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“AI Mindset in Entrepreneurial Spaces” Training Program

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CONTENTS

ABOUT THE HIGHER EDUCATION INITIATIVE 0

EXECUTIVE SUMMARY 1

LEARNING IMPACT AND PROGRAM DESIGN 2

- Learning Outcomes 2
- Competencies 2
- Course Structure 3

INDEPENDENT RESEARCH FOLLOWING GUIDELINES 5

PROJECT DEVELOPMENT 6

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 (180 academic hours / 6 ECTS) designed to develop participants' competencies in integrating artificial intelligence into entrepreneurial, educational, and consulting practices. The program combines online retreats, expert-led seminars, hands-on project development, and individual consulting to provide a comprehensive learning experience.

The training program aims to cultivate an AI-driven entrepreneurial mindset among professionals in education, consulting, and business development. Participants will acquire practical skills in applying AI tools, developing data-informed solutions, and leading innovation in their respective fields. The program empowers trainees to create AI-based projects, integrate digital technologies into pedagogical practices, and promote ethical and sustainable use of AI across sectors.

Participants explore cutting-edge topics such as AI-driven business strategies, startup lifecycle management, ethical AI use, low-code/no-code tools, and digital transformation in industries like education and sustainable food production. Through collaborative sessions and individual work, trainees design their own AI-based entrepreneurial solutions and present them for peer and expert feedback.

This program targets educators, trainers, consultants, and innovation-driven professionals seeking to lead and support digital transformation with a focus on value creation, strategic thinking, and responsible AI adoption.

LEARNING IMPACT AND PROGRAM DESIGN

Learning Outcomes

- Understands the concepts, opportunities, and challenges related to the use of artificial intelligence in professional and educational settings.
- Able to integrate AI tools into teaching, consulting, and the development of innovative learning programs.
- Capable of data analysis and informed decision-making in management, marketing, agriculture, finance, food technologies, and related fields.
- Possesses skills to develop entrepreneurial projects based on digital and AI-driven solutions.
- Demonstrates the ability to adapt educational content for the digital generation using microlearning, gamification, and visual AI tools.
- Initiates the implementation of innovative teaching and consulting methods in the context of digital transformation.
- Observes ethical standards in the use of AI technologies and data handling, especially in academia.

Competencies

- Digital literacy and use of AI tools
- Entrepreneurial thinking and value creation
- Analytical thinking and data-based decision making
- Communication and presentation skills
- Pedagogical innovation and digital course transformation
- Ethical use of AI and academic integrity

Course Structure

Table 1. Training program

Activities	Dates	Hours
Opening meeting	9/06/2025	1
Online retreat	9/06/2025 20/06/2025	22
Test evaluation.	16/06/2025 20/06/2025	22
Independent research following guidelines. AI Quest for Innovation in Teaching and Training	23/06/2025 27/06/2025	40
Project development. From Concept to Impact: Creating AI-Driven Prototypes	30/06/2025 04/07/2025	40
Presentation preparation and delivery following individual consulting	07/07/2025 11/07/2025	40
Guest speakers and seminars. Expert Insights on AI Adoption in Entrepreneurial Practice	14/07/2025 18/07/2025	10
Round table Shaping the Future with AI Sector Dialogues	14/07/2025 18/07/2025	6
Total hours	6 weeks	180

Table 2. Schedule of online retreat

ref	Topic of training	Lector	Date, time (Ukrainian time)
1	AI-Driven Strategies for Innovation and Competitive Market Positioning	Saulius Kromalcas	09.06 10.30
2	Women in AI. Creativity and art in the usage of AI	Yana Sokil	10.06 10.00
3	Strategic Management in the Lifecycle of AI Startups	Pavlo Sidelov	11.06 14:00
4	Corporate social responsibility in digital entrepreneurship	Yana Sokil	12.06 10.00
5	Evaluating AI Venture Potential through Global Scaling and Analysis	Pavlo Sidelov	13.06 16:00
6	Strategic Planning and Core Values in AI-Based Entrepreneurship	Saulius Kromalcas	13.06 10.00
7	AI and VR in the Sustainable Food Industry	Darya Legeza	16.06 10.00
8	AI in the professional career of trainers	Darya Legeza	17.06 10.00
9	AI, Entrepreneurship, and Global Transformation: Driving Innovation in the Digital Age	Tetiana Gorokhova	18.06 11.00
10	No-code and Low-code tools in the AI economy for entrepreneurship	Oleksiy Mints	19.06 10.00
11	Own idea project in Rapid Visual - Creation of the Canva business model	Raitis Ševelis	20.06 9:00

INDEPENDENT RESEARCH FOLLOWING GUIDELINES

AI Quest for Innovation in Teaching and Training aims to empower trainers to explore, assess, and integrate AI tools into the training and supervision of Master and PhD students. Participants will investigate the current landscape of AI applications in education, analyze their relevance to research-level learning, and design a Personal Guideline for AI Integration tailored to their specific teaching context.

By the end of this activity, each trainer will create a Personal Guideline outlining their strategy for applying AI tools in PhD student training and teaching practices.

Throughout the research week, trainers may reach out to program facilitators for advice on tools, structure, or ethical concerns. A resource list and optional discussion forum will be available.

Instructions for Trainers

- Explore the Landscape of AI Tools in Education
  - Search for AI tools relevant to teaching, research supervision, academic writing, assessment, and learner engagement.
  - Examples include: ChatGPT, Grammarly, Elicit, Notion AI, Scite.ai, Synthesia, Canva AI, etc.
  - Focus on tools that support learning personalization, automation, data analytics, visual storytelling, or content generation.
- Evaluate Tool Relevance and Applicability
  - For each tool, consider:
  - How can this tool support PhD-level training?
  - Is it aligned with your teaching style or field of study?
  - What are the ethical and pedagogical implications?
  - Is it accessible and easy to use for both trainers and students?
- Design Your Personal Guideline
  - Your final product should be a short (2–4 pages) practical document that includes:
  - Introduction: Your training context and goals
  - Selected AI Tools: 3–5 tools you intend to use
  - Use Cases: How each tool will be applied in PhD training
  - Implementation Strategy: Timing, format, and support needs
  - Ethical Considerations: Responsible use, privacy, and academic integrity
  - Reflections: Expected challenges and benefits
- Submit Your Guideline
  - Deadline: July 1, 2025
  - Format: PDF or Power Point

PROJECT DEVELOPMENT

This activity is designed to help trainers guide students in using AI tools for developing innovative, entrepreneurship-oriented projects. The goal is to integrate AI at every stage of the student project lifecycle and provide trainers with a strategic framework to foster AI-driven innovation in various industries.

Each trainer will develop a Personal Guideline for Innovative Project Development, describing how to mentor students in designing entrepreneurial projects using AI tools. This guideline will include AI-enhanced methods for ideation, validation, prototyping, and business modeling.

Instruction for Trainers

- Understand the Role of AI in Student Entrepreneurship
  - Review how AI tools can support creativity, market research, rapid prototyping, and decision-making in student projects.
  - Explore tools such as ChatGPT (idea generation), Canva AI (visual design), Notion AI (project planning), Looka (branding), Runway ML (video prototyping), or any industry-specific tools.
  - Consider examples from industries like agri-food, education, health, creative industries, sustainability, and digital services.
- Define the Innovation Process for Students and structure the student project into clear stages:
  - Problem Identification
  - Ideation and AI-supported Creativity
  - Market Validation and Research using AI tools
  - Prototyping with No-code/Low-code Tools
  - Business Model Design (e.g., Lean Canvas, Value Proposition Canvas)
  - Identify AI tools appropriate for each stage.
- Develop Your Personal Guideline. Your final output should be a 3–5 page document outlining a recommended methodology for project-based learning with AI. Include:
  - Overview: Your teaching focus and student profile
  - Stages of the Student Project with AI tools and tasks
  - Checklist for Trainers: How to mentor and evaluate each phase
  - Examples: Ideas for student projects in your field
  - AI Tools Table: Tool name, function, and student use-case
  - Risk and Ethics: Address issues like plagiarism, over-reliance, or misuse
  - Outcomes: Competencies developed and innovation potential
- Encourage Entrepreneurial Thinking
  - Guide students to align their AI-based projects with current global challenges (e.g., SDGs, circular economy, digital inclusion).
  - Highlight how AI can unlock value in traditional and emerging industries.
- Submit Your Guideline
  - Deadline: July 8, 2025
  - Format: Word or PDF
  - Submission link to be provided during the activity week.

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