONÇALVES

TECH RUN 2025

The Tech Run gathers startpers, corporates, investors, and all tech enthusiast runners in this experience that connects the city with innovation through an outstanding sports experience.

2025 Tour:

- June - Madrid at South Summit
- August - Curitiba at Techstars
- October - Valencia at VDS
- October - Leiria at NEXXT
- November - Lisbon at PTW & Web Summit



The banner features a large purple background with the text "TECH — RUN" in white, bold, sans-serif letters. Below it, the tagline "The running event of the innovation ecosystem." is displayed in a slightly smaller white font. At the bottom of the banner is a photograph of a diverse group of runners and participants posing together outdoors. They are wearing various event shirts and lanyards. The background shows a city street with buildings and a yellow bus.

Where there's a tech summit, there's a Tech Run.

TECH RUN 2025

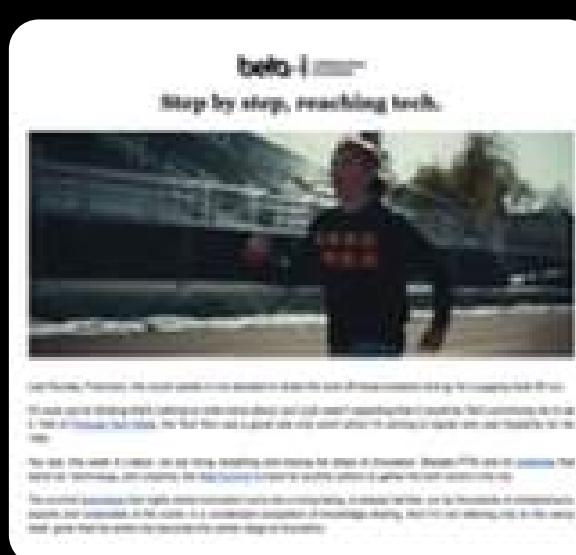
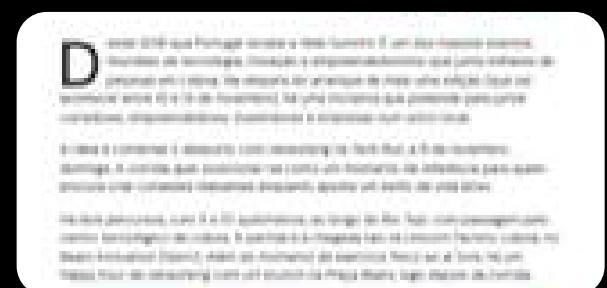
The Tech Run, Nov 9 at Unicorn Factory:

- **900 runners** from startups and organisations like 351, Accenture, Bain & Company, Catolica LEC, Cisco, CoreAngels, Deloitte, Google, ISCTE, J&J, Mastercard, Mercedes-Benz.io, MEO, NOS, Outsystems, OW Ventures, Revolut, Sequoia Capital, Sixt, Sword Health, Talkdesk, Tecnico, Unicorn Factory, WTC Lisboa, Zendesk
- **80%** growth compared to last year
- **69%** 10km & 31% 5km
- **44** nationalities. **69%** Portuguese.
- Average age: **35, 50% between 27 and 41**
- **64%** men, **36%** women
- Main industries represented: Software, Health, Marketing, Fintech, Education, Transportation, Sports, Legal, Travel

[Check full report here](#)



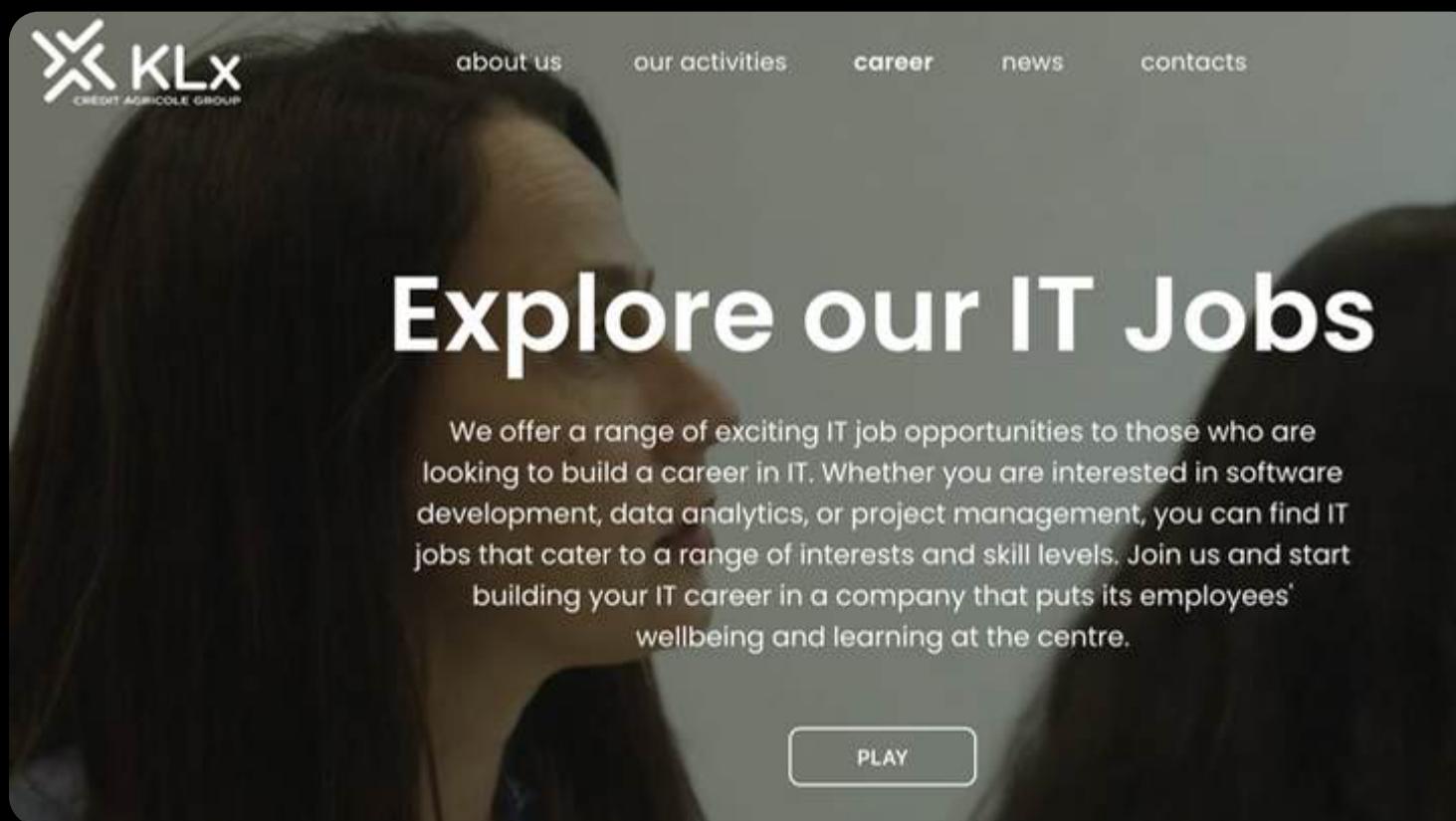
TECH RUN 2025



Owned	Paid	Earned
Website 7.3K views	Meta Ads 65K impressions	Press coverage 6 medias
Newsletter 70% Open Rate	Running Portals ads 44K impressions	Running Portals 3 portals
Instagram 233K views	OOH - corporate 1.4M plays	Ecosystem 5 Newsletters
LinkedIn 7.7K impressions	DOOH - street 30 locations	Running Clubs 7 partnerships



JOBS POSITIONS ON IT AND FREE PERKS



KLX
CREDIT AGRICOLE GROUP

[about us](#) [our activities](#) [career](#) [news](#) [contacts](#)

Explore our IT Jobs

We offer a range of exciting IT job opportunities to those who are looking to build a career in IT. Whether you are interested in software development, data analytics, or project management, you can find IT jobs that cater to a range of interests and skill levels. Join us and start building your IT career in a company that puts its employees' wellbeing and learning at the centre.

[PLAY](#)



Unlock the power of our partner Network

Together with HubSpot for Startups, Portugal Tech Week is giving away gifts, discounts and more, to every founder who attends the event this year!

Simply sign up to the free HubSpot for Startups program to get immediate access to all offers.

HubSpot offers Portugal Tech Week attendees up to 90% off for on their AI -powered CRM Platform. Get your Marketing, Sales, Service tools at a startup-friendly price.

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