

Blended Intensive Program (BIP)

Mentoring Program - Turning Ideas into Businesses

Hosting Higher Education Institution:	University of Minho (Portugal)
website:	https://argus-alliance.eu/call/bip-mentoring-programme-turning-ideas-into-businesses-2025-edition/
Language:	English
Dates:	June 2 to July 14, 2025
On-site:	June 16-20, 2025 (Guimarães, Portugal)
Minimum number of participants:	15
Maximum number of participants:	20
Application:	March 17-21, 2025
Publication of Results:	March 28, 2025
Registration:	April 7-11, 2025
Accommodation:	Accommodation not provided but some special deals will be offered ¹
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About the program

The Blended Intensive Program (BIP) Turning Ideas into Businesses will begin online in June 2 with weekly synchronous and asynchronous sessions before the on-site activities in June 16-20, 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) 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 contribute to an handbook on how to turn ideas into businesses.

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, team building and business games will contribute for a rich and immersive program.

They are expected around 3 students 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). Code BIP2025.

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 particularly master students but also, from bachelor and doctoral programs.

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 June 2 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.

Table 1. Plan of the course

Weeks	Days	GMT+1	Synchronous Sessions	Module
1	2-Jun	16h00	2 hours	Presentation and Overview + 1. Innovation and Creativity
2	9-Jun	16h00	2 hours	2. Value Proposition
3	June 16-20	-	in presence	ALL
4	23-Jun	16h00	2 hours	3. Client Development and Market Analysis
5	30-Jun	16h00	2 hours	4. Businesses Model Design and Strategy
6	7-Jul	16h00	2 hours	5. Economic and Financial Assessment
7	14-Jul	16h00	2 hours	6. Pitch and Business Case Design

Table 2: Plan of the on-site activities in Guimarães (June 16-20)

	Monday	Tuesday	Wednesday	Thursday	Friday
9:00	Welcoming and Overview	Master Class: Innovation	Master Class: Entrepreneurship	Visits (Guimarães)	Presentation and Discussion
10:30	Team Building	Business Game	Business Game		
12:00	Lunch Break and Networking				Closing Session
14:00	Group work & Mentoring	Group work & Mentoring	Group work & Mentoring	Visits (Braga)	
19:00	Dinner and Networking			Dinner and Networking	

The on-site activities will be held in June 16-20, in the city of Guimarães (Portugal). A welcoming session will offer an overview of the 5-days course.

The students 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 and will be further developed in the next online sessions. Tutors are very welcome to co-create and collaborate in the planned activities.

Appendix

Table 3: Information on the course Turning ideas into business

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

		Working hours				
		In presence		E-learning		
Modules	Total	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