

# Grow faster and go farther, a profile of Shilling

*With #QVCS, Maddyne profiles different funds to give founders and entrepreneurs the information they need to choose the right investor. Today, we speak to Ricardo Jacinto, Managing Partner at Shilling.*

Temps de lecture : minute

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Back in 2011, Shilling was founded with a bold mission: to establish a new economy in Portugal. We started as angel investors, fueled by our own experiences as founders who have poured blood, sweat, and tears into building companies. This firsthand experience is why we understand exactly what our portfolio companies are going through.

Over the years, we've evolved and grown, now leading two major funds—the Shilling Founders Fund and the Shilling Opportunity Fund. As pioneering investors in the Portuguese ecosystem, we've always focused on driving sustainable economic growth by investing across diverse industries and disruptive technologies that are shaping the future.

## Which industries are you working in?

We believe in people and ideas, regardless of the industry. Our agnostic strategy drives us to invest in cutting-edge businesses and disruptive technologies that will shape the future. We are always on the lookout for groundbreaking ideas that have the potential to transform sectors like healthcare, consumer, climate, enterprise, Web 3, finance, real estate, cybersecurity, artificial intelligence (AI) and machine learning (ML).

## What do you look for in a founder?

When evaluating a founder, I look for several key qualities: grit, resilience, ambition, persuasion, and perseverance. A founder must have a clear understanding of the market and a great vision for its future, along with a strategic approach to achieving business goals. Additionally, a strong team with complementary skills and great drive is crucial. These attributes collectively ensure that the founder can navigate challenges, inspire their team, and effectively drive the company's growth and success.

## Can you talk about your current portfolio?

In our portfolio, you'll find highly technological and scalable ventures that are making a real difference. We love companies using tech to shake things up in important areas like healthcare, software, online shopping, and even cybersecurity. AI and ML are areas we're particularly excited about, and we're always looking for Fintech and Insurtech firms that are redefining the industry. We are very proud of all the businesses we've backed along the way, like Unbabel, Coverflex, Talka, Rows, Bizay, Casafari, and Kencko.

## What does the future look like?

I believe the future economic landscape will be transformed by advancements in healthcare, AI, and the evolving nature of work and societies. AI is revolutionizing industries with automation and data analysis, significantly impacting healthcare with breakthroughs in personalised medicine and diagnostics. The future of work is shifting towards remote models and new collaboration methods, fostering more flexible and digitally skilled societies.

At Shilling, we invest in innovative firms like Piper, Tucuvi, TL;DV, and

Deci, who are leading these transformative changes. By supporting these companies, we aim to contribute to a future where technology enhances both our professional and personal lives.

## What makes Shilling different?

At Shilling, our vision goes beyond just providing capital. When we invest in a company, they become part of our family. We operate on a profit-sharing model, where every founder we back becomes a co-owner of Shilling and receives profits. We're all in this together!

Our mission is about fostering a thriving community. With a network of over 200 remarkable entrepreneurs, we exchange ideas, learn from each other, and win together.

No matter where we invest, we want to leave a positive impact. We're all about building strong startup communities everywhere we go because when startups win, everyone wins!

## What one piece of advice would you give founders?

Push yourself, by believing in yourself! Sure, you'll hit a few obstacles along the way and there will be low moments. You might even fail but don't be afraid of any of this. This is normal for any startup. Powering through challenging times creates an opportunity to thrive.

Ricardo Jacinto is Managing Partner at *[Shilling](#)*.

