

# Vision and strategy

Where we are and where we want to be.

- Vision
- Strategy
- Purpose

# Vision

Our vision is to be one of the entities responsible to leverage Coimbra and Portugal Center's Region as innovation leader, building on smart and sustainable technological businesses.

# Strategy

To achieve Nest Collective vision, we invest in three main vectors:

- Expansion in terms of physical space and network;
- Business development activities, including customer acquisition;
- Credibility and notoriety building.

# Purpose

Our purpose on everyday tasks and activities is aiming to:

- Expand Nest Collective, both in terms of space and notoriety;
- Support the companies included on our collective achieving their goals in an efficient and sustainable way;
- Support Nest Collective community growing professionally;
- Boost Coimbra and Portugal Center's region as an european reference in innovation and technology.