



## Case Study File #14

# Lisbon: embodying the spirit of entrepreneurial adventure

### Objective:

Explore how the economic crisis spurred a transformational boom for Lisbon's startup scene and the subsequent potential for local and foreign startup businesses

### Highlights:

- interactive workshops with local entrepreneurs at startup accelerators such as Beta-i
- half-day 'to be an entrepreneur' experience – a case study experience immersed in the daily challenges in tech startup businesses
- startup guided tour of Lisbon – visiting various startups and hot entrepreneurial spots while getting to know the city
- train ride along the spectacular beaches to Sintra – a fairy tale Portuguese city
- exploring Portugal's delicious cuisine and renowned wine tradition

### Topics covered during the week:

- bringing a product from idea to market: how to transition from concept to successful enterprise
- how to lead a culture of innovation
- building financial instruments to boost the startup scene
- Lisbon's creative and technological ascendancy and its future outlook

*"This trip was incredible – Lisbon is a beautiful city with wonderful people and the companies we visited were very relevant and accommodating. It opened my eyes to business abroad and how fast-paced our world is moving."*

- Executive MBA Student, Jacksonville University