

IMBA September 2024 INTAKE STUDENTS ONLY*

Application Deadline: Applications are now being accepted for our next Venture Lab IMBA program that will begin in October 2025

[Apply here!](#)

Application Deadline: **July 4th (midnight)**

Venture Lab 2025 – IMBA Elective

Overview

The Venture Lab is IE Business School's startup incubator. The Venture Lab is offered as an academic elective for IMBA students via a selection process. Venture Lab takes teams, consisting of at least two IMBA-elective credit-seeking students through a process of idea/market validation based on the Lean Startup methodology. The goal is to develop investor-attractive business proposals by Venture Day, (IE's "demo day"), having conducted experiments and/or manual simulations that have generated clear data or metrics that indicate the team is on the right track to achieving at the least a problem-solution fit while working towards a product market fit.

Venture Lab teams receive support, mentorship, and access to IE's Area 31 coworking space and resources to assist them in taking the necessary steps to validate their market assumptions, pivot as necessary and develop launch-ready, investor-attractive ventures.

Venture Lab's selection process is highly competitive. We are looking for committed teams who propose **scalable ventures that will be attractive to investors**.

Venture Lab is designed for startup proposals that are in the **CONCEPTUAL PHASE**. This means that you may have an idea that is still in need of validation and you have an initial team, but you may still be looking to grow the team.

*If you are not IMBA student (from the intake for which this Venture Lab can count as an elective if you're selected to participate) then contact entrepreneurship@ie.edu to get the Terms and application information for all other IE students and alumni .

Eligibility Requirements to submit applications are listed below:

- Teams must consist of at least 3 team members and no more than 4 team members (some exceptions will be made for teams coming from the IMBA Startup Lab of 5 people, but we **highly** discourage teams larger than 4 people when you're at this early of a stage);
- Teams must include at least two current IE IMBA elective-credit seeking students;
- Individuals can only participate in **one** Venture Lab application, i.e. individuals can neither submit (as "team leader" or the person responsible for the application) more than one startup-idea application to Venture Lab, nor can they be team members on more than one Venture Lab application.

The 3 main selection criteria are:

- **INNOVATION** - We seek applications from dynamic teams who put forth innovative (novel, extraordinary, revolutionary) ideas, solutions, and business models; preferably, but not exclusively, those that incorporate emerging technologies into their solutions (products/services) and/or business models.
- **SCALABILITY** - We seek applications for proposals that are scalable and potentially attractive for angel investors and venture capitalists.
- **TEAM** - We seek applications from innovative teams who are passionate about solving the problem they've identified and absolutely committed to executing a prototype of their scalable solution during Venture Lab and who are committed to working on their projects full-time and launching within the first 90-days after graduation.

Apply now [here](#).

Get more information in [our website!](#)

IMPORTANT DATES for IMBA September '24 intake:

- **July 4th** - Application Deadline (midnight)
- **July 7th** - Announcement of Admitted Teams (via email to all applicants)
- **July 8th** - Access IMBA - Admitted students must confirm entrance into Venture Lab.
- **Venture Lab Begins** - October 1st, 2025
- **Venture Lab Semi-Finals** - November 26th
- **Announcement of Venture Day Madrid Finalists** - December 2nd, 2025
- **Venture Day Madrid** - DECEMBER 11th, 2025

Frequently Asked Questions

In what language are the Venture Lab sessions conducted?

Venture Lab sessions are conducted in English. However, IMBA elective teams are permitted to submit deliverables in Spanish. You may also conduct your final pitch in Spanish, but please know that if you are selected to pitch as a finalist or a semi-finalist at Venture Day then those pitches must be in English.

I am not enrolled in the IMBA Startup Lab; can I still apply?

Yes, all IMBA students are eligible to apply to participate in Venture Lab. Some students may not be able to receive academic credit (e.g. dual degree students, etc.). Please contact the IMBA office if you have any doubts.

Is Venture Lab a continuation of Startup Lab?

No, the two programs are completely separate and different. In the SUL you dedicate 5 weeks exclusively to attending classes and working in teams on your startup project. In SUL all business ideas are feasible and anyone who wants to participate is eligible. Every Friday you make a pitch and the momentum is fast and imposed on you or else you will fall behind!

In Venture Lab, the dynamic is radically different. Venture Lab is the only IMBA elective that you must apply and be accepted to participate. We only accept ideas with scalable business models and targeting high-growth markets. Large teams are strongly discouraged. We are seeking the most committed and enthusiastic teams who want to launch after graduation. All other students are encouraged to explore other electives that are designed to continue to guide and support you in your entrepreneurial journey (like the Knowledge Incubator, for example).

In Venture Lab, the momentum and drive is designed and expected to come **from the teams themselves**. While there are academic obligations required for all IMBA teams, the additional resources and support are personalized for each team. You will get out of the Venture Lab, what YOU put into it. There are no classes per se in the Venture Lab for IMBA teams. You will receive mentoring and access to industry experts as well as the option of participating in one-to one clinics (Legal; Digital Marketing, Branding & PR;

TechTeam Planning; Human Team Dynamics, etc.) as well as workshops on topics such as Storytelling and Dynamic Equity, etc. and you will receive specialized mentoring from early-stage investors in general and related to pitching.

Can I fill out the application in Spanish?

Yes, applications for Venture Lab can be filled out in either Spanish or English.

Is there a minimum and a maximum amount of people who can be on a team?

Yes, you must have at least 3 people on a team and you can have a maximum of 4 team members (some exceptions will be made for SUL teams of 5). IMBA teams must have at least 3 IMBA students on the team who are eligible for academic credit for Venture Lab (and therefore who are also taking Venture Lab for credit).

Can I apply with more than one project/startup idea?

No, you may not. Individuals cannot be listed as team members on more than one application.

Does IE expect or require any equity in the startups accelerated in Venture Lab?

No, absolutely not. We do, however, reserve the right to brag about your success.

I've heard that only apps are accepted into Venture Lab, is that true?

No, this is not true. Venture Lab is aimed at startup ideas that are innovative and scalable. Therefore, we are looking for dynamic ventures that provide scalable solutions to big enough problems/markets that they can grow dramatically and be attractive to investors.