



2026 Acceleration Event

Funding:



Social investors:

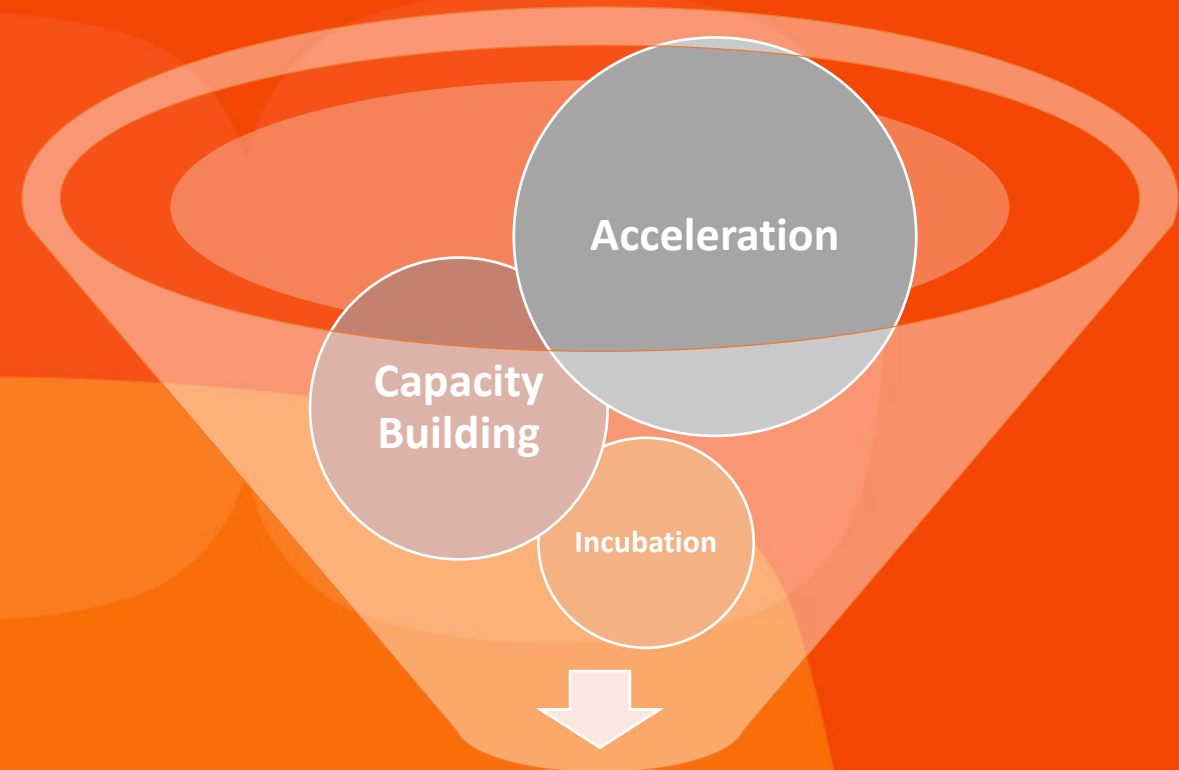


Partnership:



In Portugal's Centro Region—where population ageing is accelerating and age remains the most discriminatory barrier to employment — Factor C'idade addresses the underuse of 50+ talent by converting this demographic pressure into innovation, new businesses and civic initiatives, aligned with RIS3 Centro (Health & Wellbeing) and active-ageing, inclusion and lifelong-learning policies.

Fator C'idade is establishing Coimbra's first incubator dedicated to senior and impact entrepreneurship - combining acceleration, capacity-building, and incubation with mentoring, networking, and a strong partner ecosystem - to unlock 50+ talent, co-create intergenerational ventures, and scale solutions for active, healthy ageing and the longevity economy.



BENEFICIARIES

People aged 50+ who want to turn an idea into a business — **senior entrepreneurship**

Anyone, regardless of age, interested in promoting a social project that contributes to **active and healthy ageing**

Entrepreneurs who already run a business, or wish to create one and **target it to older adults (50+)** — the **longevity economy**



1 day

Acceleration

- Practical training
- Specialized mentoring
- Pitch
- Networking



5 weeks

Capacity Building

- In-person sessions
- Thematic webinars
- Content available through Moodle platform
- Individualized mentoring
- Office-hours
- Demo Day



6 months

Incubation

- Monthly training plan
- Visibility
- Individualized mentoring
- Networking events
- Graduation Day

ACCELERATION

One-day collaborative event with participants from diverse backgrounds, ages, and profiles within the three categories mentioned above.

This Acceleration Event is **open to individuals or organizations** who wish to **develop an innovative solution, social initiative, or business idea** and who are interested in **receiving support from experienced trainers and mentors** in a **positive and collaborative environment** to test their ideas and structure their businesses/initiatives, enabling them to make more informed and competent decisions.

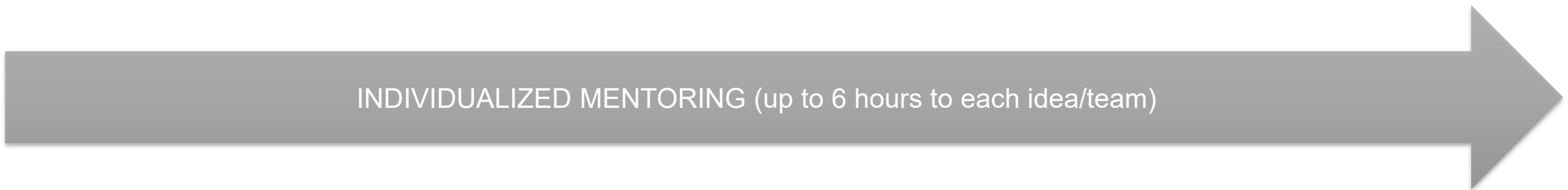
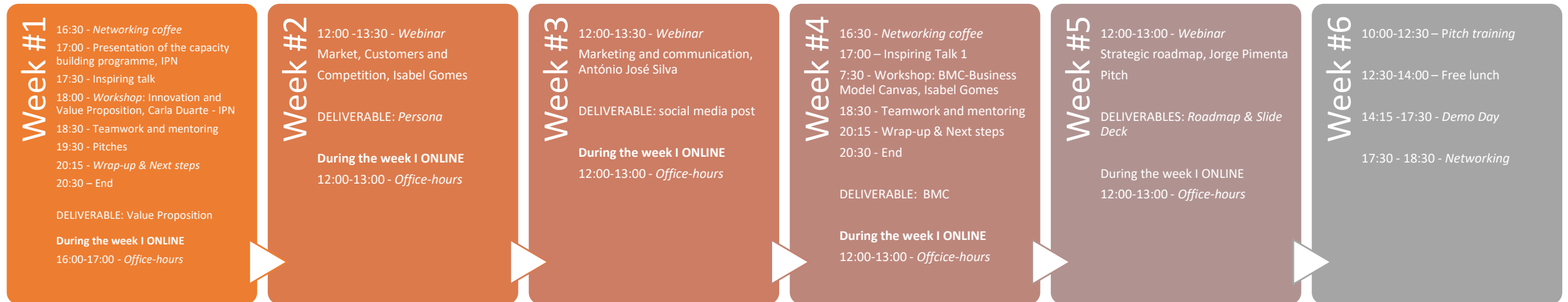
The session includes 3 **thematic workshops** (problems & solutions, clients & business models, pitch) to help structure the ideas, **inspirational roundtables and talks**, support from **mentors, networking** and a final presentation of **1-minute pitches**, with constructive feedback panel, from the social investors and funding entity.



CAPACITY BUILDING

The **capacity building programme** is equivalent to **50 hours of training** and, upon completion with 80% attendance and fulfillment of the planned tasks, entitles the participant to a **professional training certificate of participation**.

Includes: in-person sessions, thematic webinars, content available through Moodle platform, individualized mentoring, office-hours and a Demo Day.



14h35 Abertura
14h38 Destralhe.pt
14h35 Proloc
14h40 Intimo Colorida
14h45 Feedback
14h50 Reformers
15h05 BemStart
15h10 NEXT Lab
15h15 Universidade 50+
15h20 Feedback
15h35 Menostart
15h40 Ninho de Aventuras
15h45 Umjar
15h50 Projetos com Arduino

15h55 Feedback
16h15 Coffee break
16h30 Entre sonhos e palcos
16h35 CleanPlanet
16h40 Tipograficamente
16h45 Vint'Ajudar
16h50 Feedback
17h10 Wiser Birds
17h15 River House
17h20 RaVive
17h25 CirculArts
17h40 Feedback
17h45 Encerramento
18h00 Networking



Demo Day
14/05/2025



INCUBATION

6 months of physical or virtual **incubation** at **Co-Work O Pátio**, a co-working facility from the Municipality of Coimbra.

Ongoing training plan - 1 webinar/month: legal, tax and accounting issues related to the creation of companies or non-profit entities; business plan; marketing; financing strategy; strategic roadmap, or others depending on the themes of the participating projects, and specific needs identified

Visibility, dissemination/promotion @[CoimbraColectiva](https://www.instagram.com/CoimbraColectiva)

Individualized mentoring for monitoring, validating, feedback, guidance and improving participating projects

Networking events to enhance contact networks and partnership opportunities





SUCCESS STORIES & NEXT STEPS

SUCCESS STORIES

Partnership: we received the *2025 Award for Best Practices in Active and Healthy Aging in the Centro Region*

Incubatees: from the 14 success stories, we selected 3, accordingly to the 3 categories of beneficiaries

- Innovative services for longevity: *Ana Rita and the Decluttering Team free Coimbra from the clutter that hinders it*
- Social initiatives for active and healthy aging: *Collaborative art to combat isolation and bring life to the Baixa*
- 50+ entrepreneurs: *At 51, I decided to turn to a blank page*

NEXT STEPS

- The Factor C'idade **model is scalable and adaptable** to other territories. Its hybrid structure (in-person and digital), with training resources available in an online format, allows for easy replication and the creation of economies of scale.
- The methodology based on collaborative events, like those that inspired the project, can be **applied in different regional and even international contexts**, maintaining the focus on valuing seniority as an innovation asset.
- By emphasizing **institutional partnerships**, we prove that investing in seniority generates measurable social and economic returns, fueled by real stories of achievement.



We want to share Fator C'idade with you. Get in touch!



fatorcidade.pt



fatorcidade@ipn.pt



[instagram.com/fatorcidade](https://www.instagram.com/fatorcidade)



[linkedin.com/company/fatorcidade](https://www.linkedin.com/company/fatorcidade)



[facebook.com/fatorcidade](https://www.facebook.com/fatorcidade)



IPN



ipn.pt



jpimenta@ipn.pt



Coimbra PT