



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven
Innovation



Funded by the European Union –
NextGenerationEU

Part of
**EIT Higher
Education
Initiative**
eit-hei.eu

No-code and Low-code tools in the AI economy for entrepreneurship

Oleksiy Mints



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven
Innovation



Funded by the European Union –
NextGenerationEU



About the Speaker:

Oleksiy Mints

DrHab (Economics), Professor

Author of 150+ publications

Main topics of interest: AI, Business intelligence, Fintech,
Economic security, Mathematical modelling

Pryazovskyi State Technical University

e-mail: mints_a_y@pstu.edu





1 THEORETICAL PART

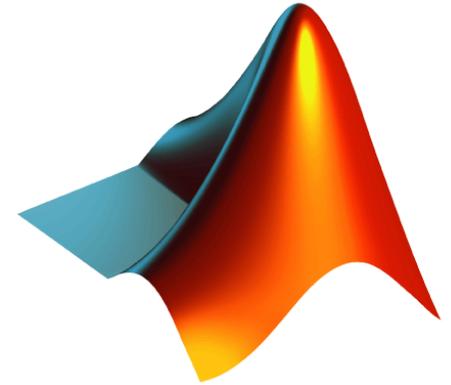
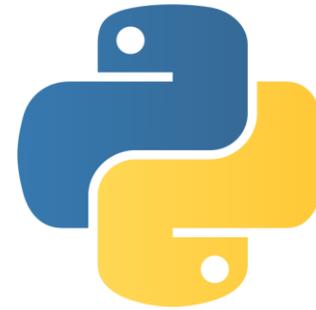


Definitions

Code tools - build a product by writing and maintaining full-scale source code in programming languages

No Code Tools - letting you assemble complete applications purely through graphical configuration and ready-made components

Low Code Tools - replace most of that manual programming with drag-and-drop interfaces and pre-built logic blocks



AppSheet

Code Tool Example

To solve the problem using Code Tools the user must be able to:

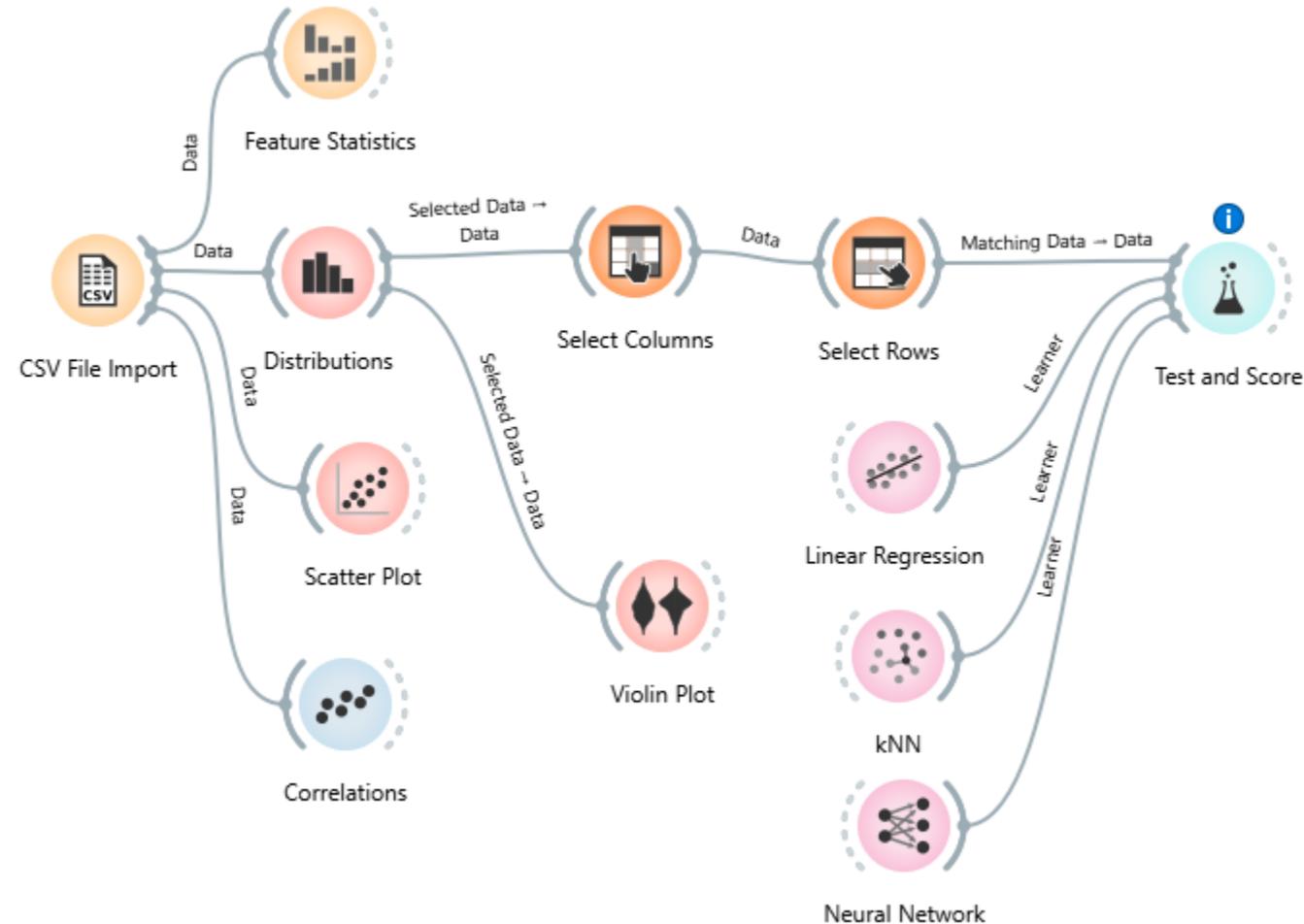
1. Understand the domain and frame the question.
2. Decide what data he need and where to get it.
3. Break the problem into steps.
4. Know data formats and structures.
5. Choose algorithms and methods.
6. Design the program logic and choose relevant libraries or frameworks.
7. Write correct code.
8. Implement, debug, and test the code.

```
untitled2.m x trainRegressionModel.m x estate_categor.m x nnet_estate_simple.m x +
59         standardize , true);
60
61     % Create the result struct with predict function
62     predictorExtractionFcn = @(t) t(:, predictorNames);
63     neuralNetworkPredictFcn = @(x) predict(regressionNeuralNetwork, x);
64     trainedModel.predictFcn = @(x) neuralNetworkPredictFcn(predictorExtractionF
65
66     % Add additional fields to the result struct
67     trainedModel.RequiredVariables = {'appt_ID', 'rooms_num', 'st_last_floor',
68     trainedModel.RegistrationNeuralNetwork = regressionNeuralNetwork;
69     trainedModel.About = 'This struct is a trained model exported from Regressi
70     trainedModel.HowToPredict = sprintf('To make predictions on a new table, T,
71
72     % Extract predictors and response
73     % This code processes the data into the right shape for training the
74     % model.
75     inputTable = trainingData;
76     predictorNames = {'appt_ID', 'rooms_num', 'st_last_floor', 'total_area', 'l
77     predictors = inputTable(:, predictorNames);
78     response = inputTable.price;
79     isCategoricalPredictor = [false, false, true, false, false, false, true, fa
80
81     % Perform cross-validation
82     partitionedModel = crossval(trainedModel.RegistrationNeuralNetwork, 'kFold',
83
84     % Compute validation predictions
85     validationPredictions = kfoldPredict(partitionedModel);|
86
87     % Compute validation RMSE
88     validationRMSE = sqrt(kfoldLoss(partitionedModel, 'LossFun', 'mse'));
89
```

No Code and Low Code examples

Solving the problem becomes much easier, but
the user still needs to:

1. Understand the domain and frame the question.
2. Decide what data he need and where to get it.
3. Break the problem into steps.
4. Know data formats and structures.
5. Planning algorithms and processing methods that will address each sub-task.



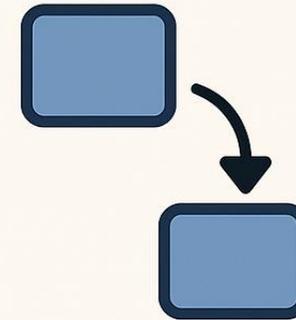
Low Code and No Code

Low-Code tools are more powerful and flexible.

You can use Low-Code tools without coding or you may add additional functionality if necessary (or on the next knowledge level).

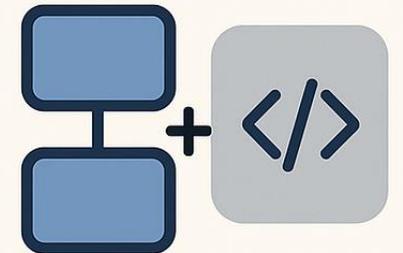
However, it is impossible to add anything new to a No-Code tool outside of its proposed functionality.

No-Code



Build apps
entirely visually

Low-Code



Visual development
plus code
customization

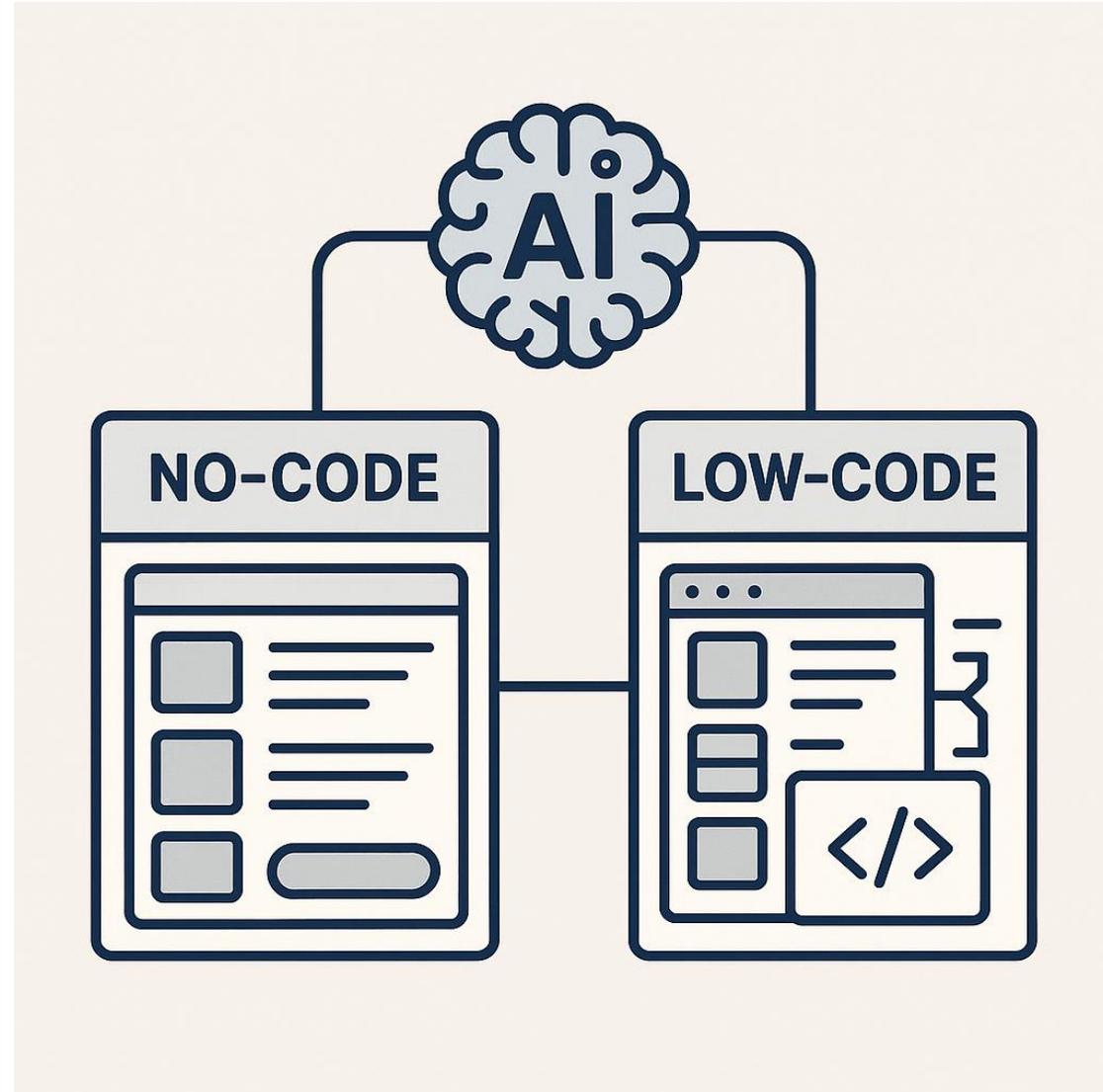
AI influence on the Low-Code and No-Code tools

AI can simplify product creation at every stage of the process.

In fact, Code tools with AI are as easy as low-code.

Low-code tools with AI are as easy as no-code tools.

No-code tools with AI can be used with minimal experience.

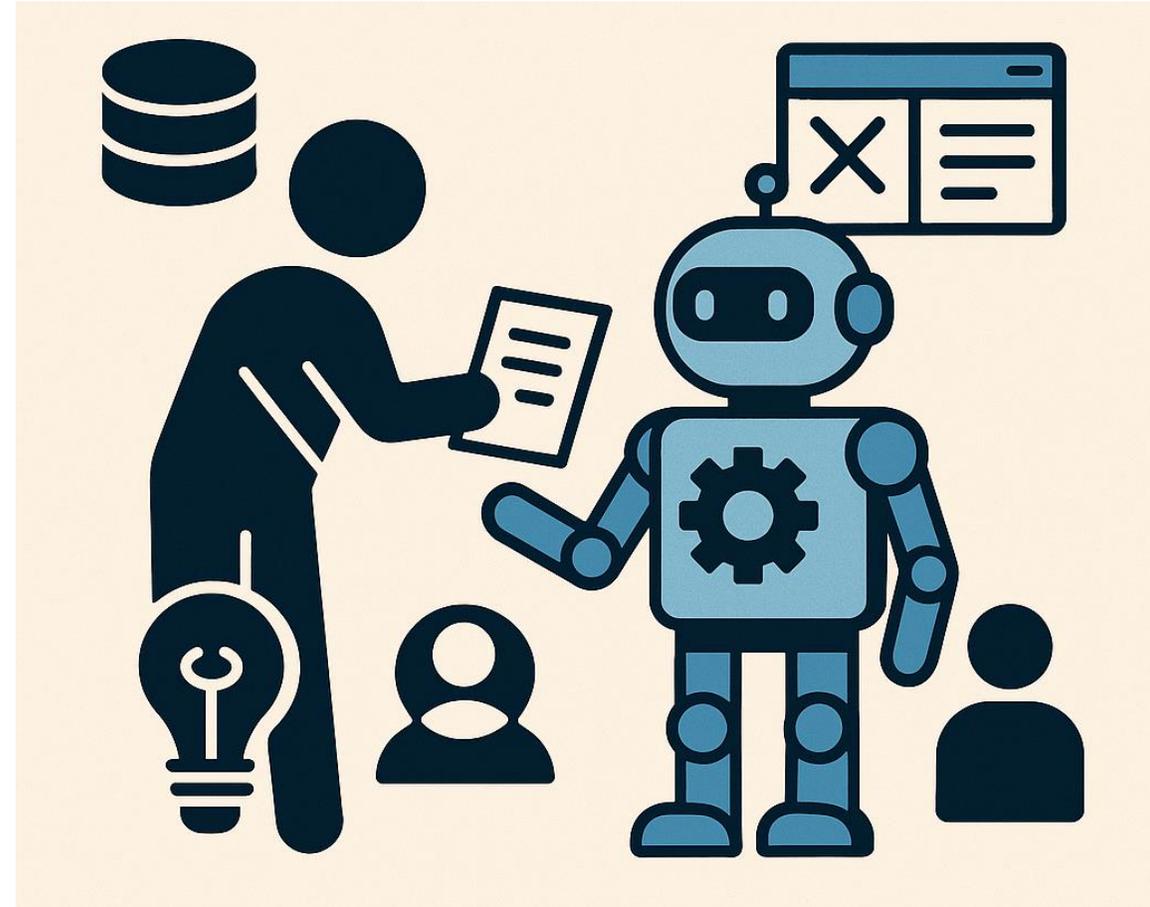




Why AI Alone Isn't Enough?

The biggest mistake when using AI is assuming it will figure everything out and solve your problem exactly as you intend without precise instructions.

To use AI effectively, you still need a solid understanding of the task you're trying to accomplish. AI can only simplify routine operations and speed up your work. But he can't read your mind.

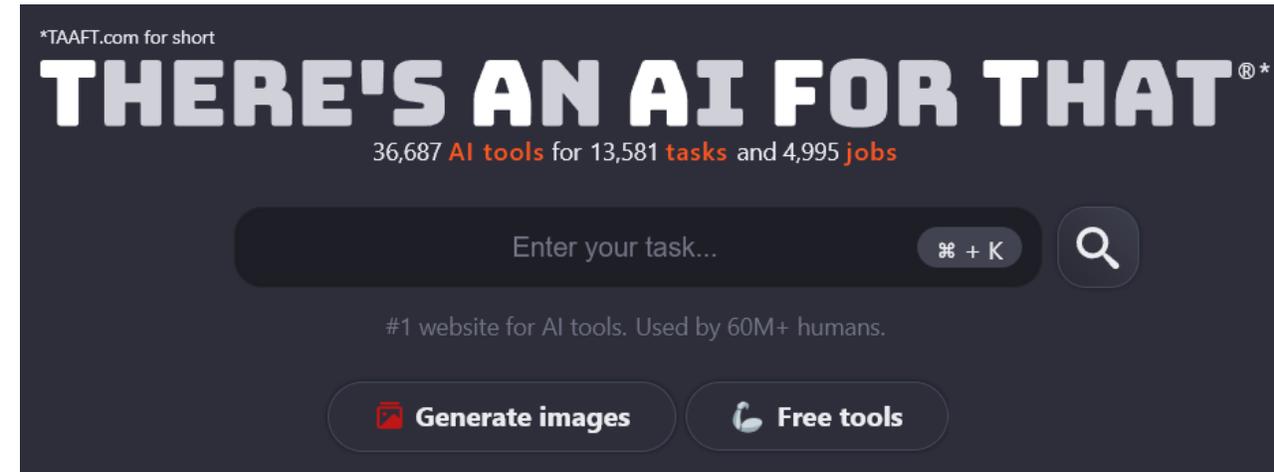


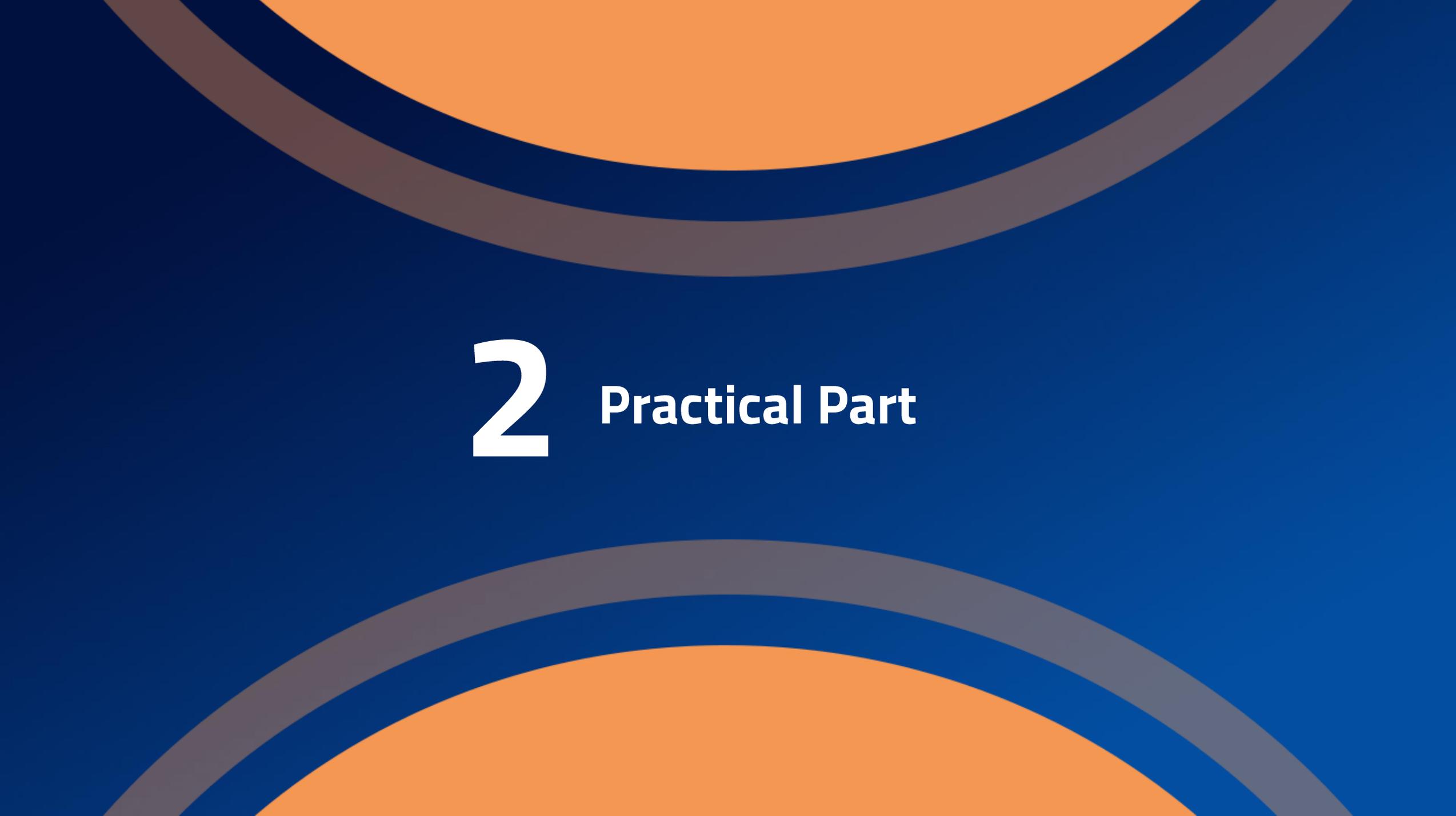


Wide and Narrow AI solutions

Wide-specialization AI (Chat GPT, Gemini, Grok, DeepSeek...) – facilitates work with all the tools under consideration (Code, Low Code, No Code).

Narrow-specialization AI – refers to purpose-built solutions that tackle one very focused task exceptionally well.

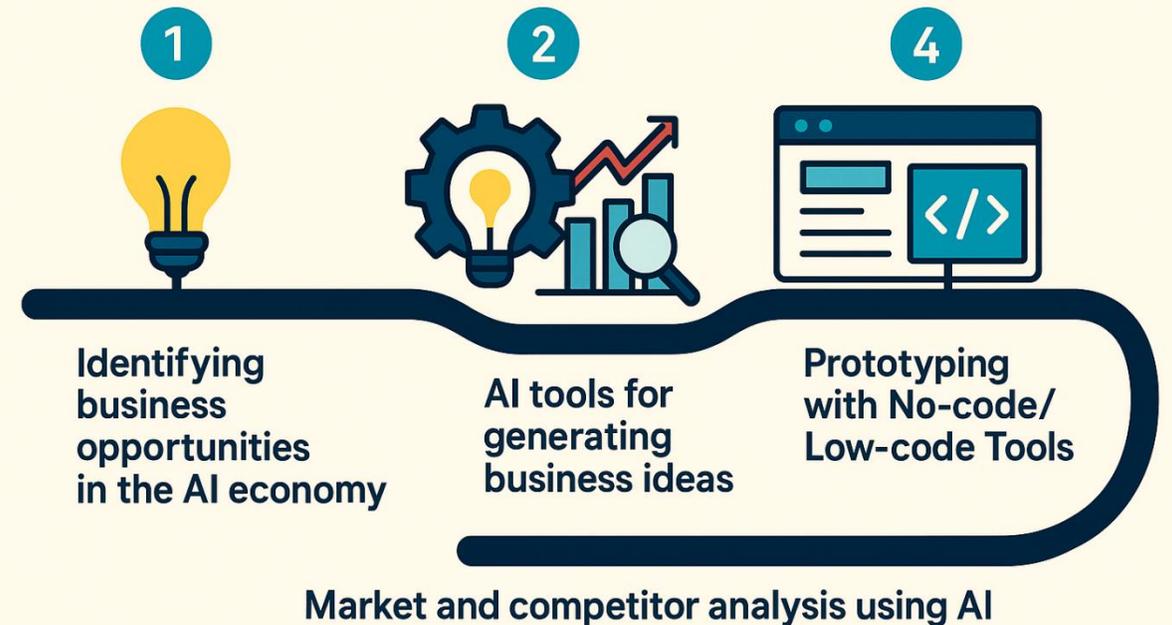




2 Practical Part

Roadmap

- Identifying business opportunities
- Generating business ideas
- Market and competitor analysis
- Prototyping with No-code/Low-code Tools
 - Why prototype and why no(low)-code?
 - Workflow conception in the no(low)-code tools
 - Visual prototype shell
 - Data, backend, and automation
 - How to “embed” AI into a prototype

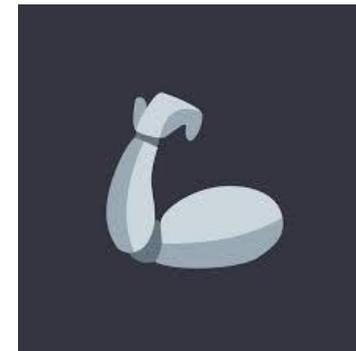


Identifying business opportunities in the AI economy

In the first stage, it is important to understand market needs and what problems can be solved. To do this, we have to research trends and existing solutions.

Tools to consider:

- Google Trends (<https://trends.google.com>)
- Exploding Topics (<https://explodingtopics.com>)
- There's An AI for That (<https://theresanaiforthat.com>)





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation

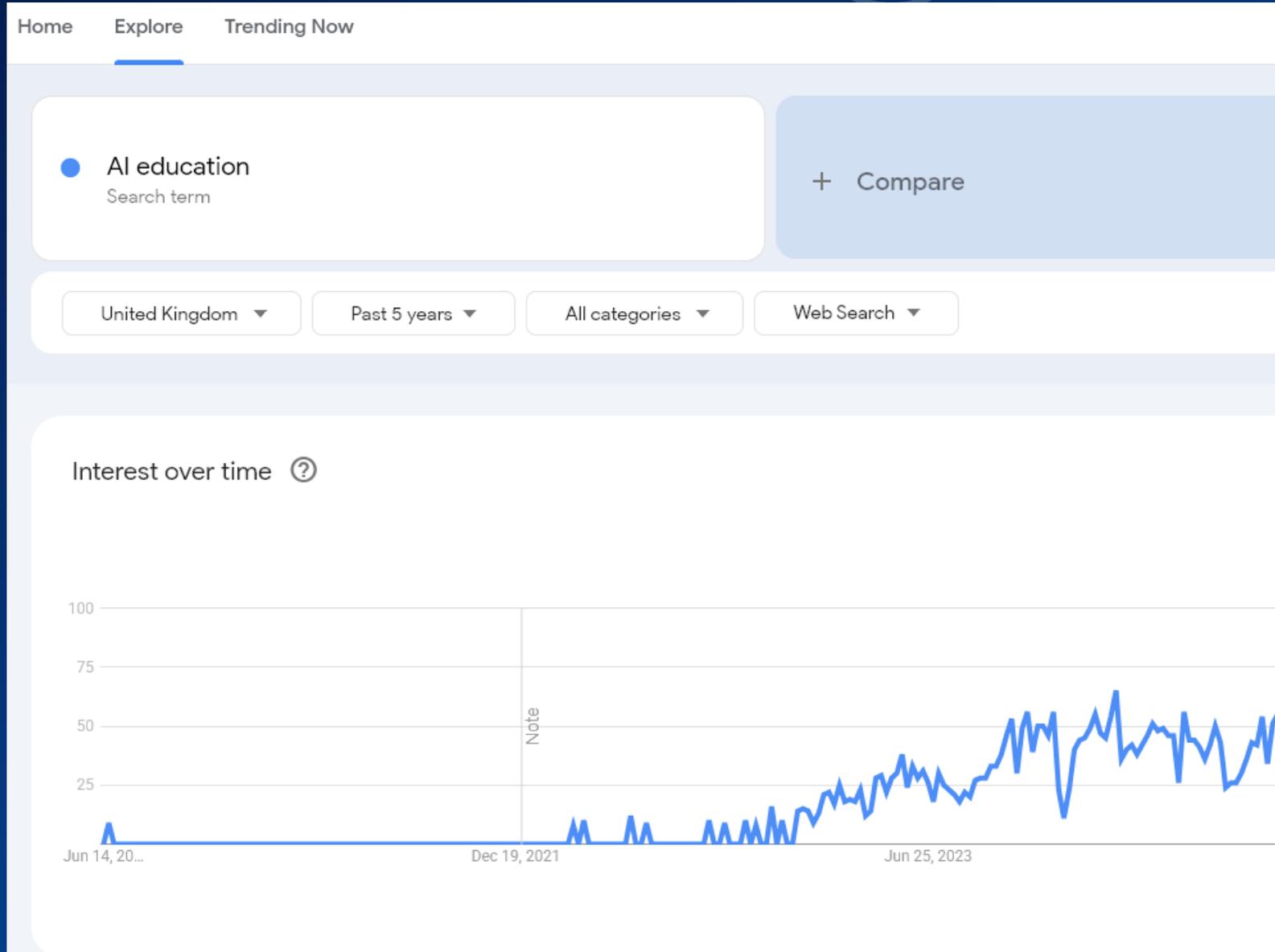


Funded by the European Union – NextGenerationEU



Google trends

Google Trends is a free service for analyzing the popularity of search queries. It helps you see which areas are gaining interest and demand.





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation

Exploding topics

This platform uses AI to find emerging trends before they become well known. It provides a list of fast-growing topics and keywords across different industries. You choose an industry and a time period, and the system shows you the most promising trends.

Education Trends

The biggest trends in education, edtech and schools.

FILTER BY:

2 Years



Education



Q Search Trends

PRO

Non-Profit Public Benefit Organization

0-100
Volume

+99X+
Growth



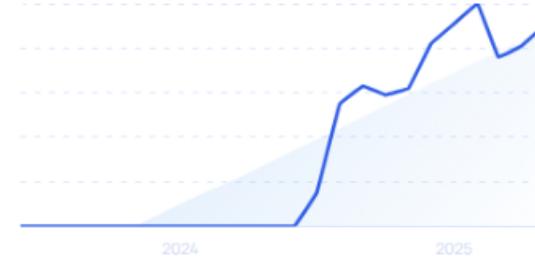
Entities that engage in activities aimed at improving the quality of life in their communities. These activities can...

EXPLODING

Viwoods

3.6K
Volume

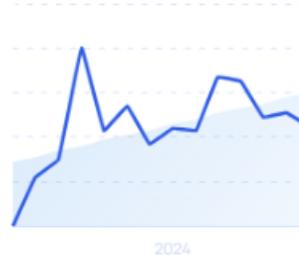
+8900%
Growth



Digital paper tablets designed to provide a paper-like reading and writing experience, focusing on mindful use without...

EXPLODING

Live Hard Challenge



Comprehensive program consisting of various activities and challenges, including the well-known '75 HARD' challenge.

REGULAR

Ai Career Coach

720
Volume

+6800%
Growth



An AI career coach is a digital tool designed to provide personalized career guidance and support to individuals.

Certiverse

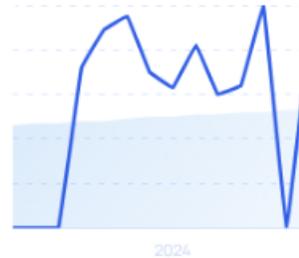
0-100
Volume

+6000%
Growth



Certiverse is an online platform that streamlines the development and delivery of certification systems.

Careerfairly



Campus recruiting platform targeting students and employers.



HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



There's An AI for That

This service lets you not only find the right AI product for your task but also check, during market analysis, whether someone else already solves your problem with their AI tool. If your search returns only two or three tools, that may confirm a market gap. On the other hand, if the catalog shows dozens of similar AI services, you should consider how to stand out or choose a different niche.

*TAAFT.com for short

THERE'S AN AI FOR THAT®

36,977 AI tools for 13,578 tasks and 4,995 jobs

AI Career coach + K

#1 website for AI tools. Used by 60M+ humans.

▼ Latest For You ↗ Trending

🏠 / AI Career coach

AI Career coach

All Agents GPT iOS Android Chrome API Sort: Default

Featured matches

Eloovor - AI Career Coach ✓

Resume optimization

📊 3,227 📈 54 ⭐ 4.8

Gyana Guru Prasath 🧑 47 karma

Keep it free bro, you will break the 👍 41 💬 2

AI tools for generating business ideas

At this stage, you need to answer the question:
“What specific product or service are we going
to create?”

Tools to consider:

- Chat GPT and similar Generative AI tools
- Idea Picker
- Perplexity AI





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Idea Picker

Free service for generating startup ideas based on the audience's pain points. Unlike general chatbots (wide AI tools), this tool focuses on finding real, unsolved problems.

Education Business Ideas

IdeaPicker generated 6 business ideas about Education by scanning Reddit for pain points of real people.

[Browse Ideas](#) [My Lists](#)

Filter:

Category: Education × Search: notion × Clear Filter ×

6 ideas found.

Name	Idea	Category	Monthly Revenue
NotionCodeCustomizer	A platform that provides tutorials, resources, and a community for people looking to customize Notion with custom code. This platform can offer beginner to advanced coding guides, templates, and support for users to enhance their Notion experience.	Notion Education Notion Api Coding Tutorials Community Forums	\$15000
Deconstructo	A platform that provides structured frameworks and tools for deconstructing popular games, offering a collaborative space for game designers and developers to analyze and learn from each other.	Gamedesign Education Game Design Collaboration Notion Discord	\$9750
NotionFormulaGenius	A platform that provides tutorials, guides, and templates for creating complex formulas in Notion effectively	Notion Education Notion Tutorial Platform	\$5000

Market and competitor analysis

At this stage,

Tools to consider:

- Perplexity AI
- Owler
- Browse AI





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Owler

Owler is a competitive intelligence service that uses crowdsourcing and AI to collect information about companies.

The killer feature of the Owler is the subscription to company updates, which means that when new information appears online, you receive an alert.

The screenshot displays the Owler interface for the company PSTU. At the top, there is a search bar and navigation options like 'Advanced Search', 'Newsfeed', 'Alerts', and 'Saved Lists'. The main content area shows the company's profile, including its logo, a brief description of its headquarters in Donetsk, and its follower count. Below this, there are two tabs: 'Overview' and 'News & Insights'. The 'Overview' tab is active, showing a 'CEO Approval Rating' of - /100, a location of Donetsk, and industry information such as 'Private', 'Education', and 'Colleges, Universities, & Professional Schools'. On the right side, there are two sections for 'Est. Annual Revenue' and 'Est. Employees', both with 'Agree?' buttons and 'Yes/No' options. The revenue is listed as <\$1M and employees as <10. At the bottom, there are social media links for LinkedIn and X, and the company's website URL.



HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Browse AI

No-code tool for web scraping. It lets you collect data from any website and save it as tables for further analysis. This feature alone can be the basis for an aggregator startup.

	Description	Price	Size	Rooms	Floor
1	-	-	-	-	All photos +(1)
2	1 room Flat For Sale, Poti	24,000 \$	34 m ²	1	4/4
3	2 room Flat For Sale, Poti	29,000 \$	30 m ²	1	2/2
4	2 room Flat For Sale, Poti	25,000 \$	43 m ²	1	2/9
5	1 room Flat For Sale, Poti	24,000 \$	34 m ²	1	4/4
6	2 room Flat For Sale, Poti	25,000 \$	43 m ²	1	4/9
7	2 room Flat For Sale, Poti	23,000 \$	43 m ²	1	1/5

1 What is the maximum number of rows you want to extract?
Every 10 rows extracted consumes 1 credit (more info). You can change this limit later on your dashboard.

2 How can we find the next item?
Select and review the pagination setting this webpage is using.

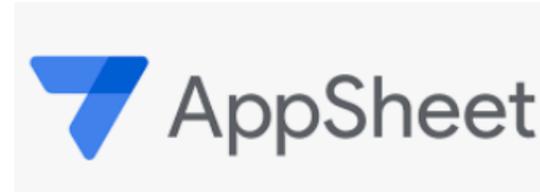
10
 100
 Custom Ex: 248



Prototyping with No-code/ Low-code Tools

A prototype is a Minimum Viable Product (MVP). It is a version of a product with a minimal set of features sufficient to demonstrate its core value and obtain feedback from early users. The purpose of an MVP is to test the viability of the product and its market demand, as well as to collect data for further development.

.bubble





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Jotform

Easy to use app builder.

It offers many ready-made application templates you can customise. You can collect payments, gather feedback, and build forms. The main limit on the free plan is the number of app users, which is not a big issue for a prototype.

Create smarter forms, collect and manage data, automate workflows, and stay organized—all in one place.

SORT BY Popular ▾

CATEGORIES ^

- Company Portal Apps ▾ 48
- Customer Portal Apps ▾ 15
- Information Technology Apps 11
- Insurance Apps 14
- Online Service Apps ▾ 89
- Online Store Templates ▾ 159
- Organization Apps 16
- Payment Collection Apps ▾ 61
- Personal Training Apps 13
- Planner Apps ▾ 13
- Quiz Apps 19
- Rental Apps 10
- RSVP Apps 23



Form

Create forms with logic, payments, and automation.



AI Agent

Create trained agents to guide users and answer questions.



E-sign

Create documents that can be signed on any device.



App

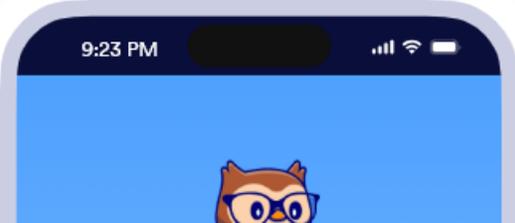
Make downloadable mobile apps with no coding.

Scheduling App

Use Template

Booking

Use Template





HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



AppSheet

A Google-powered platform for mobile apps. It integrates fully with Google Workspace and lets you build apps for any data model or automation task.

The screenshot shows the AppSheet interface. On the left, the 'Data: Relationships' section displays a graph view with three nodes: 'View by Category' (orange circle), 'Category' (blue square), and 'To Do' (blue square). Arrows indicate relationships: 'View by Category' points to 'To Do', and 'Category' points to 'To Do' with the label 'can have many'. On the right, a mobile app preview is shown with a list of tasks: 'blank', 'Water the plants', 'Personal', 'App building tutorial with Christi...', 'Feed the dog', 'Mop the floors', and 'Work'. A blue plus button is visible at the bottom right of the preview.

ID	To Do	Category	Image	URL	File
rthsdfbag	Feed the dog	Personal	To Do_Images/r	appsheet.com	
877jethg	Water the plants		To Do_Images/8	appsheet.com	
1de3ca17	Mop the floors	Personal	To Do_Images/1de3ca17	Image.08590	
441a51e5	Finish the monthly review	Work	To Do_Images/441a51e5	Image.0900	
05688f97	Submit the candidate fee	Work	To Do_Images/05688f97	Image.09010	
f4a0241e	Review content for rece	Work	To Do_Images/f4a0241e	Image.08585	
35t87hrierg	App building tutorial wit	Personal	To Do_Images/3	appsheet.com	
9c4161a4	Create presentation	Work	To Do_Images/9c4161a4	Image.10404	



HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Bubble.io

Full-stack Low-Code platform. To create a website or app, you drag and drop components, set up logic with visual rules, add an AI plugin, and get a “smart” application.

The free plan is enough for a small solo project, and AI features are included in every plan at no extra cost.

ChatGPT o4-mini ▾

Думал на протяжении пары секунд >

I've taken your initial brief and expanded it into a more detailed Bubble.io pro... features and... adjust or any

I want to bu... easily assign... sign up, join... be able to c... tasks should

Your app idea Restart ↻

I'd like to build a task-management app in Bubble.io for a small team of up to ten people. When someone signs up, they'll choose or create a subgroup and immediately land on their personal dashboard. From there they can set a new task—complete with title, description, due date and priority—and decide at once whether it's for a single teammate or an entire subgroup. Each user's dashboard will be divided into incoming assignments, active tasks and a history of completed work so that at a glance you know what demands your attention, what you're working on now and what's already wrapped up. As tasks move through the workflow, the system will send both in-app alerts and email or push notifications to remind people of approaching deadlines. Team members can also comment on any task or attach files—images, documents or spreadsheets—to make collaboration seamless. Behind the scenes, an administrator role will have the power to create and manage subgroups, assign user roles and oversee overall settings. Meanwhile the app will quietly gather essential statistics—completion rates per person or subgroup, counts of overdue tasks and average time to completion—and present them on a dedicated analytics page in clear charts and summaries.

TaskFlow
Task Management Application

Key Features
The tools and functions that enable users to accomplish core tasks

- User Signup and Subgroup Management**
Allows users to sign up, choose or create a subgroup, and manage their account including setting up subgroup structures and user roles.
- Personal Dashboard**
Displays incoming, active, and completed tasks categorized by user, allowing them to track their progress.
- Task Creation and Assignment**
Enables users to create new tasks with details like due date, and priority, with options to assign to teammates or subgroups.
- Task Comments and Attachments**
Allows users to comment on tasks and attach files, documents, or spreadsheets to enhance collaboration and completeness.

Refine your app blueprint ⓘ
Use our prompt guide to get better outputs.

⚙️ Add ability to schedule a notification... Enter ↵ ⓘ 3rd party APIs are not currently supported

Element Event
Button attach-active-file-button is clicked

↓

Step 1
Display data

↓

Step 2
Show Popup task-attachment-popup

+

Button attach-active-file-button ▶️ ⓘ 🗨️ ✕

Element Button attach-active-fil...

Only when Click

Add a breakpoint in debug mode

Creating your app

Estimated wait time is ~5-7 minutes

open to ensure a successful g



3 **Demonstration Part** **(Workflow creation)**



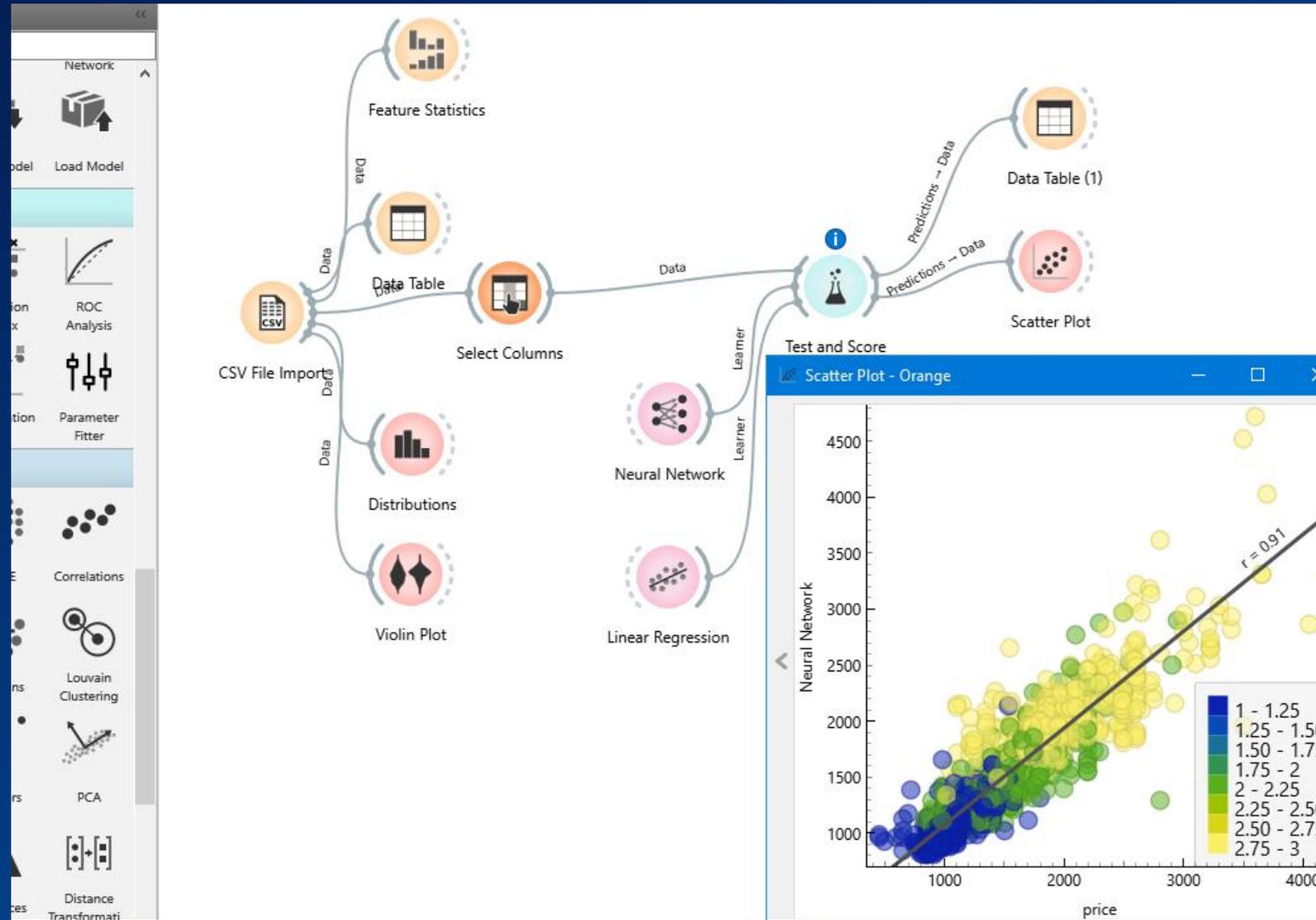
HEI-TRAIN. HEI Transformation for Entrepreneurship and AI-Driven Innovation



Funded by the European Union – NextGenerationEU



Workflow example: Orange Data Mining



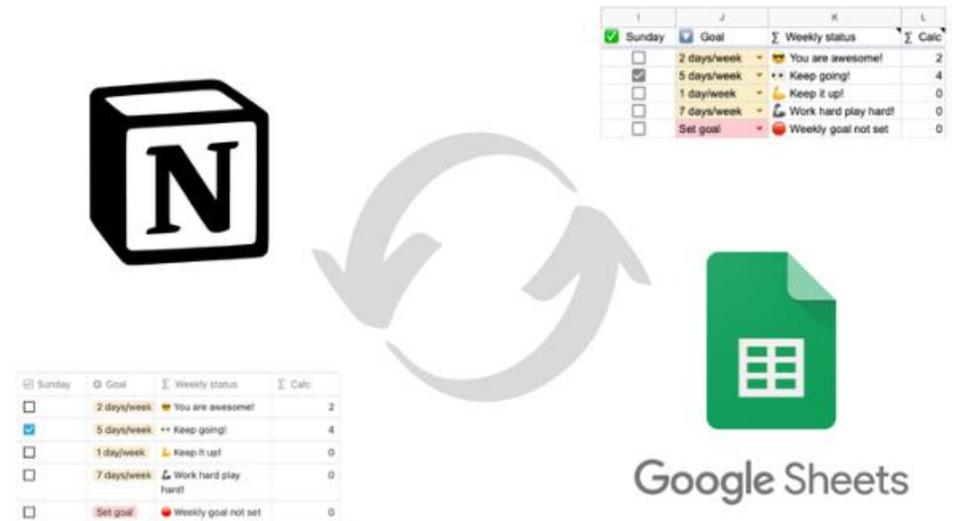
Bonus case: Sync2Sheets

Startup with one function and \$2500 revenue per month

Only one function: Sync Notion data to Google Sheets in real-time

Freemium monetizing model (1 table for free, 5 tables for \$13/month, 10 tables for \$21 per month)

After 2023 – Official Notion Integration





4 Q & A



HEI-TRAIN. HEI Transformation for
Entrepreneurship and AI-Driven
Innovation



Funded by the European Union –
NextGenerationEU



Thanks for attention

✉ Email: hei@eitrawmaterials.eu

🖱 Website: eit-hei.eu

🌐 LinkedIn: [@EIT Higher Education Initiative](https://www.linkedin.com/company/eit-higher-education-initiative)