

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:	May 25 to July 13, 2026
On-site:	June 22-26, 2026 (Guimarães, Portugal)
Minimum number of participants:	10
Maximum number of participants:	20
Application:	March 16-20, 2026
Publication of Results:	March 27, 2026
Registration:	April 13-17, 2026
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 May 25 with weekly synchronous and asynchronous sessions before and after the on-site activities in June 22-26, 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. A 4-validation model will be used to develop and validate the business idea, namely, in terms of the Value Proposition, Market, Business Model and, finally, Economically.

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.

Who can benefit

Potential participants to this course are students and members of the academic community, looking to develop and/or improve a business idea and 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. Each team must present and work on a business idea/startup project. Different

¹ Hi Guimarães - Pousada de Juventude (41°26'24.2"N 8°17'35.1"W). Code BIP2026.

levels of maturity for the business idea are accepted (from just a conceptual idea still focused on the problem or market opportunity or a technology with potential to be transferred to new products, to a startup about to be launched or at the beginning of its activity). The objective will be to develop or validate the value proposition and a proper business model and gain or enhance skills and competencies on pitching and business plan design.

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 1 with weekly synchronous and asynchronous sessions. The participants will get access to sessions and materials through the UMinho's elearning platform. The plan for these sessions is presented below.

Table 1. Plan of the course

Weeks	Days	GMT+1	Synchronous Sessions	Module
week 1	25-May	16h00	1 hour	Presentation and Overview
week 2	1-Jun	16h00	2 hours	1. Value Proposition
week 3	8-Jun	16h00	2 hours	2. Innovation and Creativity
week 4	15-Jun			3. Client Development and Market Analysis
	June 22-26	-	in presence	ALL
week 5	29-Jun	16h00	2 hours	4. Businesses Model Design and Strategy
week 6	6-Jul	16h00	2 hours	5. Economic and Financial Assessment
week 7	13-Jul	16h00	2 hours	6. Pitch and Business Case Design
week 8	20-Jul	16h00	1 hour	Presentations

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

	Monday	Tuesday	Wednesday	Thursday	Friday
9:30	Welcome and Overview	Master Class: University Innovation Ecosystems	Visit (Braga)	Master Class: Entrepreneurship	Presentations and Discussion
11:00	Pitches	Workshop		Workshop	
12:00	Lunch Break and Networking				Closing Session
	14:00	Visist (Guimarães) &Team Building	Startup Toolkit	Startup Toolkit	
16:30	Group work & Mentoring	Group work & Mentoring	Visit (Braga)	Group work & Mentoring	

The on-site activities will be held in June 16-20, in the city of Guimarães (Portugal). A welcoming session will offer and 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		
		Theoretical	Theoretical-Practical	Synchronous	Autonomous	Asynchronous
Modules	Total					
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