

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]



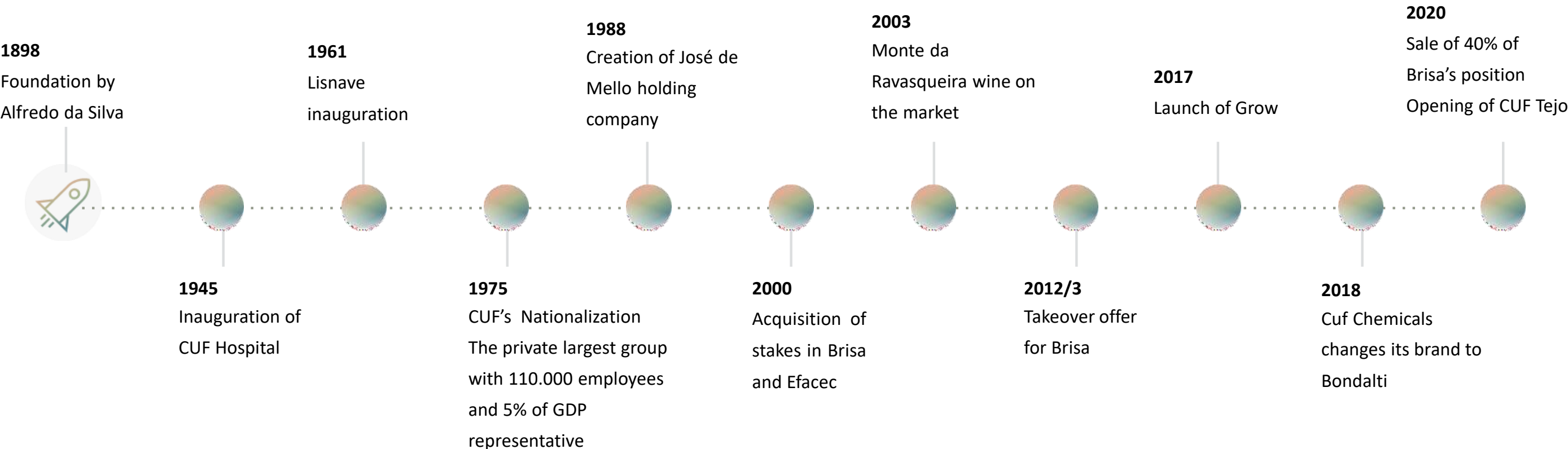
José de Mello is one of the largest and most diversified Portuguese economic groups



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 **€ 1.3 B**
- Total assets under management of **€ 2.5B**
- More than **14.000 employees** (including service providers)
- **120 years** of experience

HEALTH	
MOBILITY	
INDUSTRY	
SENIOR HOMECARE	
WINE	

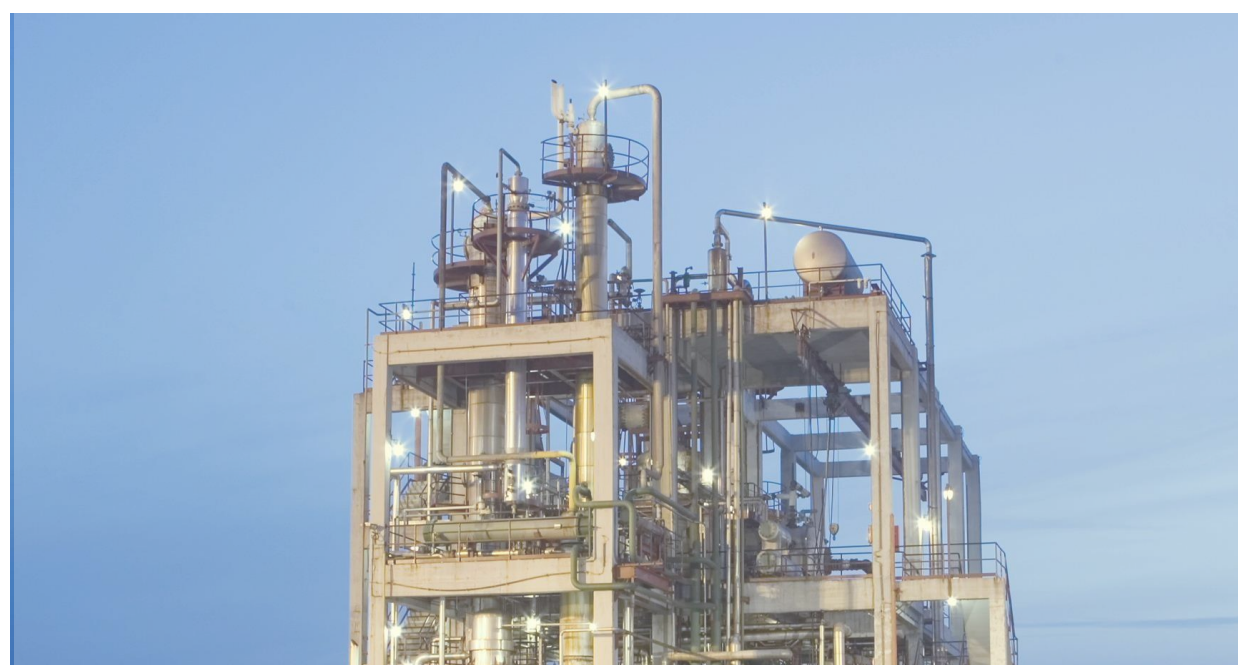


José de Mello is market leader in the fields of chemicals health and mobility



Chemicals

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



#1 producer of industrial chemicals

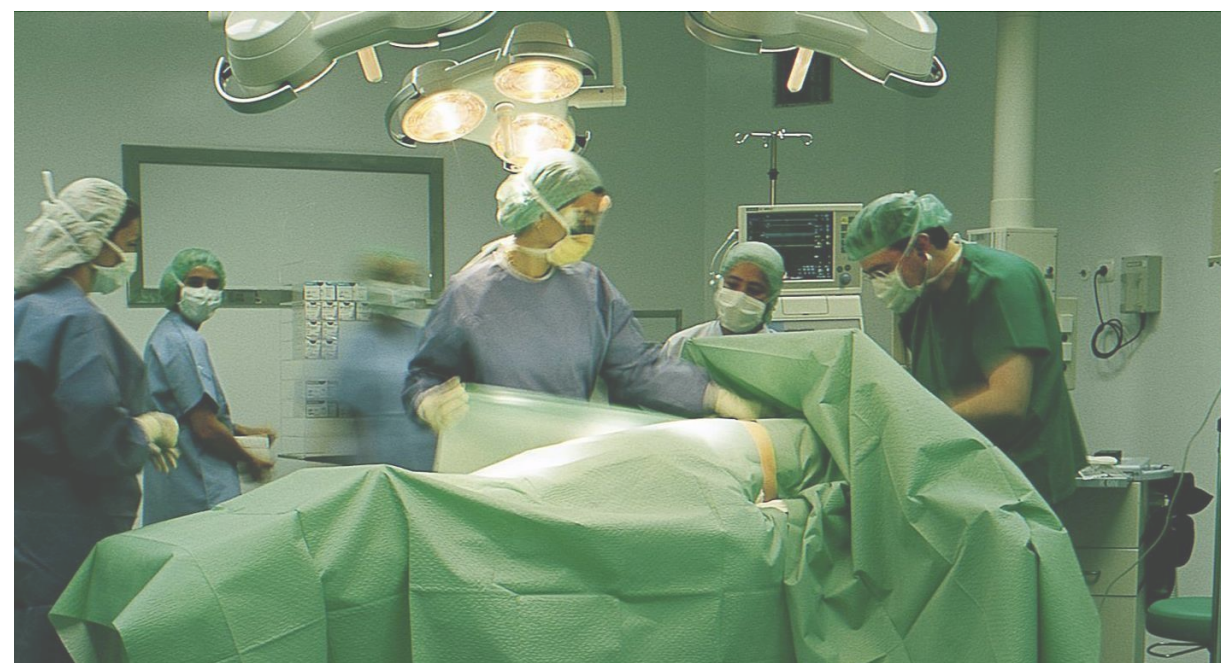
National leader in water management and treatment and **reference in the national hydrogen value chain**

€ 609M Turnover¹

BONDALTI

Health

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



#1 private health provider in Portugal

24 private hospitals and clinics

€ 636M Turnover¹

cuf

Mobility

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



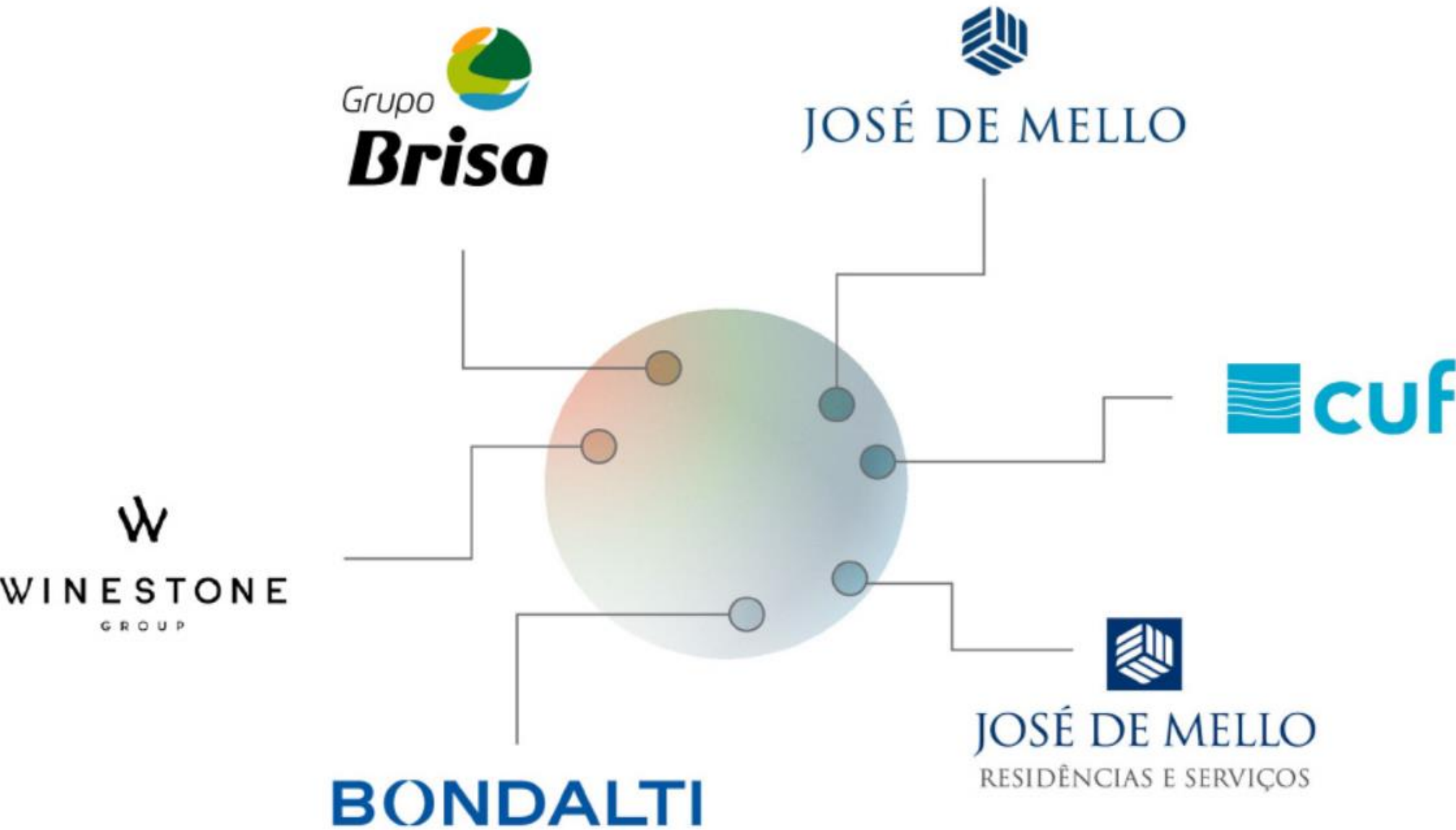
#1 private road operator in Portugal

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

€ 852M Turnover¹

Grupo **Brisa**

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**

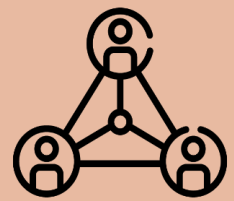
G R W
mobility
powered by **Grupo Brisa**

G R W
senior care
powered by **JOSÉ DE MELLO RESIDÊNCIAS E SERVIÇOS**

G R W
wine
powered by **WINESTONE GROUP**

Grow supports startups in their end-to-end development

HOW?



CONNECT



VALIDATE

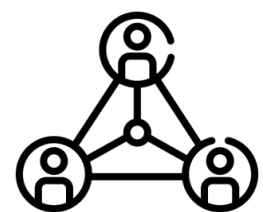


PILOT



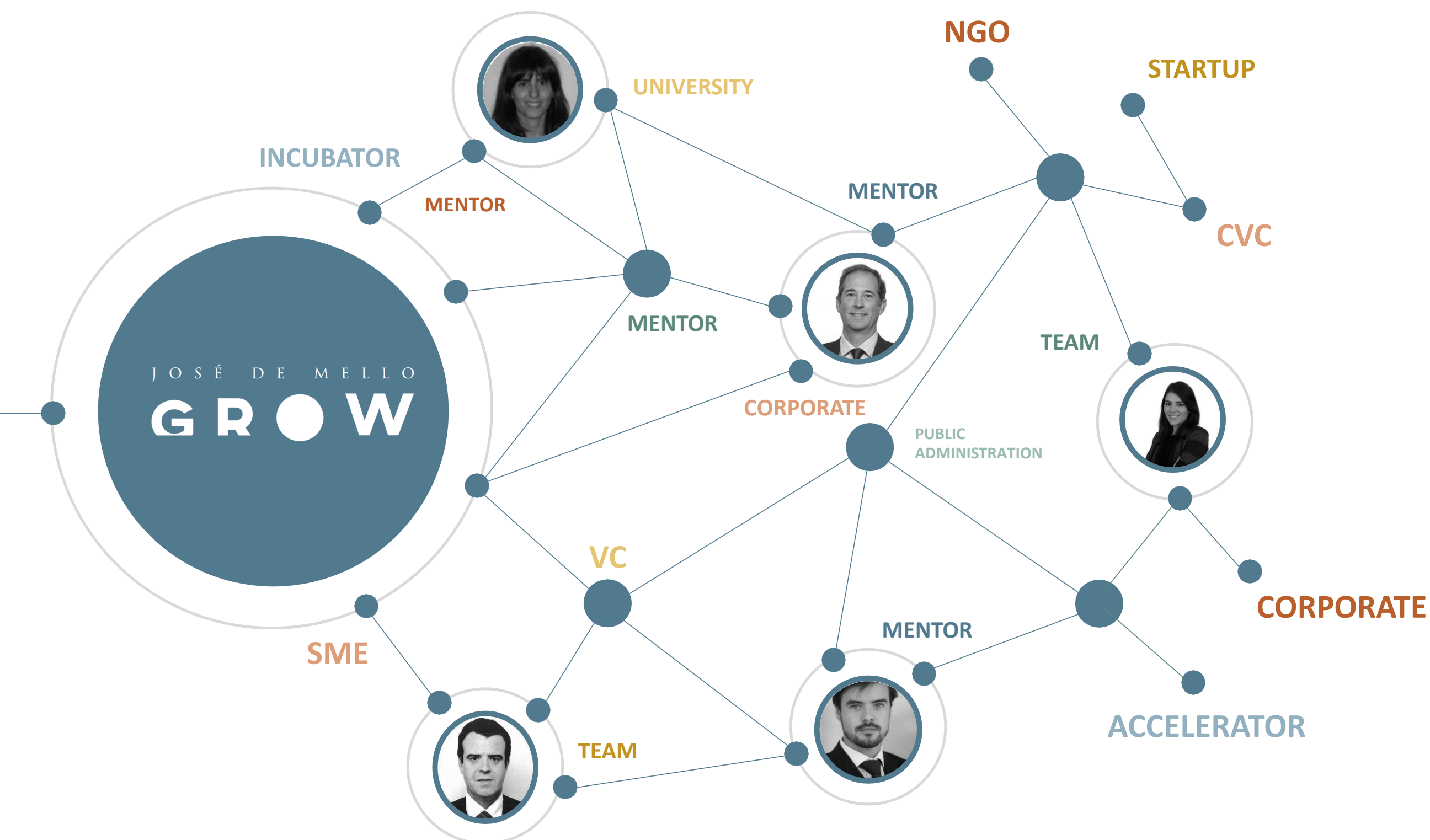
BOOST

[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

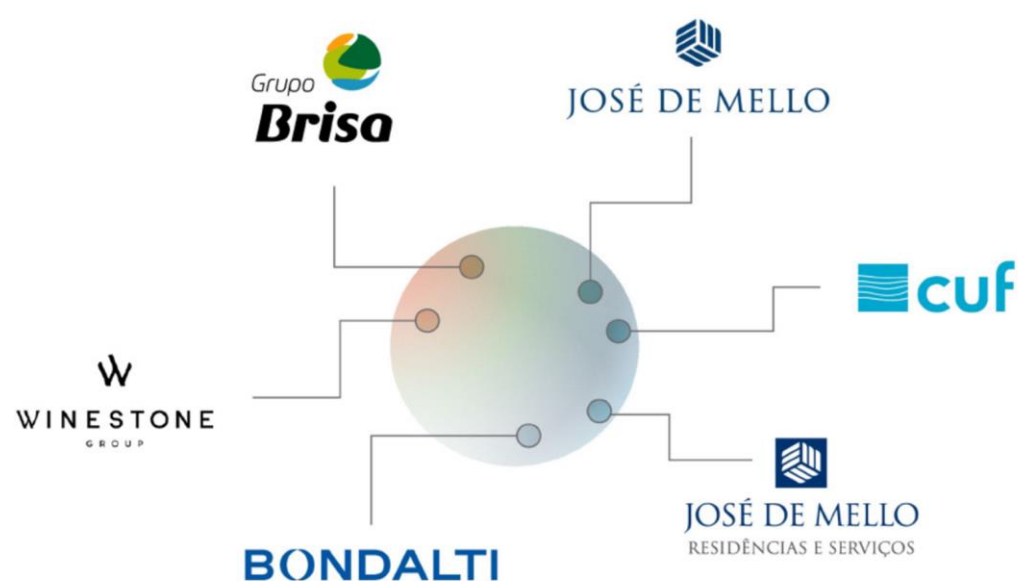
"The Grow initiative is a very fast and dynamic way of getting access to the resources of one of the largest Hospital groups' in Portugal, which turns to be a huge help for startups!"



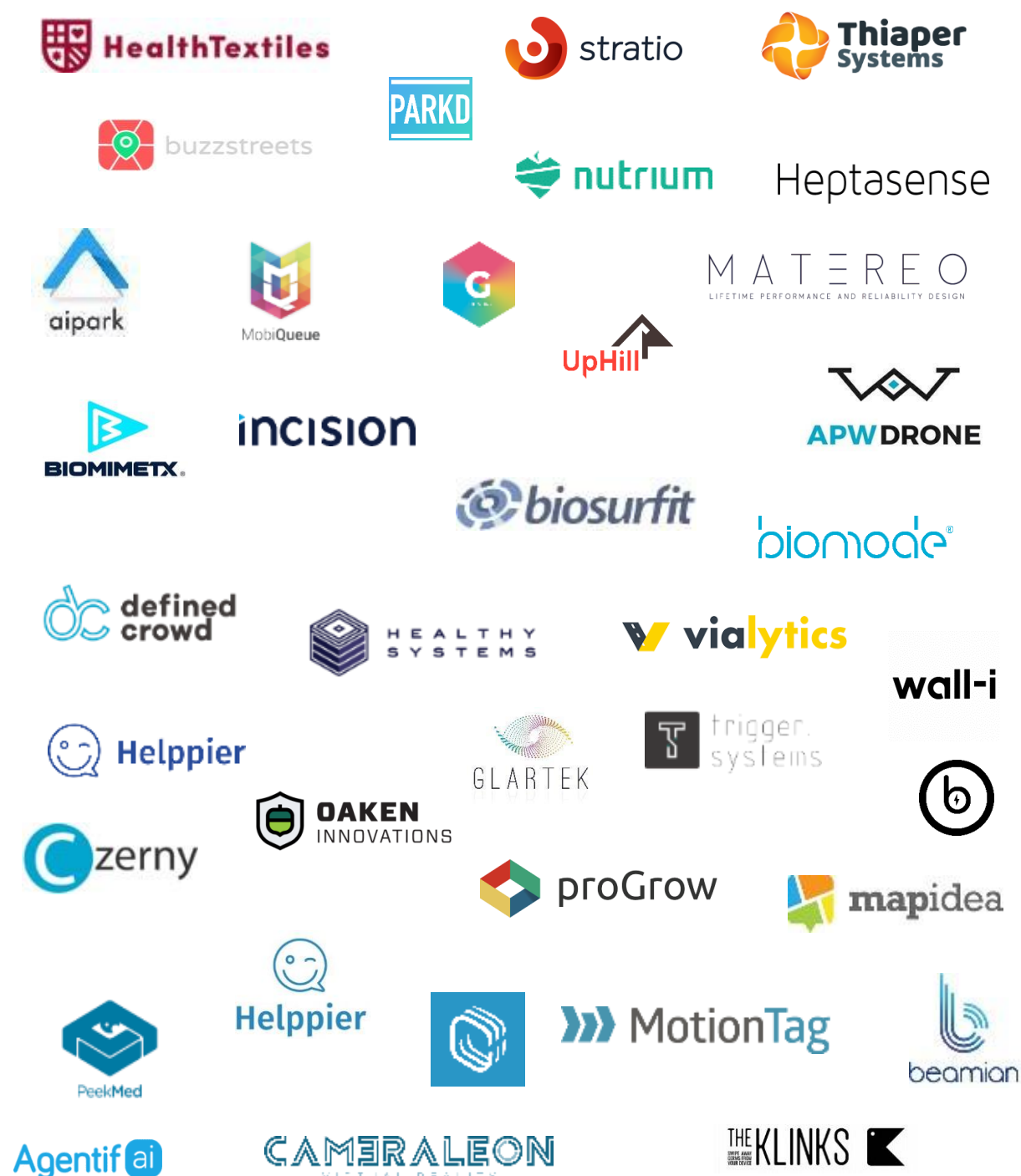
PILOT

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



BONDALTI

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"



Grupo **Brisa**

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"




JOSÉ DE MELLO

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"



 **cuf**

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"

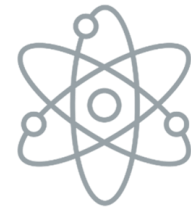
Grow offers several benefits to José de Mello companies

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



NÉLIO MARQUES



BERNARDO BARROS



BRUNO TAVARES



TERESA M. CARDOSO



GONÇALO RIBEIRINHO



RICARDO VIEGAS



EDUARDO RAMOS



GUILHERME MAGALHÃES



PATRÍCIA RODRIGUES



JOÃO DE MELLO



PAULA BRITO E SILVA



JOÃO MIL-HOMENS



PEDRO PEREIRA GONÇALVES



CATARINA MOREIRA



MICAELA P. CABRAL



MIGUEL AGUIAR



NUNO CADIMA



PEDRO ROCHA E
MELO



JOANA CUNHA



TERESA MARQUES

LET'S GROW TOGETHER!

Visit our website

grow.josedemello.pt

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G R O W

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