

Blended Intensive Program (BIP)
Turning Ideas into Businesses
Mentoring Program

Hosting Higher Education Institution:	University of Minho (Portugal)
website:	http://
Language:	English
Dates:	April 15 to July 5, 2024
On-site:	June 24-28, 2024 (Guimarães, Portugal)
Minimum number of participants:	20 students
Maximum number of participants:	30 students
Application:	March 18-22, 2024
Publication of Results:	March 29, 2024
Registration:	April 8-12, 2024
Accommodation:	Accommodation not provided but some special deals will be offered ¹
Contact person details:	Paulo Afonso and Carla Rocha erasmus@dps.uminho.pt

About the program

The Blended Intensive Program (BIP) Turning Ideas into Businesses will begin online in April 15 with weekly synchronous and asynchronous sessions before the on-site activities in June 24-28, in the city of Guimarães (Portugal).

The aim of this BIP is to promote the sharing of experiences and good practices in the process of transforming ideas into businesses, namely through the stages 1) Innovation Creativity and Value Proposition, 2) Client Development and Market Analysis, 3) Business Model Design, 4) Business Evaluation, Creation, Launching and Management.

The application and discussion of the tools and methodologies proposed and the critical evaluation and proposals to be made by the participants and the good practices identified will be used to collaboratively generate a handbook/webpage with guidelines for applying effective methodologies in the institutions involved.

Experienced teachers, key players of the innovation and entrepreneurial ecosystem, invited speakers and alumni will contribute to the different activities both online and in presence. Master classes, seminars, on-site visits, mentoring and training will contribute for a rich and immersive program.

The work developed, ideas and contributions may be included into an e-book to enhance the contribution and diffusion of this program and support further editions.

They are expected around 3 students/researchers per institution and a tutor (staff, researcher or teacher) to lead the group.

¹ Hi Guimarães - Pousada de Juventude (41°26'24.2"N 8°17'35.1"W).

Who can benefit

Participants to this course are students and members of the academic community, looking to develop and/or improve their understanding and contribution to more effective methodologies that can turn intensive knowledge and technology into successful products and startups. Thus, they are very welcome: teaching staff, administrative staff & management, PhD candidates and researchers, particularly those experienced and with practical and academic interest in this field and methodologies.

How the program is structured

The 5-days on-site activities will be based on the historic city of Guimarães (Portugal) - <https://www.visitportugal.com/en/content/guimaraes>.

Guimarães is considered the birthplace of Portugal because Afonso Henriques, who went on to be the first king of Portugal, was born here. The historical centre in the area that was within the Guimarães city walls, is associated with the formation and identity of Portugal, and was classified a World Heritage site based on the originality and authenticity applied in its restoration. Guimarães was recently into the shortlist for the European Green Capital.

The University of Minho has several campi and research infrastructures mainly located in the cities of Braga and Guimarães, from its more than twenty thousand students, more than 10% are international students (<https://www.uminho.pt/EN>).

The course will begin online in April 15 with weekly synchronous and asynchronous sessions. The participants will get access to sessions and materials through the Blackboard elearning platform. The plan for these sessions is presented below.

Modules	Weeks	Synchronous Sessions	Description
ALL and 1	week 1	2 hours	Presentation and Overview
1	week 2	2 hours	Innovation, Creativity and Value Proposition
2	week 3	1,5 hours	Client Development
2	week 4	1,5 hours	Market Analysis
3	week 5	1,5 hours	Businesses Model Design
3	week 6	1,5 hours	BM Development and Strategy
4	week 7	1 hour	Economic and Financial Assessment
4	week 8	1 hour	Business Launching and Management
ALL	week 9	in presence	
ALL	week 10	x	Submission of Final Report and Pitch (Video)

The on-site activities will be held in June 24-28, in the city of Guimarães (Portugal). A welcoming session will offer and overview of the 5-days course and a team building activity.

In the first 4 days, the participants will work on the 4 stages validation model through master classes, case study analysis and group work benefiting from specialized mentoring and coaching. The main results and ideas will be presented and discussed in the last day.

Appendix

Table 1: Plan of the synchronous sessions

Modules	Weeks	Synchronous (hours)	Description
ALL and 1	week 1	2	Presentation, Overview, Methodology and Case Study
1	week 2	2	Innovation, Creativity and Value Proposition
2	week 3	1,5	Client Development
2	week 4	1,5	Market Analysis
3	week 5	1,5	Businesses Model Design
3	week 6	1,5	BM Development and Strategy
4	week 7	1	Economic and Financial Assessment
4	week 8	1	Business Launching and Management
ALL	week 9	in presence	
ALL	week 10	-	Final Report and Pitch (Video): case study and methodology

Table 2: Plan of the on-site activities in Guimarães (June 24-28) (*PROVISIONAL*)

	Module 1 Inov, Criativity and VP	Module 2 Client Dev and Mk Analysis	Module 3 Business Model & Strtg	Module 4 Econ, Financ and Manag	All
	Monday	Tuesday	Wednesday	Thursday	Friday
Welcoming and Overview Team building activity	Master Class 1	Master Class 2	Master Class 3	Master Class 4	Presentation and Discussion
	Case Study	Case Study	Case Study	Case Study	
	Lunch Break and Networking			Group work	Lunch Break
				Lunch Break	
	Group work	Group work	Group work	Innov & Entrepr Ecosystem	Social Event

Table 3: Information on the course Turning ideas into business

1. Institution: ARQUS ALLIANCE PARTNERS: University of Minho, ...
2. Type of course: b-learning specialization short accredited course
3. Number of ECTS credits: 5
4. Course duration: 1 quarter

Modules	Total	Working hours				
		In presence		E-learning		
		Theoretical	Theoretical-Practical	Synchronous	Autonomous	Asynchronous
Creativity and Value Proposition	50	4	4	4	30	8
Client Development and Market Analysis	35	3	3	3	20	6
Businesses Model Design	35	3	3	3	20	6
Business Evaluation, Creation, Launching and Management	20	2	2	2	10	4