

VALUE GENERATES HEALTH GENERATES WEALTH.

LONGEVITY, SUSTAINABILITY AND FORESTRY.
CONSULTING, PUBLIC AFFAIRS, BRAND AND INNOVATION.

10 SERVICE LINES. 38 NAMED DELIVERABLES.

-  LONGEVITY
-  SUSTAINABILITY AND FORESTRY
-  CONSULTING
-  PUBLIC AFFAIRS
-  BRAND AND INNOVATION



We treat health as the asset.

The health of people, and the health of land. We put it at the center of a project's business model and institutional plan.

VALUE

We assess the opportunity and define the concept, management structure and operating model.

HEALTH

We put care requirements and land management responsibilities into the project plan.

WEALTH

We prepare the financial case and investor materials, with the assumptions and risks stated.

SECTOR

Longevity

People. Care. Operations.
Put the care model inside the business model.

SECTOR

Sustainability and forestry

Land. Management. Continuity.
Give the land a management model.

CAPABILITY

Consulting

Plan. Model. Launch.
Make the case before the commitment.

CAPABILITY

Public affairs

Institutions. Evidence. Coordination.
Give institutions a project they can examine.

CAPABILITY

Brand and innovation

Identity. Content. Product.
Name it. Show it. Launch it.



The partners' record.

General Value has been registered in Portugal since 2013. Each figure here is credited to the partners and their earlier roles at other organizations, and none is a General Value result.

23

projects and organizations in the partners' record, each one named

Stephen Watson, José Miguel Medeiros, Luis Da Silva

USD 90 million

of project capital raised, approximately, for the planned Blue Zones Center in Miami. Stephen Watson led its development.

Stephen Watson

35,000+

patients in the Miami Institute for Age Management's record, a cumulative total. Stephen Watson co-founded the institute.

Stephen Watson

13,800 hectares

of forest land at FlorestGal in July 2020, when José Miguel Medeiros was President and CEO.

José Miguel Medeiros

72 years

of building and running ventures and organizations, the three partners combined: 27, 36 and 9 years.

Stephen Watson, José Miguel Medeiros, Luis Da Silva

12 companies, 6 countries

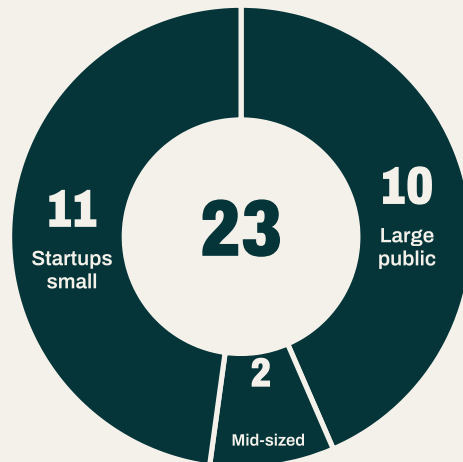
in nine years of brand, product and marketing work. Luis Da Silva.

Luis Da Silva



Who the partners have worked for.

The twenty-three, by size of the organization served. Counted from the record, not estimated.



Large companies and public bodies. 10

Blue Zones Center at Miami Worldcenter (planned)
Stephen Watson

Afghanistan special economic zone network, Chord Group
Stephen Watson

Malta special economic zone plan, Chord Group
Stephen Watson

Cayman Islands zone plan, Chord Group
Stephen Watson

FlorestGal
José Miguel Medeiros

AICEP Global Parques
José Miguel Medeiros

SAP
Luis Da Silva

Lisbon Municipality, international affairs (cooperation with Dili)
José Miguel Medeiros

Zomato (launch of Zomato Gold)
Luis Da Silva

Rádio Renascença
Luis Da Silva

Mid-sized companies. 2

Miami Institute for Age Management
Stephen Watson

Miami advertising and digital agency sold to Omnicom
Stephen Watson

Startups and small firms. 11

Founders Health, London
Stephen Watson / Luis Da Silva

PLAATO, Oslo
Luis Da Silva

SocAlty.ai
Luis Da Silva

AEO Vision
Luis Da Silva

Praxis Beer
Luis Da Silva

Castel Creative Living
Luis Da Silva

Neude
Luis Da Silva

A US fintech startup (name withheld)
Luis Da Silva

Sonder People
Luis Da Silva

Indonesia Portugal Chamber of Commerce and Industry
José Miguel Medeiros

Portugal Timor-Leste Chamber of Commerce and Industry
José Miguel Medeiros

Large companies and public bodies: a state, a municipality, a public company or agency, a listed company, a national broadcaster, or a development of city scale. Mid-sized companies: a documented annual revenue or billings above USD 10 million. Startups and small firms: ventures, startups, small companies and newly founded institutions. Founders Health is counted once (two partners worked there). Cicoria is concept work and is not counted. Public offices held by José Miguel Medeiros are not projects and are not counted.

Rádio Renascença is classed as large from general knowledge, not from the firm's documents. PLAATO is classed as small because no revenue is on record.

Give the land a management model.

Start with the land you have.

LED BY

José Miguel Medeiros

PARTNER EXPERIENCE

José Miguel Medeiros, President and CEO, FlorestGal, 2018 to 2021.

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Land and management assessment	What is this land, who holds it, and which uses should be examined?	An assessment of the property, ownership and uses, with the information and specialist work needed for a management decision.
Management model	How can fragmented land be managed together?	Options for management agreements and structures, with ownership arrangements, operating tasks and responsibilities named.
Forestry business case	Do the proposed uses, costs and income support the project?	A forestry business case and financial model, starting with a pilot and stating the assumptions for production and environmental services.
Funding eligibility	Which public and European programs fit this project?	An eligibility assessment and, where the project fits a program, preparation of the funding application.



SERVICE LINE 01. LONGEVITY

Longevity destinations

Define the clinical, hospitality and commercial model of a longevity destination, from its concept to operator selection.

Led by: Stephen Watson

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Destination concept and program	What is this place, who is it for, and how will it operate?	A destination concept with positioning, guest and patient profiles, the guest journey, programming and revenue streams.
Clinical program design	What care should be offered, and how should the program be organized?	A clinical program specifying service lines, diagnostic and care pathways, modalities, and the relationship between medical care and wellness.
Hospitality integration plan	How should clinical care and hospitality function as one operation?	An integration plan covering the clinical and hospitality operating model, responsibilities and guest and patient journeys.
Business case and financial model	What operating assumptions and capital requirements underpin this destination?	A business case, financial model and capital narrative, with the program, revenue streams, costs and scenarios explained.
Operator and partner selection	Which operators and clinical providers fit the project, and on what basis?	Selection criteria, sourcing and evaluation of prospective operators and providers, and a proposed partnership structure.

Stephen Watson co-founded and built the Miami Institute for Age Management inside the Four Seasons Miami.

SERVICE LINE 02. LONGEVITY

Real estate development projects

Define the program behind the property, then examine commercial viability, development phases and the operating case.

Led by: Stephen Watson, with Amândio Costa on financial modeling

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Development concept and use mix	What should be built, for whom, and what operation supports it?	A development concept with positioning, proposed uses and the operating thesis behind the property.
Feasibility study	Should this project proceed, change or stop, and on what evidence?	A commercial, operational and high-level financial viability assessment, with assumptions, a risk map and a reasoned recommendation.
Development and operating model	How should the development be phased, generate income and cover its costs?	A driver-based development and operating model covering phasing, revenue, cost structure and financial scenarios.
Branded residence and membership model	How should residences, membership and the health program fit together?	A residence and membership structure, with its relationship to the hospitality and longevity operation defined.
Investor materials	What does an investor need to examine the development?	An investment summary, teaser and data room narrative, explaining the development concept, operating case and assumptions.

Stephen Watson co-founded and built an integrated clinic inside the Four Seasons Miami and led development of the planned Blue Zones Center at Miami Worldcenter.



SERVICE LINE 03. LONGEVITY

Medical practice operations

Define the clinic's operating model, prepare opening and review how the service mix, staffing and patient journey work in practice.

Led by: Stephen Watson

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Clinic or center operating model	How should this clinic run day to day?	An operating model defining service lines, staffing, care pathways and the patient and member journey, with provider and supplier requirements.
Pre-opening plan	What work must be completed before opening?	A sequenced plan covering licensing considerations, build-out programming, recruitment, protocols, provider and equipment sourcing, and launch.
Expansion and multi-site playbook	What must be specified to replicate the operation in another location?	A playbook for expanding the operating model across sites, with service, staffing, process and location requirements defined.
Operations review	Where does the existing operation need to change?	A review of throughput, service mix, unit economics and margin, with findings and priorities for operational decisions.
Revenue and membership model	How should services and membership support the clinic's revenue model?	A revenue and membership structure linking the services offered to the commercial and operating assumptions.

Stephen Watson co-founded the Miami Institute for Age Management and led the Belgravia launch and clinical operating model at Founders Health as interim CEO.

SERVICE LINE 05. PUBLIC AFFAIRS

Special economic zones and incentives

Compare jurisdictions and incentive regimes, assess eligibility and set out the structure and evidence the project requires.

Led by: José Miguel Medeiros and Stephen Watson

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Zone and incentive assessment	Which zone and incentive regimes fit the project?	A comparison of regime fit, eligibility requirements and potential advantages, alongside relevant grant and program eligibility.
Qualification and structuring plan	How must the entity, activity and location be structured for the relevant criteria?	A structuring plan for the entity, activity and footprint, with qualification requirements and the supporting evidence identified.
Jurisdiction selection study	Which jurisdiction best fits the project's tax, regulatory and operating needs?	A comparison of jurisdictions and a reasoned siting recommendation based on the project's requirements.
Incentive case for investors	How should potential incentives be represented in the investment case?	An incentive case integrated into the financial model and investor materials, with calculations, eligibility assumptions and dependencies stated.

As Managing Partner at Chord Group, Stephen Watson led special economic zone planning across Afghanistan, Malta and the Cayman Islands.



SERVICE LINE 06. PUBLIC AFFAIRS

Government relations and institutional strategy

Map the decision process, prepare the project evidence and coordinate municipal, national and funding work.

Led by: José Miguel Medeiros

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Government and stakeholder strategy	Who decides, in what order, and what evidence does each institution require?	A municipal and national stakeholder map and engagement plan, with the sequence, evidence requirements and responsibilities defined.
EU grant application	How should an eligible project present its case for European funding?	A structured and written application, with the project case and supporting material organized around the program's requirements.
Regulatory navigation	What does each regulatory or licensing process require?	A process map and preparation and coordination of the required files, with responsibilities and decision points identified; the authority decides.
Institutional positioning	How should the project present itself to investment and trade bodies?	An institutional positioning case for investment promotion and international trade, with relevant interlocutors and engagement material identified.

José Miguel Medeiros served as Secretary of State for Internal Affairs and Civil Protection and advised AICEP Global Parques on Global Find and Global Force.

SERVICE LINE 07. CONSULTING

Strategy, capital and commercial execution

Prepare the business plan and investment materials, define market entry and examine the financial and market assumptions.

Led by: Luis Da Silva, with Amândio Costa on financial modeling

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Business plan	Can an investor examine the business and understand the next commitment?	A business plan and executive summary covering the market, business model, launch, operations, team, milestones and use of funds.
Pitch deck and narrative	What is the investment case, and what supports it?	A designed pitch deck and investment narrative, with the summary, teaser and data room narrative included in the agreed scope.
Go-to-market strategy	Who is the business for, and how will it reach and serve those buyers?	A target customer profile, positioning and channel plan, with a sequenced launch roadmap and membership strategy where relevant.
Financial model	Which assumptions drive the business, and what happens when they change?	A driver-based operating model with revenue, costs, headcount, profit and loss, cash flow, unit economics and scenarios.
Bank financing application	Will a bank lend to this company or project, and what will it need to see?	An analysis of the company's financial position, the application documents and business plan the bank asks for, and support in the meetings with the bank.
Market and feasibility study	What is the market opportunity, who else serves it, and is the proposed business viable?	Market sizing, a competitive landscape and a viability assessment, with the evidence and assumptions behind the findings.

At PLAATO, Luis Da Silva repositioned the product for commercial buyers and launched the B2B site and product lines.



SERVICE LINE 08. BRAND AND INNOVATION

Brand strategy and identity

Define the positioning and name, with voice guidelines. Build the logo and visual identity, documented in brand guidelines.

Led by: Luis Da Silva

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Brand strategy	Who are we for, what do we stand for, and what should we be called?	Positioning and naming, with brand voice guidelines.
Brand and identity system	How should the brand appear and remain consistent?	A logo, visual identity system and brand guidelines.

Luis Da Silva wrote the Founders Health brand guidelines in 2025.

SERVICE LINE 09. BRAND AND INNOVATION

Product photography and film

Photograph and film products and places for a launch, including people where agreed. Define the subjects and formats, with production roles agreed in scope.

Led by: Luis Da Silva

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Product and place photography	What should a buyer see before deciding?	Photographs of the agreed products and places, including people where scoped, prepared for the selected launch channels.
Launch film and short video	How should film introduce the offer at launch?	A launch film and short video edits prepared for the agreed launch channels.

Luis Da Silva's marketing and e-commerce work at Praxis Beer, from March 2021 to August 2023, included campaigns using production footage.



SERVICE LINE 10. BRAND AND INNOVATION

Web, content and campaigns

Build the website and content system, and prepare the marketing plan, social media content and launch campaigns.

Led by: Luis Da Silva

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Websites and content systems	What should the website say, do and support over time?	A website, content structure and publishing templates.
Marketing plan and launch campaigns	Who should the launch reach, through which channels, with what content?	A marketing plan, social media content and launch campaign assets.

As Product Marketing Manager at PLAATO from July 2023 to August 2025, Luis Da Silva launched the B2B site and product lines and built content and technical SEO.

SERVICE LINE 11. BRAND AND INNOVATION

Product innovation and AI

Develop product and service concepts, prototype an agreed direction, and build scoped AI, agent or automation workflows.

Led by: Luis Da Silva

DELIVERABLE	THE QUESTION IT ANSWERS	WHAT YOU RECEIVE
Product and service concepts	What new product or service should we develop?	Product or service concepts with the users and need defined and the proposed experience described.
Product prototype	What should we try before committing to development?	A prototype of the agreed concept, with its intended use and limits documented.
Custom AI and agent build	Which workflow needs an AI or automation system, and where should people review it?	A scoped AI, agent or automation workflow for the agreed task, with human review points defined.

As Senior Marketing Engineer at SocAlty.ai in 2026, Luis Da Silva built the application and commercial systems, including marketing automation.



Five ways to work with us.

The first two suit a single decision or a defined piece of work. The other three put a partner inside the project for longer, and can tie part of our return to its results.

01 Sprint

WHEN IT FITS

A decision is due and the facts are not in one place.

WHAT WE DO

Senior partner time on one defined question: a feasibility read, a capital readiness review, a positioning test.

HOW WE ARE PAID

Paid for the time. If you continue to a larger commission, the sprint is credited against it.

02 Deliverable

WHEN IT FITS

You need one thing built to the standard an investor, a lender or an authority will accept.

WHAT WE DO

A named deliverable from the capabilities card, with a responsible lead.

HOW WE ARE PAID

Paid in stages, as each agreed milestone is delivered.

03 Embedded

WHEN IT FITS

The project needs an experienced operator inside the team before it can hire one.

WHAT WE DO

A partner inside your leadership for a standing remit, from an operating role to interim chief executive. Three months at least.

HOW WE ARE PAID

Paid for the role. Where both sides agree, part of the payment is equity in the company we help build.

04 Partnership

WHEN IT FITS

A project worth doing has nobody to originate and lead it.

WHAT WE DO

On selected projects we co-develop as general partner: concept, program and access to capital.

HOW WE ARE PAID

Alongside agreed payment for the work, part of our return comes at exit, so it depends on the project's.

05 Venture

WHEN IT FITS

A funded venture needs founders who have run one.

WHAT WE DO

A partner takes a founding role in the new company: chief executive, chief operating officer or chief longevity officer.

HOW WE ARE PAID

Founder's terms: an equity stake, agreed for each venture.



Blue Zones Center

Stephen Watson, development leadership, Blue Zones Center at Miami Worldcenter.



Exterior of the planned Blue Zones Center, a longevity center at Miami Worldcenter. Concept render of the planned center. Render: Cactus.

Stephen Watson led development of the planned Blue Zones Center at Miami Worldcenter, connecting its proposed clinical program with hospitality and residences.



First floor reception, the planned Blue Zones Center, a longevity center at Miami Worldcenter. Concept render of the planned center. Render: Cactus.

Founders Health

Stephen Watson, Interim CEO, Founders Health, through December 2025. Luis Da Silva, medical technology and marketing, Founders Health, January to December 2025.



Reception wall for the Founders Health longevity clinic in London. Reception wall concept. From the Founders Health brand guidelines, April 2025.

Stephen Watson led the flagship launch at Tempus Belgravia and the clinical operating model. Luis Da Silva wrote the brand guidelines and built the patient portal and marketing systems.



Clinic signage for Founders Health, preventive health in London. Signage concept. From the Founders Health brand guidelines, April 2025.



Cicoria

Concept work. Stephen Watson leads the concept. Cicoria, southern Umbria, Italy. Concept and planning.



The estate from above. Cicoria, a proposed longevity resort in Umbria. Concept visualization from the proposal, not a photograph. Concept work. Stephen Watson leads the concept. Cicoria, southern Umbria, Italy.

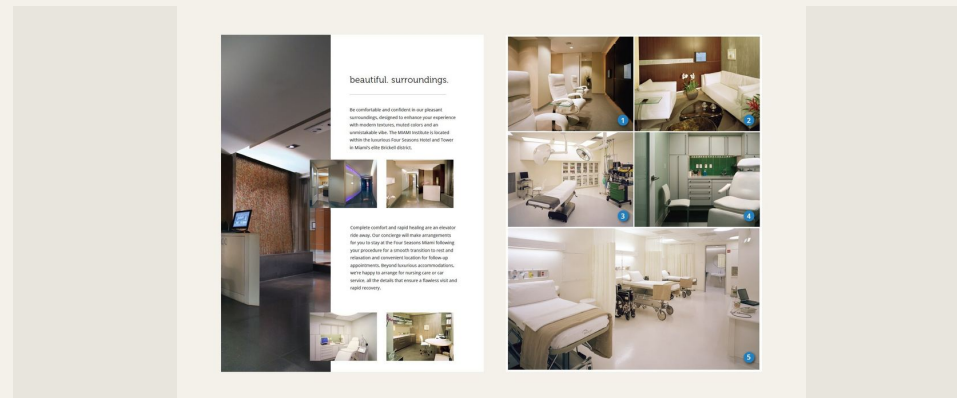
Concept and planning work for the revival of a castle hamlet in southern Umbria, Italy, as a longevity and hospitality destination.



Pool and gardens of the wellness estate. Cicoria, a proposed longevity resort in Umbria. Concept visualization from the proposal, not a photograph. Concept work. Stephen Watson leads the concept. Cicoria, southern Umbria, Italy.

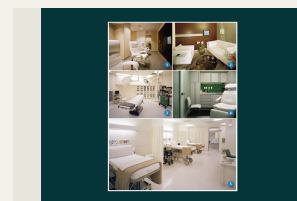
Miami Institute for Age Management

Stephen Watson, co-founder, Miami Institute for Age Management, 2001 to 2014.



Clinic interiors of the Miami Institute for Age Management inside the Four Seasons tower, Miami. From the institute's own brochure.

Stephen Watson co-founded an integrated age-management clinic inside the Four Seasons Miami, bringing medical specialties into one clinical operation.

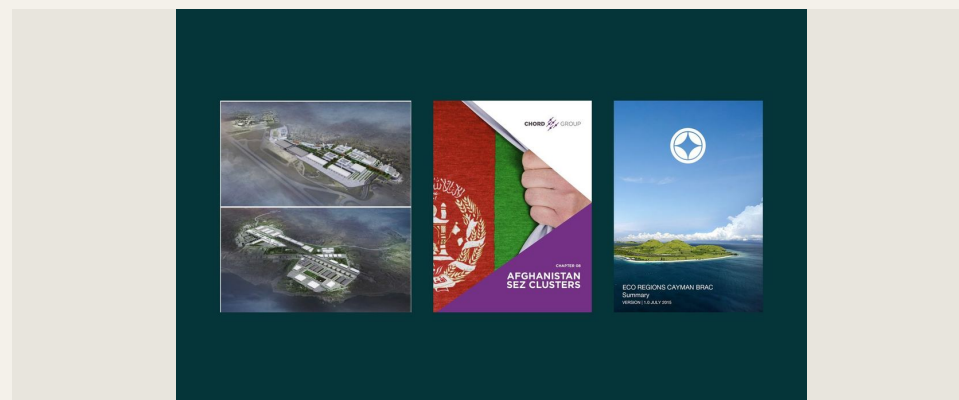


Treatment, surgery and recovery rooms of an age management medicine clinic. From the institute's own brochure.



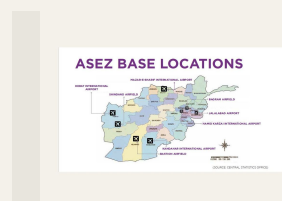
Special economic zone planning

Stephen Watson, Managing Partner, Chord Group, 2014 to 2018.



Special economic zone plans for Malta, Afghanistan and the Cayman Islands. From Chord Group's zone plans.

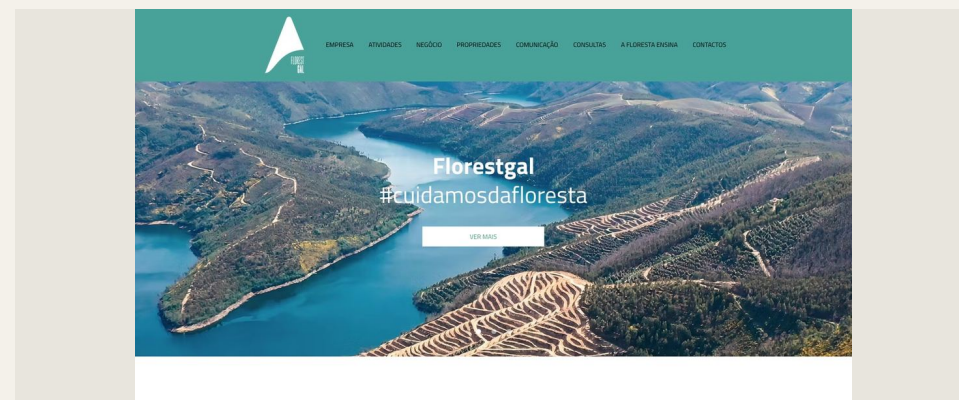
At Chord Group, Stephen Watson led special economic zone design and strategic planning across Afghanistan, Malta and the Cayman Islands.



Afghanistan: the eight base locations in the economic development plan. From Chord Group's zone plans.

FlorestGal

José Miguel Medeiros, President and CEO, FlorestGal, 2018 to 2021.



Current FlorestGal homepage with an aerial reservoir and forest-landscape photograph. FlorestGal public site, captured 9 October 2026.

José Miguel Medeiros was the first President and CEO of FlorestGal, Portugal's first public forestry company, and turned a scattered state estate into a managed forest business with a long-term plan.

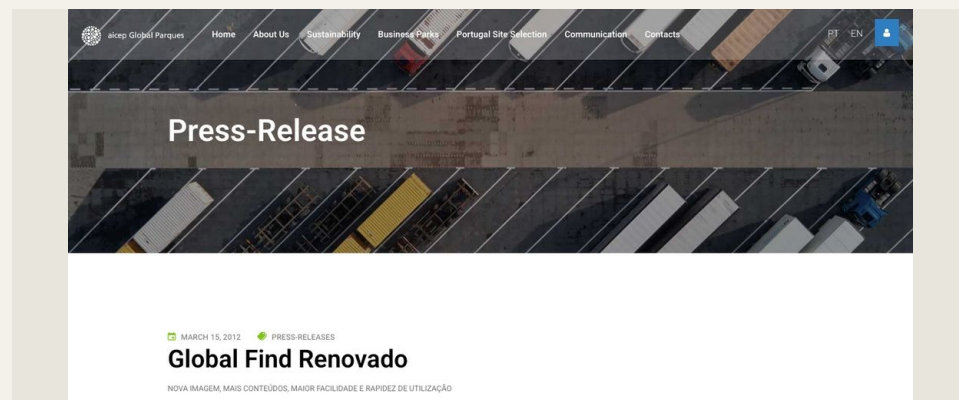


FlorestGal public reporting index with dated annual and governance document links. FlorestGal public report index, captured 9 October 2026.



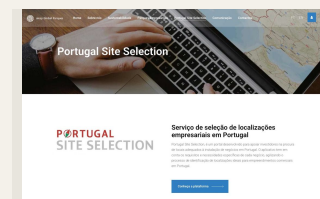
AICEP Global Parques

José Miguel Medeiros, adviser, AICEP Global Parques, 2011 to 2012.



AICEP Global Parques public article labeled 15 March 2012 about the renewed Global Find service. AICEP Global Parques Global Find article, captured 9 October 2026.

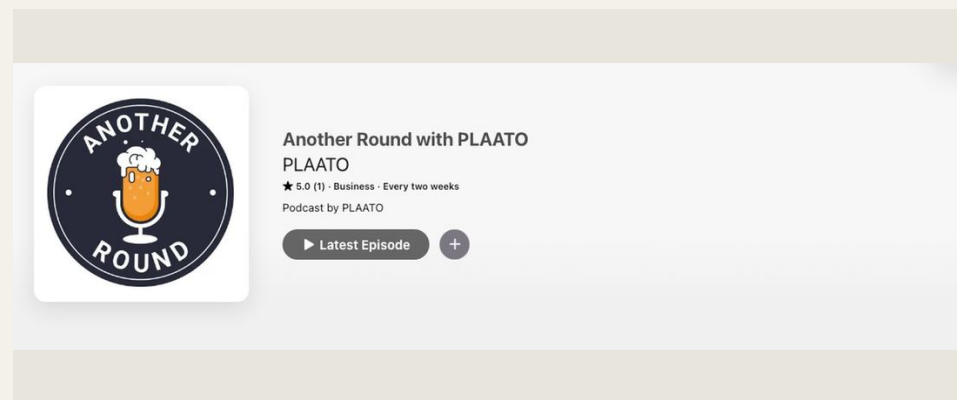
José Miguel Medeiros advised AICEP Global Parques on Global Find and Global Force, in foreign investment and industrial parks.



Current AICEP Global Parques Portugal Site Selection hero and service introduction. AICEP Global Parques Portugal Site Selection page, captured 9 October 2026.

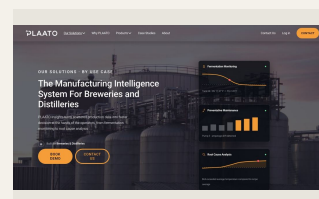
PLAATO

Luis Da Silva, Product Marketing Manager, PLAATO, July 2023 to August 2025.



Another Round program cover and title on its public Apple Podcasts page. Another Round public Apple Podcasts page, captured 9 October 2026.

Luis Da Silva repositioned fermentation technology for commercial buyers, launched the B2B site and product lines, and built the supporting content and business-development program.

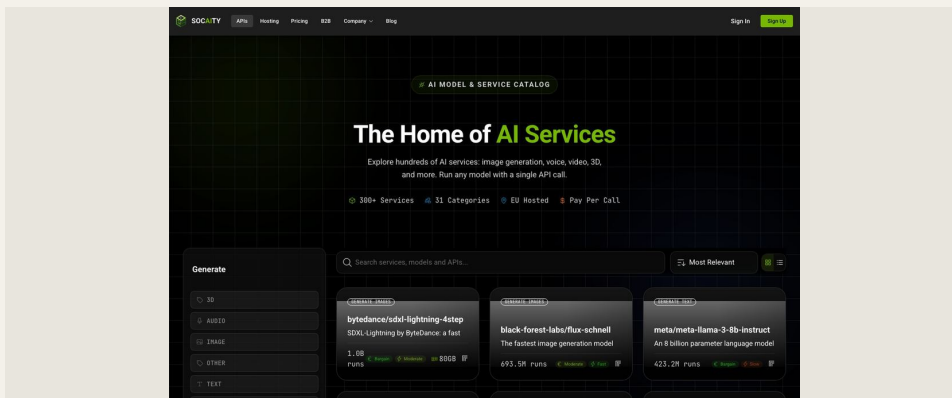


PLAATO public use-case hero with fermentation, performance and root-cause chart panels over an industrial plant photograph. PLAATO use-case page, captured 9 October 2026.



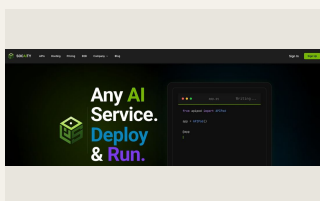
SocAlty.ai

Luis Da Silva, Senior Marketing Engineer, SocAlty.ai, 2026.



SocAlty public catalogue with category filters, search, sorting and model cards. SocAlty.ai public model catalogue, captured 9 October 2026.

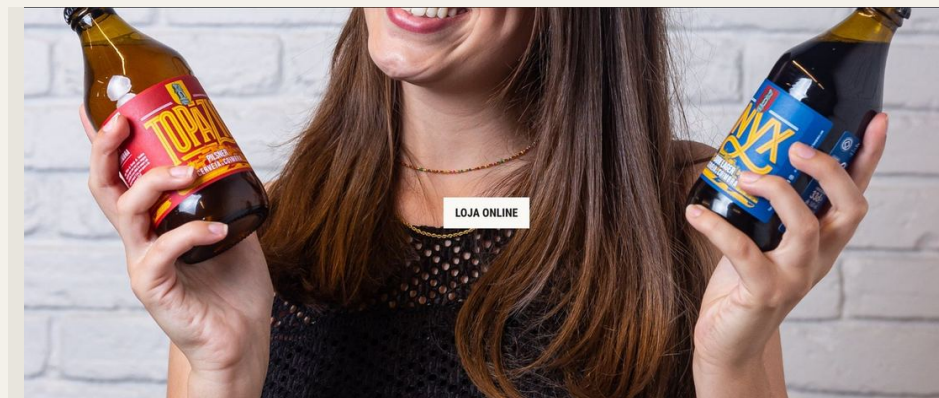
Luis Da Silva built the application and commercial engine for an AI-services platform, combining brand architecture, content, acquisition and marketing automation.



SocAlty commercial hero with product typography and a public developer-code illustration. SocAlty.ai public commercial site, captured 9 October 2026.

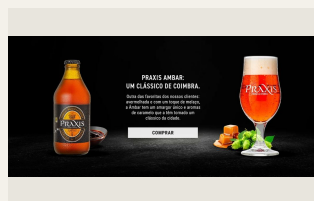
Praxis Beer

Luis Da Silva, marketing and e-commerce, Praxis Beer, March 2021 to August 2023.



Campaign hero from the 31 May 2023 Praxis commerce archive, showing a model holding two beer bottles and the shop button. Praxis Beer site in the Internet Archive, captured 9 October 2026. Public archive saved 31 May 2023.

Luis Da Silva rebuilt the digital operation and online store of a Portuguese craft brewery, with performance campaigns, conversion work and a product launch.



Current public amber-beer campaign artwork with bottle, glass and ingredients. Praxis Beer public amber campaign image, captured 9 October 2026.



Four people. They do the work.

The responsibility has a name. Engage a partner for a specialist mandate or the team for an integrated scope, with Amândio Costa leading financial planning and modeling.

José Miguel Medeiros



Partner & Chairman.
Government Relations and
Institutional Strategy.

**Institutional strategy, public affairs and
forestry project structuring.**

Firm's Drive portrait set. Selected 9 October 2026.

SELECTED RECORD

President and CEO, FlorestGal. 2018 to 2021.

Secretary of State for Internal Affairs and Civil
Protection, XVII Constitutional Government. 2008
to 2009.

Civil Governor of Leiria District. 2005 to 2008.

Member of Parliament for Leiria, five legislatures
between 1999 and 2018; National Defense
coordinator, 2015 to 2018.

Portuguese delegation to the OSCE
Parliamentary Assembly; OSCE/ODIHR election
observer, Moscow, 2016.

Adviser, AICEP Global Parques, Global Find and
Global Force. 2011 to 2012.

Co-founder, Indonesia Portugal Chamber of
Commerce and Industry. 2012.

Degree in Geography and Territorial Planning,
University of Coimbra. 1983.

Stephen Watson



Partner & Chief Executive
Officer. Longevity, Wellness
Real Estate and Special
Economic Zones.

**Longevity destinations, clinical
operating models, health real estate and
zone planning.**

Firm's Drive portrait set. Selected 9 October 2026.

SELECTED RECORD

Development leadership, planned Blue Zones
Center at Miami Worldcenter.

Interim CEO, Founders Health, London. Through
December 2025.

Co-founder, Miami Institute for Age Management.
2001 to 2014.

Managing Partner, Chord Group. 2014 to 2018.

Chair, Lifestyle Medicine Initiative, Global
Wellness Institute.

Miami advertising and digital agency, built and
sold to Omnicom.

Luis Da Silva



Partner & Chief Marketing
Officer. Go-to-Market, Brand
and Marketing Engineering.

**Commercial planning and
brand. Content and product.
Marketing automation.**

Firm's Drive portrait set. Selected 9 October 2026.

SELECTED RECORD

Senior Marketing Engineer, SocAlty.ai. 2026.

Product Marketing Manager, PLAATO. July 2023
to August 2025.

Medical technology and marketing, Founders
Health. January to December 2025.

Founder, Castel Creative Living, marketing and
product consultancy. From May 2021.

M.Sc. in Design and Advertising, IADE, Lisbon,
2017. B.Sc. in Marketing and Advertising, IADE,
Lisbon, 2015.

SAP Fiori certified. 2019.

Amândio Costa



Chief Financial Officer

**Financial planning, accounting, tax and
financial modeling.**

Firm's Drive portrait set. Selected 9 October 2026.

SELECTED RECORD

Chief Financial Officer, General Value. 2021 to
present.

Accountant to Portuguese companies, own
practice. 2021 to present.

Chief Financial Officer, ADMC (civil construction
and public works) and NFA (industrial
automation), Angola. 2011 to 2020.

Independent accountant, tax advisor and financial
manager, Portugal. 1999 to 2010.

Partner, Midoconta, Coimbra. More than 200
corporate clients. 1991 to 1998.

Reserve officer, Military Administration, Central
Military Region. 1985 to 1990.

Certified Accountant, Order of Certified
Accountants (OCC), no. 40915.



Recommendations

Recommendations of Luis Da Silva from earlier roles. From LinkedIn, quoted as written. Signed by role.

Luis designed campaigns that not only captured attention but genuinely brought clients through the door. He has a rare talent for combining data-driven strategy with human creativity, helping position health as essential to business success.

Longevity doctor

Worked with Luis at Founders Health.
August 2025

We worked closely on marketing growth projects, content creation, and distribution. [...] He consistently went above and beyond, delivering results outside of his core responsibilities.

Growth Lead

Managed Luis at PLAATO.
February 2025

Luis has a remarkable ability to identify the unique value of a solution's capabilities and translate them into compelling, impactful messaging. His ability to craft narratives that resonate with both technical and business audiences sets him apart.

Cybersecurity Leader, SAP

Worked with Luis at SAP.
February 2025

WHAT NEEDS DECIDING?

Tell us what you are developing, where it stands and what you need to decide next.

geral@general-value.pt

+351 961 810 000 | +351 927 473 146

General Value

Registered in Portugal since 2013.

Registered seat in Ansião, in the
Leiria district.

Operating base in Lisbon.

VALUE GENERATES HEALTH GENERATES WEALTH.