

**IMS Ignite
Entrepreneurship Acceleration Program
Terms and Conditions**

**Article 1
Object**

- 1.1 This regulation establishes the rules for the IMS Ignite Entrepreneurship Acceleration Program (hereinafter referred to as the "Program") which will take place in the 2024/2025 academic year, an initiative of the NOVA IMS Information Management School (NOVA IMS), Universidade Nova de Lisboa, within the scope of promoting an entrepreneurial spirit in the NOVA IMS community. NOVA IMS is represented here by its Value Creation Office, hereinafter referred to as "Organization".
- 1.2 The Program is designed to support participants in transforming their ideas into viable business ventures through a structured, module-based acceleration process.

**Article 2
Objectives**

- 2.1. The main objectives of the Program are:
- To support the development of entrepreneurial ideas into structured business models.
 - To provide mentoring, guidance, and training in key business development areas.
 - To promote innovation and entrepreneurship among students, faculty, researchers, and alumni of NOVA IMS.
 - To connect participants with potential investors and industry experts.

Article 3

Eligibility

3.1. The Program is open to students, faculty, researchers, alumni, and collaborators of NOVA IMS and ADNNOVA.

3.2 Each participant must meet the following conditions:

3.2.1. Being a natural person;

3.2.2. Be of legal age (18 years or over);

3.2.3. Be one of the following - student, collaborator, researcher, alumni, teacher, or partner of NOVA IMS or AD NOVA IMS.

3.3. Failure to comply with these requirements or the provision of false or incorrect information will result in the registration being canceled.

Article 4

Application Process

4.1. Applications must be submitted through the designated online platform within the specified deadline.

4.2. The application must include:

- A brief description of the business idea;
- An explanation of the market gap the idea aims to address;
- A self evaluation of the current stage of development;
- Indication of whether the applicant has co-founders or team members.
- Personal details, including full name, email, phone number (optional) and connection to NOVA IMS (student, faculty, alumni, etc.)

4.3. Only complete applications will be considered for selection.

4.4. Applications are subject to a selection process based on the maturity and potential of the business idea.

Article 5

Program Structure

5.1. The Program consists of **four modules**, each lasting three weeks:

- **Module 1: Discover** (Market Research & Value Proposition)
- **Module 2: Develop Product & Brand** (Product Development)
- **Module 3: Develop Business Model & Financial Projections**
- **Module 4: Launch** (Go-to-Market Strategy, Fundraising & Risk Management)

5.2. Each module includes:

- Prerecorded video sessions introducing key concepts.
- Business templates and support materials.
- Individual and mandatory mentorship sessions.

5.3. The Program concludes with a **Pitch Day**, where participants will present their business ideas to a jury of experts, investors, and mentors.

Article 12

Confidentiality and Intellectual Property

12.1. Participants retain full ownership of their ideas and projects.

12.2. NOVA IMS ensures confidentiality for projects submitted.

Article 13

Final Provisions

13.1. Any situations not covered by this regulation will be analyzed and resolved by the Program organizers.

13.2. NOVA IMS reserves the right to modify this regulation as necessary, with prior notice to participants.

13.3. Applications to the competition imply acceptance of these regulations.

13.4. All the information about the Program is available at: [IMS Ignite - Entrepreneurship Acceleration Program | NOVA IMS](#).

13.5. If you have any questions about the competition, please contact us at the e-mail valuecreation@novaims.unl.pt.

Article 14

Privacy Policy

14.1. Participants' data will not be processed in any way by NOVA IMS. They are submitted by the participants themselves, when registering for the program, and will only be used for communications related to the Ignite - Entrepreneurship Acceleration Program.