

# Coaching 4.0.

Supporting business models  
for the digital transition

**STAR'UP\_PME**

Start smart.



## Coaching 4.0.

### Intervention areas

An incentive in the form of vouchers to boost the technology component of companies. Fostering the integration of technology in companies by supporting the development of processes and organizational skills that drive the digital transformation of the business model.

### Location

Mainland Portugal, including autonomous regions Madeira and Azores.

### Financing Rate

For projects up to €10,000, support is 75% grant - 25% company participation.

### Minimum and maximum investment amounts

These vouchers are expected to support around 4,000 companies, pointing to an average amount of €10,000 per supported company.

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### Eligible entities

Small and medium-sized enterprises (SMEs).

### Eligible expenses

- Social media management and ad management;
- Digital marketing plan;
- Website/online store construction;
- Content creation and SEO optimization;
- E-mail Marketing and Automation;
- Consulting and development of Digital Maturity;
- Acquisition of new software for internal implementation;
- Brand development and digital maturity;
- Development of new functionalities.

### Target audience

Coaching 4.0 is specifically aimed at Portuguese small and medium-sized enterprises (SMEs), its objective being to increase their competitiveness and resilience in the face of future challenges through digitalization.

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