



— IGNITE

The Technical Pathway Guide

Turning 'Not Yet' into 'Yes'.

The Pre-Accelerator Technical Pathway

Receiving a "not yet" from an incubator application is not a rejection; it is an invitation to the Technical Pathway. Because institutional staff hours are limited, Ignite acts as an automated safety net. This phase provides a structured space where founders can refine their business logic and demonstrate momentum before progressing to high-value, specialist verticals.



Validation over Volume

Unlike basic online templates that just write text for you, Ignite is a testing tool for your business model. The platform forces you to question your plan, stress-test your assumptions, and back up your decisions with real data before you present them to a panel.



Mandatory Stress-Testing: Every strategic pivot must be justified with evidence, forcing you to prove you understand your own market mechanics.



Performance-Linked Progression: Entry to the main cohort is strictly merit-based, determined entirely by the data and grit you demonstrate on the platform.





Problem Statement

A precise definition of the specific market pain point or operational friction you intend to solve.

Solution Description

A clear explanation of your product or service, mapping exactly how it resolves the identified problem.

Unique Value Proposition

The distinct competitive advantages that differentiate your business from existing alternatives.

Target Audience

The specific customer segments, industry verticals, and demographic groups you are targeting.

Phase 1: The Business Idea Canvas

Before you can begin stress-testing your business model, you must first establish a firm operational baseline.

You are required to log clear, verified data across six foundational pillars to map your business concept in detail. Rather than letting you jump straight into generating plans, the platform locks this core information in as a persistent data layer.

Every tool, scenario challenge, and calculation you run later on the platform will pull directly from these six pillars. This ensures all of your subsequent work remains highly consistent, rooted in your actual business logic, and entirely free from generic, auto-generated filler.

To finish this stage, you need to write out your long-term goals and your quick pitch. This means setting a clear Vision & Mission so you don't lose focus, alongside a sharp Elevator Pitch that explains exactly what you do to a panel reviewer within 30 seconds.

Working with the Platform

To progress from the waiting room to the main cohort, you must actively complete the platform's practical exercises.

These tools are designed to identify weaknesses in your business model and teach you the core principles of venture building before you apply to the panel.

The system acts as a strict sandbox. It will not write your business plan for you. Instead, it challenges your numbers and plan structure until you can prove they hold up to scrutiny.



The Business Tutor

A practical, on-demand training resource covering foundational commercial metrics, cash flow planning, and legal basics. It fills any gaps in your commercial knowledge and ensures you understand basic business mechanics before moving forward.



The Business Tutor

A simulator that drops you into realistic market scenarios where you have to make tough operational decisions. It forces you to defend your strategy, calculations, and choices, showing how your plan holds up under pressure.



24/7 Sandbox

An always-on digital workspace that lets you work entirely at your own pace, independent of staff schedules. You can test your assumptions, adjust your numbers, and refine your pitch whenever you have the time to log in.

Venture Re-Submission Checklist

Before you re-apply to the programme, you need to make sure your Venture Portfolio is completely finished.

This portfolio acts as your evidence folder, showing the panel that you have done the work and are fully ready for the main accelerator cohort.

- **Completed Canvas:** All six foundational pillars must be fully established as your core logic.
- **Scenario Success:** Passing grades on all required platform assessments, including the market research module.
- **Verified Performance Data:** A complete dataset within the 28-point framework, formatted and ready for the panel

The 28-Point Framework



The gateway to elite mentoring and institutional capital is the 28-point validation framework. This serves as an automated technical filter that validates your business logic and structural rigour.

These 28 points are the objective metrics your institution uses to monitor raw founder talent. Successfully navigating this filter is the primary requirement to transition from the 'waiting room' into the main accelerator cohort, proving you have the investor-ready data needed to stand up to professional scrutiny.

Venture Portfolio Output

As you progress, you are creating an immutable audit trail. Every interaction you have on the platform is logged, creating the evidence required for your institution to justify your promotion to specialist tracks.

Before you re-apply, you must ensure your Venture Portfolio—which serves as a clean, searchable evidence folder—is complete and vetted against institutional standards.

HESA & KEF Compliance

As you progress, you are creating an immutable audit trail that satisfies HESA (Higher Education Statistics Agency) and KEF (Knowledge Exchange Framework) compliance requirements.

Validation over Noise

The platform functions as a validation engine. It anchors all future interactions in your core logic, ensuring your venture is built on structural integrity rather than generic AI outputs.



— PLATFORM ACCESS & SUPPORT

As you work through your modules, the platform automatically logs your progress and updates. Your institution monitors this data directly to verify when you have successfully resolved the technical errors in your business logic and are ready to move back into the main cohort tracks.

If you run into any technical issues with your account, need assistance resetting your password, or have questions about submitting your finalised venture portfolio, please contact the support team using the details below.



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