



PRR Azores AAB – Accelerate Azores Brand

STAR'UPME

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Areas of Intervention

Under this CAA, investment projects can be supported for the organisation of face-to-face events, online platforms or hybrid events (face-to-face and online), which aim to adapt and integrate companies' digital technologies and which:

- a) Promote networking and the exchange of knowledge between Azorean companies and suppliers of technological solutions, tools and innovative methodologies.
- b) Facilitate access by Azorean companies to new technologies and market trends, enabling them to speed up business processes and gain a competitive edge.
- c) Encourage the adoption of good practices and efficient processes in the regional business fabric, helping to increase productivity and the quality of the products and services offered.

Geographical Area

The investment projects to be supported under this Notice must be developed in the territory of the Autonomous Region of the Azores.

Financing rate

For private entities, the rates are defined according to the size of the company, namely:

- 50 per cent for large companies;
- 60% for medium-sized companies;
- 70% for micro and small companies.

For **public entities**, a single rate of 100 per cent is applied

Minimum and Maximum Support

The maximum support per application varies according to the event and its duration, and is limited as follows:

- a) For exclusively online events up to €5,000.00;
- b) For face-to-face events, including hybrid events lasting one day, up to €15,000.00;
- c) For face-to-face events, including hybrid events lasting 2 or more days, up to €25,000.00.

Minimum investment

2.500,00 €.

Eligible entities

Eligible entities are incubators belonging to the Azores Business Incubator Network (RIEA) and their respective managing bodies, and business associations or other associations relevant to the area covered by the project.

Eligible Expenses

Directly related to the execution of the event:

- a) Hire of premises for the event;
- b) Furniture hire;
- c) Construction or assembly of structures associated with the event, including accessibility;
- d) Hiring audiovisual services;
- e) Hiring catering services;

f) Hiring speakers and moderators;

g) Fees with event organisers.

h) Hiring other services directly associated with the organisation of events.

Promotion of the event

a) Communication campaigns;

b) Presence in the media;

c) Production of material and content promoting the event.

Other eligible expenses

a) Drafting, preparing and monitoring the application, up to a limit of €750.00;

b) Submission of payment request(s), up to a limit of €750.00.

Ineligible expenses

- a)** The beneficiary's normal operating costs, not provided for in the contracted investment, as well as maintenance and replacement costs, and costs related to periodic or continuous activities;
- b)** Cash payments;
- c)** Expenses paid under contracts made through intermediaries or consultants, where the amount to be paid is expressed as a percentage of the amount financed by the RRP or of the operation's eligible expenses;
- d)** Acquisition of goods in a state of use;
- e)** Value Added Tax (VAT), whether or not recoverable by the beneficiary;
- f)** Purchase of motor vehicles, aircraft and other transport equipment;
- g)** Interest and financial charges;
- h)** Working capital;
- i)** Purchase of real estate, including land;
- j)** Leases and rights to use premises;
- k)** Current advertising.

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+351 808 500 130



+351 211 451 532



+351 221 451 003



info@start-pme.com



www.start-pme.com

LISBOA Av. D. João II, Lote 1.07.2.1, Piso 0, 1990-096 Lisboa

PORTO Praça Mouzinho de Albuquerque Nº 113 , 5º Andar, 4100-359 Porto

BRAGA Avenida da Liberdade, Nº 615, 1º andar, 4710-251 Braga

PORTALEGRE Rua 1º de Maio, Nº 81, Loja E, Piso 1, 7300-205 Portalegre

FARO Campus da Penha, 8000-139, Faro

AÇORES Avenida D. João III, Nº33, fração GH/GI, 9500-789 Ponta Delgada

MADEIRA Rua das Mercês, 41, 9000-224 Funchal

RIO DE JANEIRO Praça XV de Novembro, Nº 20, 20010-010 Rio de Janeiro

SÃO PAULO Avenida Paulista, Nº 854, 10º andar, 01403-000 São Paulo

Start PME is a brand by
Equações Exhaustivas Lda.

NIF 517467836

Rua 1º de Maio, nº 81, Loja E,
Piso 1 7300-205 Portalegre

Sept. 2024