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EIT Higher Education Initiative

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AI-Powered Entrepreneurship and Innovations

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CONTENTS

ABOUT THE HIGHER EDUCATION INITIATIVE

About the EIT Higher Education Initiative

The EIT Higher Education Initiative is designed to build innovation and entrepreneurial capacity within higher education by integrating HEIs into Europe's innovation ecosystems and value chains. This is more than funding - it's a catalyst for change. The initiative connects institutions with industry and research, fostering collaboration where it matters most.

At the heart of this initiative is the EIT Knowledge Triangle Model - the integration of business, education, and research. Participating HEIs are expected to use this model as a practical tool to enable systemic, institutional transformation. They will also engage with Smart Specialisation Strategies, apply the Regional Innovation Impact Assessment (RIIA) framework, and contribute to the goals of the EIT Regional Innovation Scheme (EIT RIS).

This approach strengthens ties between HEIs and their regional innovation ecosystems and sets the stage for long-term impact, encouraging institutions to tap into additional funding opportunities beyond the initial project.

HEIs are invited to develop proposals that deliver on six key Actions - building entrepreneurial capacity, embedding innovation, and connecting with ecosystems. The outcome? Tangible transformation. Real results. And a stronger innovation future for Europe.

EXECUTIVE SUMMARY

The rapid advancement of AI technologies is reshaping industries, redefining professional roles, and transforming educational environments. In entrepreneurial and academic contexts alike, the integration of AI offers unprecedented opportunities for innovation, strategic decision-making, and sustainable development. However, the pace of digital transformation also presents significant challenges, including ethical considerations, skills gaps, and the need for adaptive teaching and consulting practices. There is a growing demand for professionals who not only understand AI tools but can effectively apply them in business, education, and social innovation. Addressing these challenges requires a shift in mindset, particularly among educators, consultants, and innovation leaders.

The "AI Mindset in Entrepreneurial Spaces" is an intensive six-week training program (60 academic hours / 2 ECTS) designed to eo raise awareness of the nature and importance of entrepreneurship in the global economy, with a focus on how artificial intelligence (AI) is transforming business landscapes. The course aims to foster understanding of the content and indicators of the international business environment, the nature of planning, and the identification of basic functions in international business, while highlighting the role of AI-driven tools and innovations in shaping competitive strategies and creating new opportunities for entrepreneurs worldwide.

Students will gain knowledge and understanding of:

1. Artificial intelligence and its key applications in entrepreneurship.
2. The impact of AI on business models, digital transformation, and innovation processes.
3. Types and categories of AI tools relevant to startups and digital enterprises.
4. Ethical, legal, and regulatory frameworks governing AI use in entrepreneurship.
5. Real-world applications of AI in innovative ventures.
6. Success and failure stories of AI-driven startups.

LEARNING IMPACT AND PROGRAM DESIGN

Learning Outcomes

1. To demonstrate an understanding of key management and entrepreneurship theories, and apply them to identify and develop business opportunities in a global context.
2. To analyze the impact of artificial intelligence on entrepreneurship and assess its strategic role in the international business environment.
3. To valuate potential risks and ethical considerations associated with the implementation of AI in entrepreneurial ventures.
4. To identify and select appropriate AI tools and technologies to support various business functions and innovation processes.
5. To demonstrate the ability to independently apply AI-powered tools and techniques to solve real-world entrepreneurial challenges.

Skills Acquired

Students will develop the ability to:

- Use AI tools to generate and refine innovative business ideas.
- Apply AI in market analysis, customer profiling, and product development.
- Assess international scalability and forecasting using AI-driven analytics.
- Create, pitch, and defend an AI-based startup concept.

Competencies

Graduates of the course will demonstrate:

- The ability to critically analyze and debate technology-driven business scenarios.
- Strategic thinking and decision-making using AI tools.
- Capacity to link ethical and sustainable innovation principles with AI-based entrepreneurship.
- Strengthened interdisciplinary understanding combining technology, management, and innovation.

Course Structure

Table 1. Course program

Activities	Dates	Hours
Opening meeting	13/10/2025	1
Workshops and lectures week	13/10/2025 17/10/2025	20
Individual projects	20/10/2025 07/11/2025	20
Mentoring	10/11/2025 14/11/2025	10
Test evaluation	17/11/2025 21/11/2025	8
Open Dialogues	21/11/2025	1
Total hours	6 weeks	60

Table 2. Schedule of online retreat

ref	Topic of training	Lector	Date, time
1	Creativity and art in the use of AI	Yana Sokil	13.10 9.00
2	Market and Competition analysis with AI	Yana Sokil	13.10 10.30
3	Building Consumer Profiles Using AI and Open Data	Darya Legeza	14.10 15:00
4	AI in Market Environment Research and Product Innovation	Darya Legeza	14.10 16.30
5	Opportunities and Challenges of the current AI	Yevhenii Vladimirov	15.10 10:00
6	AI in Cybersecurity	Volodymyr Khlivetskyi	16.10 9.00
7	AI in marketing: Tools, Cases. And Performance	Yevhenii Vladimirov	16.10 10.30
8	AI and VR for Sustainable Consumption and the Food Industry	Olesia Priss	17.10 9.00

INDEPENDENT PROJECT (Food and Tehnology orientation)

From Reviews to Consumer Profile Projects aims to learn how to collect, analyze, and interpret consumer feedback and market trends using open tools — and to build a realistic customer profile for a new product.

By the end of this activity, a student will demonstrate the ability to independently collect, analyze and interpret data from various digital sources, create a customer profile and apply SWOT/TOWS analysis to make strategic decisions in the field of food technology.

Work volume: up to 5 pages (EIT brand format).
Project structure: should contain all sections according to the tasks below.
Submission format: PDF document.

Instructions for Students

Task 1. Collecting and organizing scientific sources

- Go to ResearchGate and find 3-5 scientific articles related to your topic (for example, consumer behavior in the jam market or trends in the consumption of organic products).
- Download the articles, save them in PDF format.
- Go to Notebook LM, download these files and formulate questions, for example:
  - "What are the key trends in the market for products made from natural ingredients?"
  - "What factors influence the choice of a buyer in the HoReCa segment?"
- Save a short analytical overview of the answers in the form of abstracts (up to 1 page).

Task 2. Researching consumer behavior using Perplexity

- Register at www.perplexity.ai
- Formulate 2-3 queries about consumer behavior.
- Example:
  - "What motives influence the choice of local products among consumers aged 25-40?"
  - "How do consumer habits change after the introduction of AI in the food delivery sector?"
- Save the links to the received sources, form a summary in the form of a short analytical table:
  - | Source | Main trends | Conclusion for business |
- Draw conclusions about key customer behavior patterns (up to 0.5 pages).

Task 3. Review analysis and creation of a customer database

- Choose a product or service (Trustpilot, Amazon, Rozetka, Booking, TripAdvisor).
- Collect at least 30 reviews (positive, neutral, negative).
- Create a table:
  - | Review | Rating (1–5) | Needs | Pains | Motives | Social demo |
- Use ChatGPT or Gemini. Write Promt:
  - "Analyze the given reviews and create a summarized table according to the criteria…"
- Save the analysis results in the form of a table (up to 1 page).

Task 4. Forming a customer profile

- Create the second Promt:
  - "Analyze data from reviews and scientific articles and create a generalized customer profile."

- Based on the answer, create a short text (up to 1 page):
  - Who is the customer (age, gender, lifestyle).
  - What does he value, what are his expectations?
  - Main problems, needs, motives for choice.
  - Examples of quotes from reviews.
- Create a profile in a friendly style, but with analytical content.

Task 5. Adapting the profile to a new product

- Go to the Trendhunter website
- Choose a new product (for example, eco-friendly packaging, organic jam, smart kitchen solution).
- Formulate the third Promt:
- "Update the customer profile taking into account the new product, indicating the value, segment and need it solves."
- Add a short conclusion (up to 0.5 pages) on how the product meets the customer's needs.

Task 6. SWOT and TOWS analysis of the enterprise

- Use the example of a food or agricultural enterprise (for example, a jam manufacturer or a farm).
- Formulate a SWOT matrix
- Construct a TOWS matrix.
- Write short recommendations (up to 0.5 pages) on choosing the optimal strategy.

INDEPENDENT PROJECT (Marketing orientation)

This activity is designed to develop a strategic plan for implementing AI in a company's marketing department. The plan should define objectives, tasks, priorities, resources, and timelines, based on the results of the company readiness survey.

By the end of this activity, a student will demonstrate the ability to analyze organizational readiness for AI implementation in marketing departments and develop a structured implementation plan integrating human, financial, and technical resources.

Work volume: up to 10 pages (EIT brand format).
Project structure: should contain all sections according to the tasks below.
Submission format: PDF document.

Instruction for Students

Step 1. Analyze the AI Readiness Survey Results

- Categorize the survey results into the following areas:
  - Strategy and vision
  - Equipment and technology
  - Data collection and management
  - Personnel and training
  - Funds and investment
  - Digital infrastructure
  - Ethics and risk management
  - External ecosystem and collaboration
  - Identify strengths and challenges in each area.

Step 2. Define Strategic Objectives

- For each area, define 1–3 measurable objectives aligned with the overall company strategy.
- Objectives must be specific, measurable, and achievable.
- Example:
  - Area: Personnel and training
  - Objective: Improve employee AI competencies by the end of the year.

Step 3. Specify Tasks

- For each objective, define concrete tasks that address weaknesses identified in the survey.
- Tasks should be actionable and linked to survey insights.
- Example:
  - Objective: Improve employee AI competencies
  - Tasks: Conduct an AI training course for 80% of staff.
- Organize mentoring sessions with AI specialists.
- Establish an internal AI knowledge library.

Step 4. Set Priorities

- Classify tasks based on criticality:
- High priority: must be done first
- Medium priority: can run concurrently
- Low priority: after critical tasks

Step 5. Allocate Resources

- Define resources required for each task:
- Human (team, experts)
- Financial (budget for training, AI tools)
- Technical (software, servers, AI platforms)

Step 6. Define Timelines

- Assign timelines to each task (months, quarters, or specific dates).
- Example:
  - Task: Conduct AI training course
  - Resources: 1 AI trainer, 10,000 UAH, Zoom + LMS
  - Timeline: 01.10.2025 – 31.12.2025
  - Priority: High

Step 7. Develop the Implementation Plan

- Create a table or document with the following columns:

Area	Objectives	Tasks	Priority	Recourse	Timeline
Strategy and Vision					
Equipment and Technology					
Data Collection and Management					
Personnel and Training					
Funds and Investment					
Digital Infrastructure					
Ethics and Risk Management					
External Ecosystem and Collaboration					

- Fill in all columns based on survey results.
- Verify logical consistency: each task should support the objective, and each objective should contribute to realizing the strategy

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