

JOSÉ DE MELLO

GROW

connect & accelerate





# Welcome to Grow

**Grow connects startups with José de Mello Group companies in win-win partnerships**

**Through the access to our infrastructure and people, startups have the opportunity to test their solutions in the real market and accelerate their businesses**

**At the same time, we get first-hand access to new ideas and challenge our business models**



***“We believe that in business you may have a **great idea**, or even a very well thought out business plan, but if you don’t test it in the real world your chances of success will be low. That is why José de Mello launched Grow, an initiative that aims to support and nurture the early stages of your business”***

**Vasco de Mello**

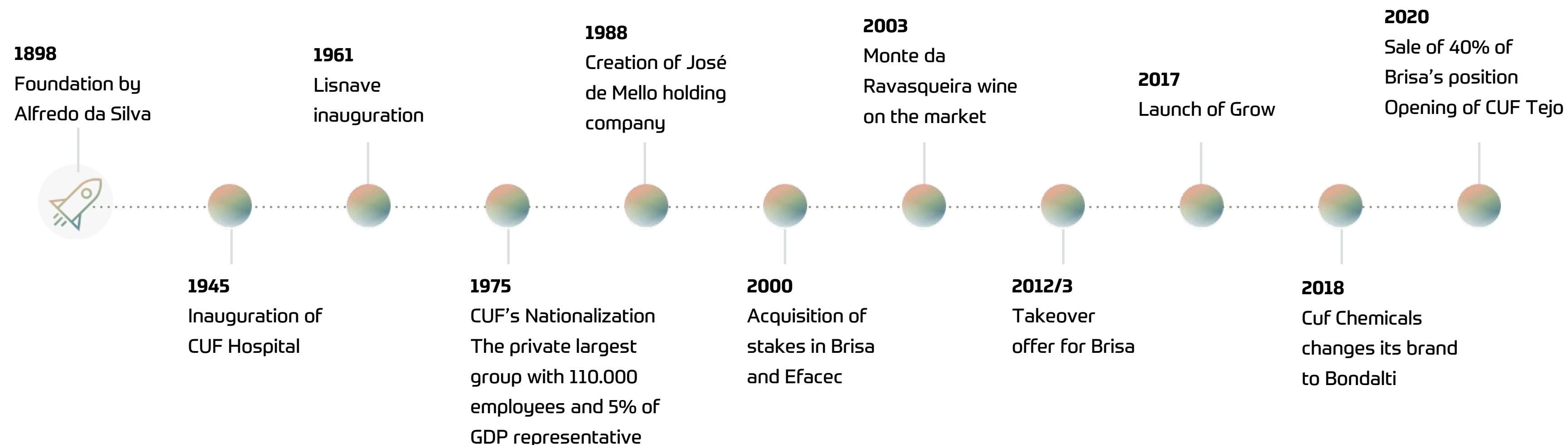
[Chairman of José de Mello]



# José de Mello is one of the largest and most diversified Portuguese economic groups

**José de Mello is a family owned Portuguese Group that assumes innovation as a core value and a key driver for its success**

- Presents a turnover of **€ 1.3B**
- Total assets under management of **€ 3.2B**
- More than **8.500 employees**
- **120 years** of experience



**HEALTH**



**MOBILITY**



**INDUSTRY**



**SENIOR  
HOMECARE**



**WINE**





# José de Mello is market leader in the fields of chemicals health and mobility



## Chemicals

Largest Portuguese operator in the chemical industry with proprietary technology and a strong commitment to sustainability



**#1** producer of industrial chemicals

**National leader** in water management and treatment and **reference in the national hydrogen value chain**

**€ 243M** Turnover<sup>1</sup>



## Health

Leader in the provision of private health care in Portugal with more than 75 years of experience



**#1** private health provider in Portugal

**18** private hospitals and clinics

**€ 534M** Turnover<sup>1</sup>



## Mobility

International reference in the management and operation of motorways with a strong focus on technological innovation in the mobility area



**#1** private road operator in Portugal

**17** highways comprising **>1600 km** in concessions and strong positioning in the mobility sector

**€ 624,1M** Turnover<sup>1</sup>





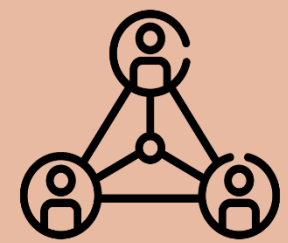
# Grow is José de Mello's startup initiative that puts together all companies in a symbiotic relationship



G R W	chemicals	powered by BONDALTI
G R W	health	powered by cuf
G R W	mobility	powered by Brisa
G R W	senior care	powered by JOSÉ DE MELLO RESIDÊNCIAS E SERVIÇOS

# Grow supports startups in their end-to-end development

## HOW?



**CONNECT**



**VALIDATE**

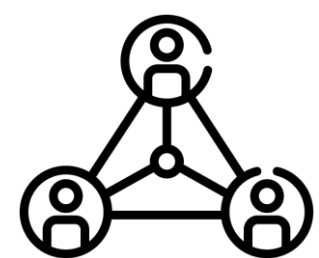


**PILOT**



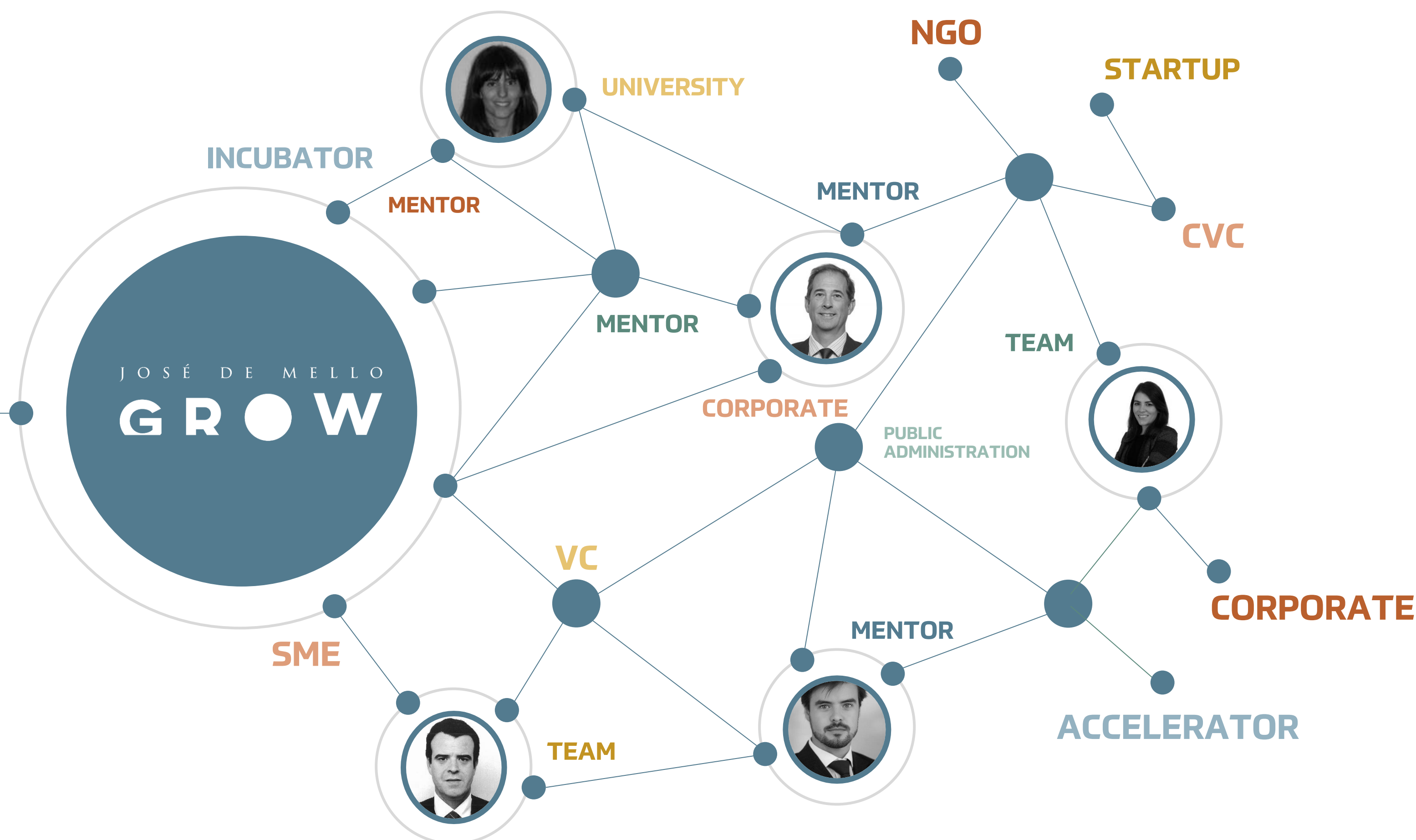
**BOOST**

[find out more in the next slides]



# CONNECT

Grow connects startups with a network of José de Mello's experts, mentors and key players of the Ecosystem



## Grow connects startups with...

- A dedicated Team
- Senior Mentors
- Sector and functional Experts
- External Networks in the Sector
- Key players of the Ecosystem



# VALIDATE

**Startups have the opportunity to validate their solutions and business models with José de Mello's people, by getting personal feedback on the readiness of their solution for real world implementation and actionable hints to make it better**



## **CALLS**

José de Mello teams are available to schedule calls with startups to meet the teams and their solutions, to help startups on the best management approaches or even to go deep into the expertise that the startups need on the fields of chemicals, health and mobility



## **SAMPLES**

José de Mello is available to provide samples, data or other kind of information for startups to work and test their solutions (within regulatory boundaries)



## **MEETINGS**

Startups have the opportunity to meet personally collaborators with the expertise that they need to validate their solutions and business models

## **What startups say about their experience with Grow...**



### **ProGrow**

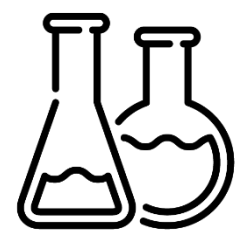
*"An excellent opportunity to validate proGrow's value in the chemical industry. Our thank you to the amazing Grow team"*



### **PeekMed**

*"The Grow initiative is a very fast and dynamic way of getting access to the resources of one of the largest Hospital groups' in Portugal, which turns to be a huge help for startups!"*





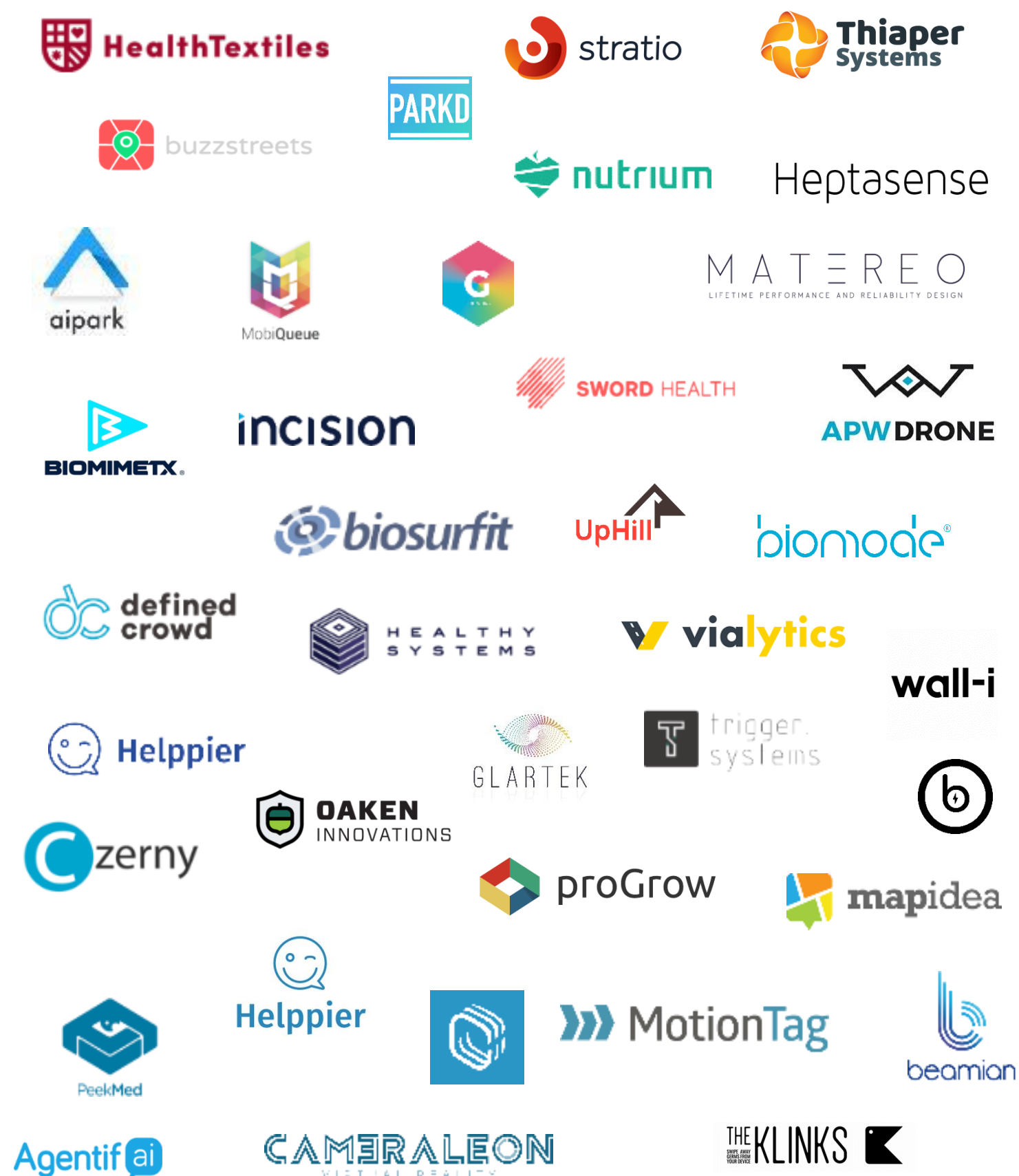
# PILOT

Grow gives startups access to José de Mello's infrastructure and people to run field-tests in real life situations

## WHERE STARTUPS CAN RUN PILOTS



## EXAMPLES OF STARTUPS



## WHAT STARTUPS SAY ABOUT THE EXPERIENCE



**Daniela Braga**

[Founder & CEO]

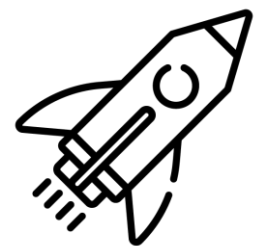
*"The success of this collaboration was in large part due to the professionalism shown by both parties. The knowledge sharing and synergies created allowed an overcome of the state of art and raise of the service quality"*



**Miguel Franco**

[VP of Business Development]

*"Grow allowed Stratio a real market approach, close to entities with whom the constant exchange of experiences and ideas allowed us to make, grow and mature our product"*



# BOOST

Startups may accelerate their growth with the benefit of additional credibility, relationships and mentoring



## REFERENCE CASE

Successful work with industry leaders will boost startups' market recognition



## NETWORK

José de Mello teams will help startups meet potential new partners and clients leveraging their networks



## MENTORSHIP

Grow has 33 Mentors, including Top Managers and Experts, willing to continuously challenge and support startups in their life journey

## THE MENTORS





# Grow Mentors are deeply committed to support startups



**André de Albuquerque**

*“Being a Grow Mentor allowed me to participate in the development of extraordinary companies. It has been great to be challenged and to be close to their evolution throughout the time”*



**Frederico Lobato de Melo**

*“The experience of mentoring is an opportunity to give back, but also to be engaged in a thriving ecosystem that challenges our own perceptions as managers”*



**Miguel Pacheco**

*“My experience has proven me that mentorship is a win-win situation: it has been a great opportunity to meet great business ideas and extraordinary people with great minds”*



**Zaida Dias**

*“My favorite part of being mentor has been seeing new companies to grow day by day and be conscious about the impact these new solutions will have on society soon”*

# Grow offers several benefits to José de Mello companies

## CHALLENGE THE BUSINESS MODELS



By embracing innovative solutions, José de Mello companies are constantly challenged to rethink their current business models

## INNOVATION FOR EVERYONE



Companies are able to provide increasingly more innovative solutions to their clients and employees

## CULTURAL SHIFT



Grow actively promotes the involvement of José de Mello's teams with startups to further enhance an internal culture of innovation

## OPPORTUNITY TO CONTRIBUTE TO THE ECONOMY



By supporting the rise and development of new businesses, Grow is contributing to the Portuguese Economy development

## VALUE CREATION



Through the collaboration with startups, José de Mello is able to drive change in their sectors and achieve continuous business growth



# Grow has a leadership team across the main areas of the Group



**BERNARDO  
BARROS**



**BRUNO TAVARES**



**CAETANA G. LEAL**



**DANIEL AMARAL**



**EDUARDO RAMOS**



**GUILHERME  
MAGALHÃES**



**INÊS RIBEIRO**



**JOÃO DE MELLO**



**JOÃO MIL-HOMENS**



**LUÍS B. GOES**



**MARTA BENTO**



**MICAELA P. CABRAL**



**NUNO CADIMA**



**PEDRO ROCHA E  
MELO**



**TERESA SOUSA**

# LET'S GROW TOGETHER!

JOSÉ DE MELLO  
**G R O W**

**Visit our website**

[grow.josedemello.pt](http://grow.josedemello.pt)

**Contact us**

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