

NEST

TOURISM INNOVATION CENTER
PORTUGAL



i. e. to drive the
Future of Tourism

A graphic illustration featuring two black robotic hands positioned to form a heart shape. The hands are stylized with white outlines and red accents, including circular joints and rectangular segments. The word "BEING" is written in a bold, red, sans-serif font in the center of the heart. The background is a light gray gradient.

BEING

e^x

i.e. to lead the
digital transition

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MISSION

To promote innovation and technology adoption in the sector's value chain, supporting the development of new business ideas, projects experimentation, and capacitate entrepreneurs in the transition to the digital economy.

From Mission Letter, signed off by the Founders on the 24th September 2018

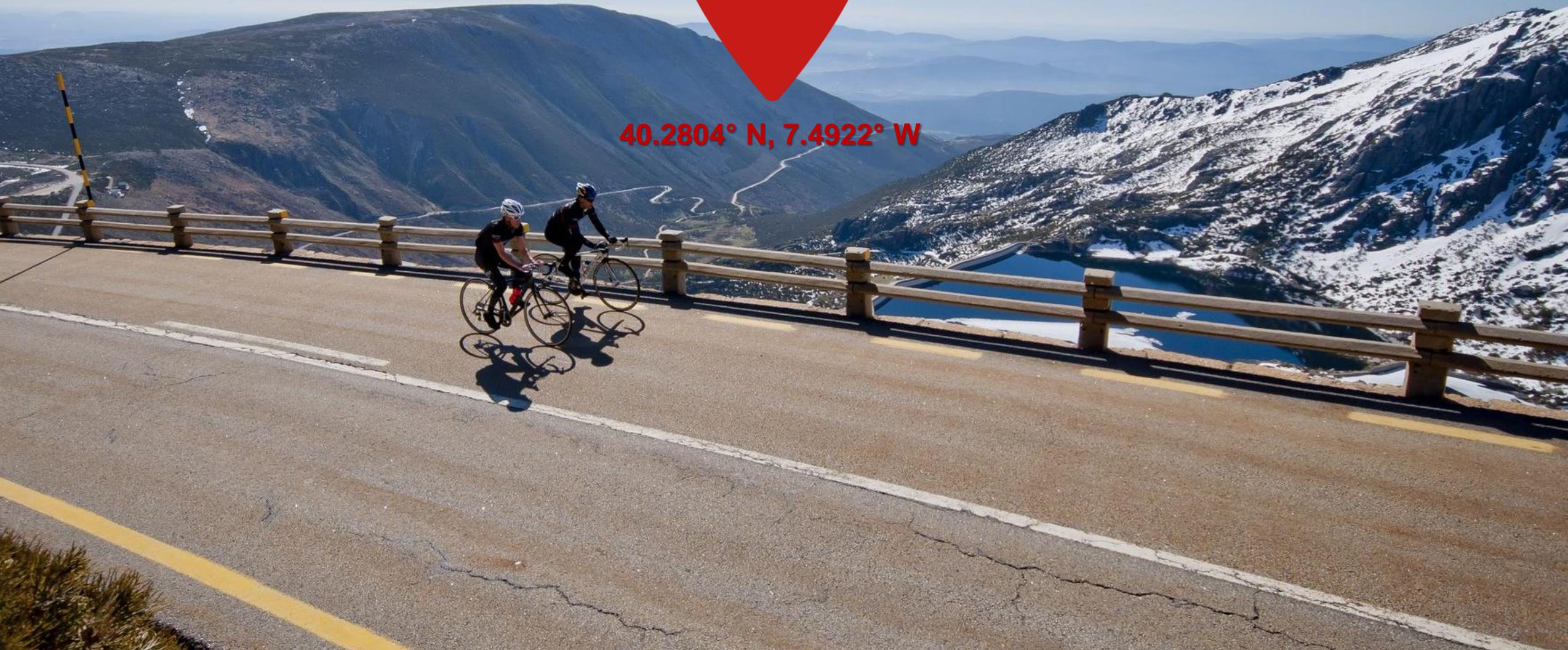


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40.2804° N, 7.4922° W

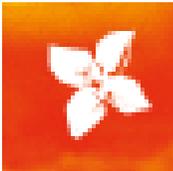


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ANZ Aeroportos
de Portugal

VINCI AIRPORTS

 **BPI**

 **VIA
VERDE**
Anda consigo.

Google

 **Microsoft**

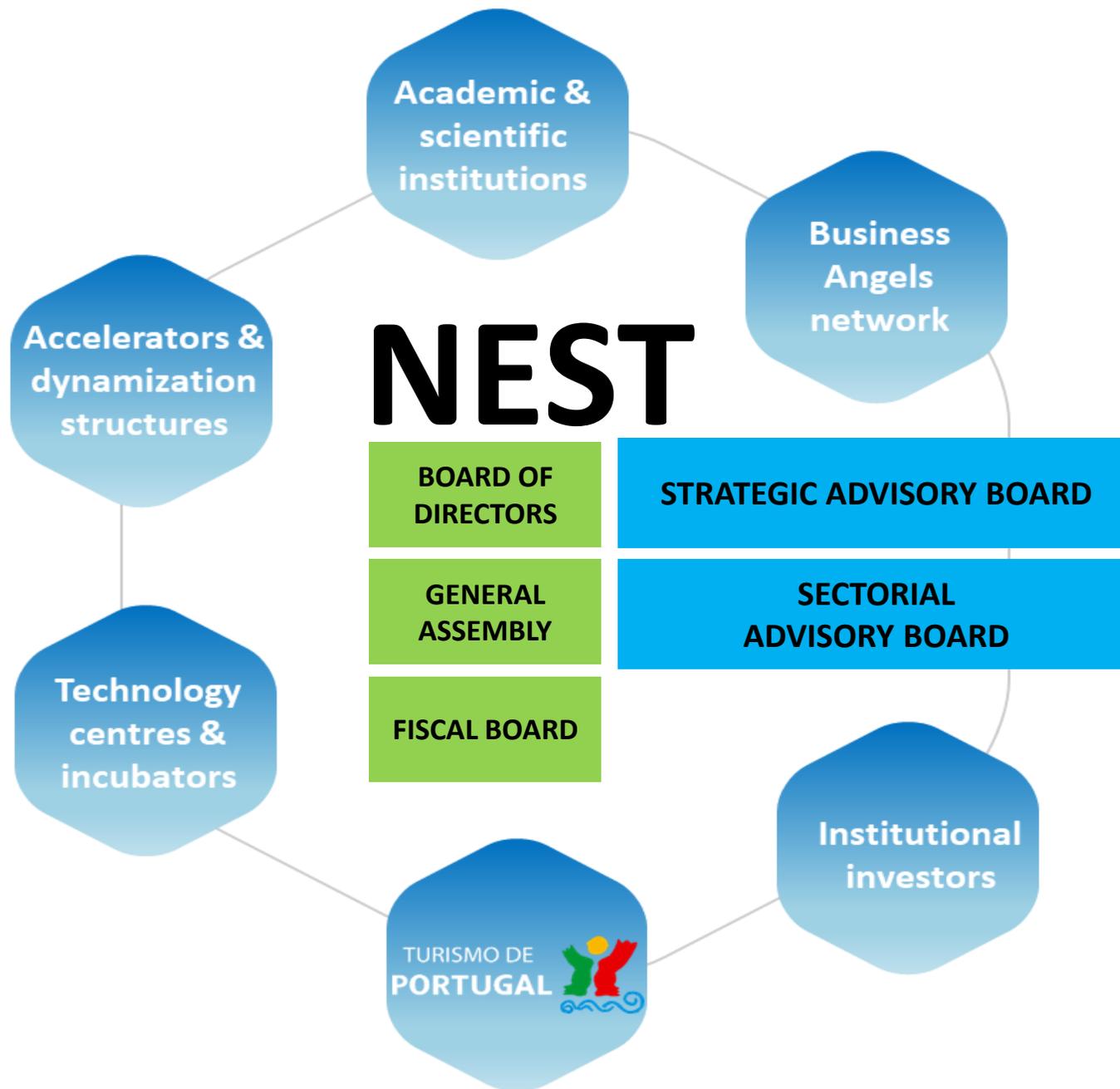
Millennium
bcp

NOS

TURISMO DE
PORTUGAL 

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SEAMLESS EXPERIENCE



SUSTAINABLE SOLUTIONS



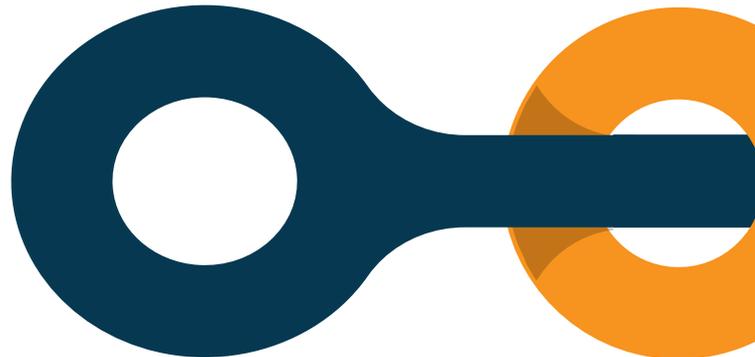
BIG DATA & ANALYTICS



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EMBRACE



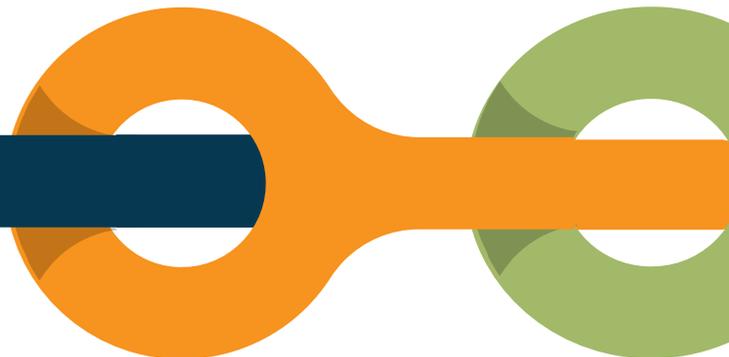
**Innovation
Culture**

GLOBAL / LOCAL TRENDS

INDUSTRY INSIGHTS

DIGITAL MATURITY

DECODE

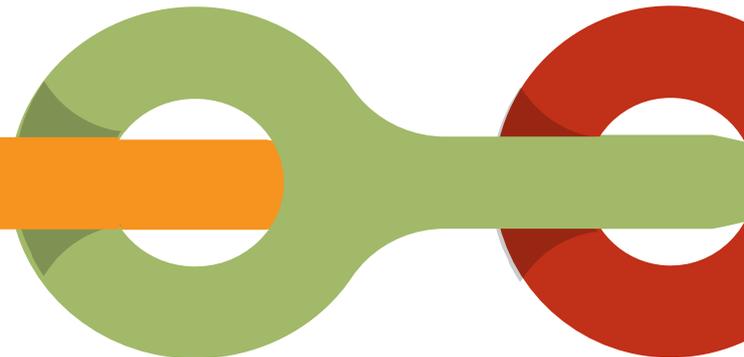


**Digital
Capacitation**

ADOPTION DIGITAL SOLUTIONS

NETWORK MATCHING

CRAFT



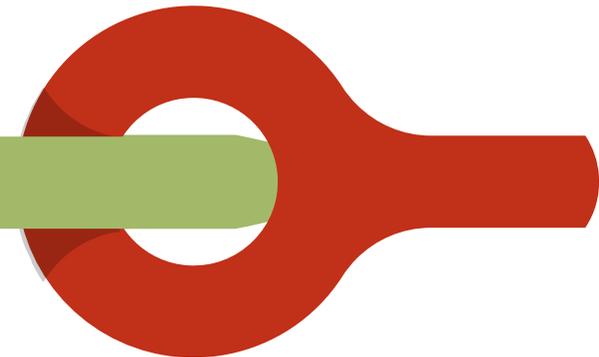
**Innovation
Projects & Pilots**

FOUNDERS CAPABILITIES

LIVING LABS

SHARING OF PRACTICAL KNOWLEDGE

EXCHANGE



**Promote
Solutions**

GLOBAL BENCHMARKING

GLOBAL COLLABORATIONS

PROJECTION OF PORTUGUESE COMPANIES



Industry Calls

Calls on strategic and transformational themes

- Startups, founders
- Quarterly (June 2019)



Global Leaders

Inspiration from worldwide references on innovation

- Industry Leaders
- Annual



Knowledge Actors

360° immersion on capabilities: product dev., marketing, supply chain, internationalization, etc

- All tourism segments
- Semester



Think Tanks

Segmented immersion on barriers and opportunities, followed by brainstorm

- Specific industry segments
- Bi-monthly

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DIGITAL CAPACITATION



E-LEARNING

@ website: academy with tailor made content, developed by partner schools (Tourism, Nova SBE, ISCTE, etc) and agencies

- Startups, employees
- Always on



MATCHING

@ website: market place for solution providers, matching tool of Industry needs vs startup solutions

- Startups, Companies
- Always on



Uni Program

Designed lecture module "Tourism Innovation Lead Edge" for partner schools

- Schools, Students
- School period

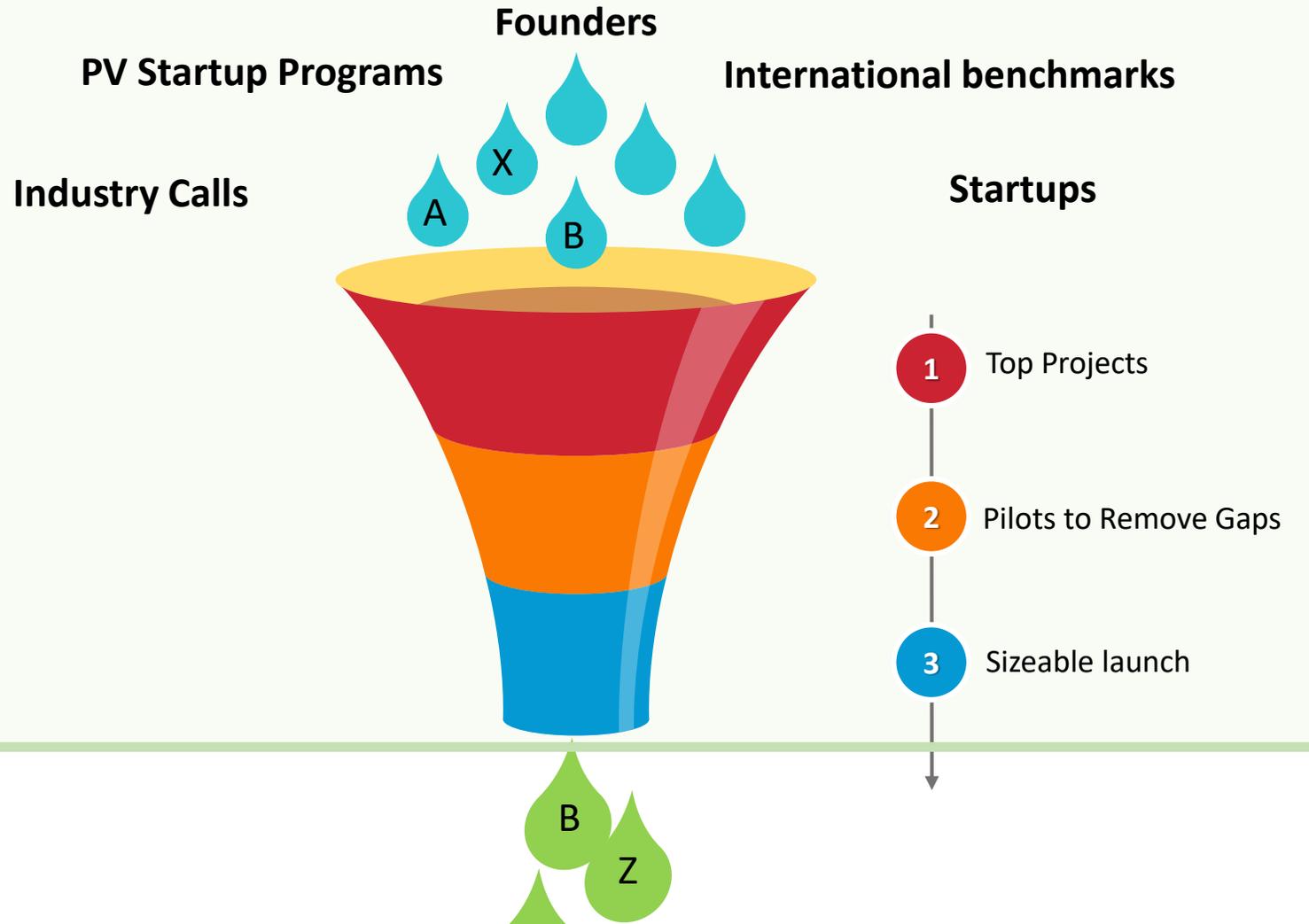
INNOVATION PROJECTS & PILOTS



GO TO MARKET

Living Lab approach with full continuous support – from mentoring to financial - on highly strategic projects.

- Founders, Best in Class Startups
- Always on



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Global Net TICS

Continuous exchange of knowledge; international database of startups / solutions; innovation mixers

- Founders, best in class startups
- Always on



Going International

Startups @ most relevant gatherings for Tourism and I&T; go to international pitches

- Best in Class Startups
- Annual

PROMOTE SOLUTIONS

Innovate Israel



**“The illiterate of the 21st century
will be those who cannot learn,
unlearn, and relearn.”**

Alvin Toffler



Obrigado!



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