

**Beta-i promotes entrepreneurship event in Lisbon,
Portugal, on November 1 - 8**

**Explorers Festival among the top 5 tech
conferences in Europe**

Lisbon, November 1, 2013 – The Explorers Festival gathers in Lisbon, on November 1 to 8, over 600 entrepreneurs and investors from all over the world. This is one of the greatest entrepreneurship events in Europe, organized by Beta-i and considered one of the top 5 tech conferences in Europe by the mobile events platform, Bizzabo.

Garrett McNamara, the ESA astronaut Jean-François Clervoy, Hahna Alexander - who founded a company that created shoe soles able to recharge cellphones - and Gerald Heydenreich, who managed to sell his startup to Amazon for \$8 million USD, are some of the speakers that will join a premium panel with several themes, from science and technology, through sports, entrepreneurship, to design, among many others.

This conference also includes a roundtable on female entrepreneurship, with the participation of three entrepreneurs: Inês Santos Silva, Leticia Jauregui and Maxime Bédat, which will be moderated by Cynthia Hellen. Hellen is a Peruvian-American, entrepreneur, writer, producer, director, and speaker on social entrepreneurship and technology in emerging markets. Her efforts for empowering women were awarded by Bloomberg Businessweek and Sandbox Network Fellowship.

It is a mandatory event for all current and future entrepreneurs, and is divided in three main events: the Explorers Bootcamp – an intensive leadership training coordinated by the Portuguese Navy Marina Corps –, the Explorers Toolbox (where attendees can test and get access to all the tools and solutions necessary for their startups) and the single Explorers Conference.

Pedro Rocha Vieira, President of Beta-i, stressed: “The Explorers Festival is a must-attend event for all current and future entrepreneurs. From entrepreneurs who sold their startups to Google and Amazon, to professionals from the creative agency IDEO (responsible for Apple’s design for many years), to untamed natural explorers such as Garret McNamara, the Explorers Festival offers the tools, inspiration and knowledge that

entrepreneurs and professionals require to succeed in today's competitive and global world. This is another clear example that Lisbon is increasingly becoming one of Europe's startup hubs, attracting companies and entrepreneurs from countries as far away as the United States, Bulgaria, Singapore, Germany, Switzerland, India and Nigeria, among others. We expect, in total, to have over 600 participants from all over the world promoting entrepreneurship in Portugal and abroad."

Explorers Bootcamp: Only the toughest will survive!

With the Portuguese Navy Marine Corps' coordination, the Explorers Bootcamp (running on November 1-3), is an intensive leadership training for startup founders, CEOs and all those who wish to improve their leadership skills. The goal is to test the participants' limits, aiming to strengthen their business leadership.

Explorers Toolbox: All the necessary tools, in 48h.

The Explorers Toolbox, on the 6th and 7th of November, will provide participants with all the required tools and solutions an entrepreneur needs to thrive. This event, in addition to the startup marketplace, will have several workshops and demos on the most recent tools, with the participation of invited speakers from Google, Dropbox, Windows Azure, Podio, Konica Minolta, HP, Sage, and PT, among others. By participating in the Explorers Toolbox, participants will also be able to take advantage of several free licenses for a determined period of time.

Explorers Conference: Inspiration, knowledge and networking.

The Explorers Conference, on November 8th, aims to explore several different topics including product development, service design, lean startup, business model canvas, and design thinking, as well as innovative technologies from international startups, investors, scientists, explorers, among others. The event will gather those who are considered the new explorers – mentors, professionals and entrepreneurs from around the world – like Eran Ben-Shushan from Bizzabo, Filipe Continentino from WeDemand and Paddy Cosgrave, Curator of Web Summit. The Explorers Conference will also count with the presence of one of the greatest surfers of all times, Garry McNamara – who surfed the world's biggest wave in Nazaré, Portugal.

The Explorers Festival, promoted by Beta-i, is a partner of Lisbon's City Hall and of the Portuguese Navy Marine Corps, and is sponsored by Caixa Geral de Depósitos, Sage, Konica Minolta, PT, REN, Paymill, Microsoft, EasyPay and ESRI.

Entry passes for the workshops and the conference are available at <http://explorersfestival.eventbrite.com>.

More information in www.explorersfestival.com.

About Beta-i:

Beta-i is a non-profit Association created in 2010, with the mission of improving entrepreneurship through 3 main acting principles: create and energize a culture and network of entrepreneurship; accelerate startups with global ambition and facilitate their access to investment; create space, services and products focused on startups. In 3 years, Beta-i has already received over 1.100 applications projects and ideas for its wide range of several startup acceleration programs, helping over 250 startups, 41 of those currently operating and 6 of them received investments from international funds. More information at www.beta-i.pt

About the Explorers Festival:

The Explorers Festival is the biggest entrepreneurship event of the year in Portugal and one of the largest in Europe. During one week (from the 1st to the 8th of November), participants will be able to share knowledge and ideas, explore business tools and find the needed inspiration to bring their projects to succeed in this competitive economy. It is structured in three main events: the Explorers Bootcamp – an intensive leadership training coordinated by the Portuguese Navy Marine Corps -, the Explorers Toolbox (provides access to all the business tools and solutions that entrepreneurs need) and the unique Explorers Conference. The goal is to explore several different topics like product development, service design, lean startup, design thinking, and innovative technologies from international startups, investors, scientists, explorers, among others. The event will gather those who are considered the new explorers – mentors, professionals and entrepreneurs from several parts of the world. It will also have one of the greatest surfers of all times, Garry McNamara – who surfed the world’s biggest wave, in Nazaré. More information at www.explorersfestival.com. Register at <http://www.explorersfestival.com/tickets>

Para mais informações e confirmações de presença:

Sofia Ribeiro Curado

sofia.curado@beta-i.pt

Cell: +351 91 681 0088