

# IMS Ignite

Entrepreneurship Acceleration Program

# Shaping ideas into business

**NOVA**

**IMS**

Information  
Management  
School

April | July 2025

# What is IMS Ignite

IMS Ignite is an Entrepreneurship Acceleration Program designed to help and fast track the transition from an idea to an investment-ready project, with the final goal of fostering the launch of start-ups developed by Nova IMS faculty, researchers, alumni or students.

## How does it work

IMS Ignite is composed of four modules, each lasting three weeks. All modules comprise the following activities:

### Week 01

Prerecorded video session providing guidance into the module's foundational concepts and tutorials on how to develop the business templates provided. Business templates and any additional materials are made available on Moodle.

### Week 02

On demand individual Mentorship hours to assist with the business templates.

**Sessions scheduled on Tuesday, Wednesday and Thursday from 9.00-13.00.**

### Week 03

Mandatory individual Mentorship hours to present and validate the final business templates.

**Sessions scheduled for Tuesday, Wednesday and Thursday from 9.00-13.00.**

## What is the calendar

Phases	March	April	May	June	July
Applications					
Module 01					
Module 02					
Module 03					
Module 04					
Pitch Day					

# How to apply

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

Each registered project will go through a selection process in which the maturity of the idea and its suitability for the acceleration program will be evaluated.

Applications open until April 21st 2025

[Apply here](#)

## What are the Modules and Materials?

### Module 01 Discover

Session	Topics	Templates
Market Research, Value proposition	<ul style="list-style-type: none"><li>• Understanding target audiences and customer personas</li><li>• Conducting competitor analysis</li><li>• Tools and methods for market research</li></ul>	MVC template
	<ul style="list-style-type: none"><li>• Building and testing minimum viable concepts (MVCs)</li><li>• Crafting a unique value proposition</li><li>• The Value Proposition Canvas</li><li>• Basics of intellectual property (IP)</li><li>• Vision and Mission Statement</li></ul>	Value Proposition Canvas template

### Module 02 Develop Product and Brand

Session	Topics	Templates
Product development	<ul style="list-style-type: none"><li>• Defining product features and functionalities</li><li>• Iterating on prototypes based on user feedback</li></ul>	User feedback template
	<ul style="list-style-type: none"><li>• Basics of project management</li><li>• Creating a brand identity (logo, colors, voice) and building an online presence (website, social media)</li><li>• Sales funnel and channel positioning</li></ul>	Product template

# Module 03 Develop Business Model and Financial Projections

Session	Topics	Templates
Business Model and Financial Planning Development	<ul style="list-style-type: none"><li>• Exploring different business model types</li><li>• Using tools like the Business Model Canvas</li></ul>	Business Model Canvas template
	<ul style="list-style-type: none"><li>• Accounting and financial statements basics</li><li>• Understanding startup costs and budgeting</li><li>• Revenue models and pricing strategies</li><li>• Preparing financial projections (Balance, P&amp;L, cash flow statements)</li></ul>	Financial projections template

# Module 04 Launch

Session	Topics	Templates
Go-to-Market Strategy	<ul style="list-style-type: none"><li>• Developing a launch plan (timeline, target market, messaging)</li><li>• Strategies for early traction and growth</li></ul>	Launch plan template
Fundraising and investment	<ul style="list-style-type: none"><li>• Understanding funding options (bootstrapping, VC, angel investors)</li><li>• How to network with investors and secure funding</li></ul>	Pitch deck template
Risk management	<ul style="list-style-type: none"><li>• Identifying and mitigating startup risks (financial, operational, market)</li><li>• Building contingency plans</li><li>• Preparing an investor-ready pitch deck</li></ul>	

# Program Conclusion

## Demo Day or Pitch Event

Participants present their startups to mentors, investors, or potential customers.

## Feedback and Future Planning

Guidance on next steps for participants to continue their entrepreneurial journey.



# The future of your idea starts now

More information [here](#)

**Contact**

valuecreation@novaims.unl.pt



# IMS Ignite

Entrepreneurship Acceleration Program

**NOVA**

**IMS**

Information  
Management  
School