



Internationalization via E-Commerce

STARUP PME
Start smart.



Areas of intervention



This measure aims to support individual SME projects that, supported in detailed action plans, induce the concretisation of digital internationalization strategies based on the implementation of technologies and processes associated with Industry 4.0, that configure adjustments to international business models, annulling geographical barriers and introducing changes in the relationship between the various actors in the value chain, as well as with the client.

Location

Mainland Portugal, including the autonomous regions of Madeira and Azores.

Financing Rate

The incentive to be granted under this program takes the form of a non-refundable incentive, calculated by applying to eligible expenses a rate of 50%.

Minimum and maximum investment amounts

Within the scope of this program the following minimum and maximum thresholds of eligible costs are established:

- **€ 10.000** and **€ 25.000**, for projects under the "New Exporting Companies" typology;
- **€ 25.000** and **€ 85.000**, for projects under the "More Markets" typology.

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Eligible Entities

SMEs of any nature or under any legal form are eligible under this Call.

Note: *The final beneficiary must have a positive net situation in the complete fiscal year preceding the year of the application, and it is mandatory to submit the Simplified Business Information (IES) for that year.*

Eligible costs

Eligible expenses are considered to be:

1) Purchase of equipment and software directly related to the implementation of the project;

2) Expenses related to the acquisition of services from third parties related to:

a) Design and implementation of strategies applied to digital channels for managing markets, channels, products or customer segments;

b) User-Centered Design (UX): design, implementation and optimization of digital strategies centered on customer experience that maximize their attraction, interaction and conversion;

c) Design, implementation, optimisation of Web Content Management (WCM), Campaign Management, Customer Relationship Management and E-commerce platforms;

d) Creation of own online shops, registration and optimisation of presence in electronic marketplaces, including subscription costs and membership fees for the duration of the project;

e) Search Engine Optimization (SEO) and Search Engine Advertising (SEA): improvement of the presence and ranking of e-commerce sites in search results, in search engines, by keywords relevant to the notoriety and traffic of each site;

f) Social Media Marketing: design, implementation and optimization of presence and interaction with customers via social networks;

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g) Content Marketing: creation and distribution of digital content (short text, long text, images, animations or videos) aimed at capturing the attention and attracting target customers to the offers marketed by the company;

h) Display Advertising: placement of advertisements to the company's offer on third party sites, including search engine results pages;

i) Mobile Marketing: translation of the strategies inscribed in the previous points for visualization and interaction of clients on mobile devices, namely smartphones and tablets;

j) Business Intelligence and Web Analytics: collection, processing, analysis and visualization of large volumes of data generated from customer navigation and interaction in a digital environment in order to identify patterns, correlations and relevant knowledge to strengthen management and decision-making processes;

3. Technical staff costs directly allocated to the implementation of the project;

Note: *Other investment expenses in complementary activities to the above mentioned ones may also be considered eligible, to be approved on a case-by-case basis, provided that their relevance to project development is demonstrated.*

Target Audience

This measure that aims at the achievement of digital internationalization strategies based on the implementation of technologies and processes associated with digital technologies that configure adjustments to international business models, canceling geographical barriers and introducing changes in the relationship between the various actors in the value chain, as well as with the client.

The projects must integrate the direct presence in online channels, namely the creation of own online shops and/or adhesion to marketplaces, as well as the development of online promotion campaigns.

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