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

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

Oleksiy Mints

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About the Speaker:

Oleksiy Mints

DrHab (Economics), Professor

Author of 150+ publications

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

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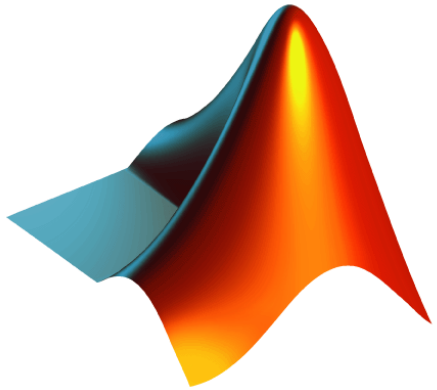
1 THEORETICAL PART

Definitions

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



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

bubble

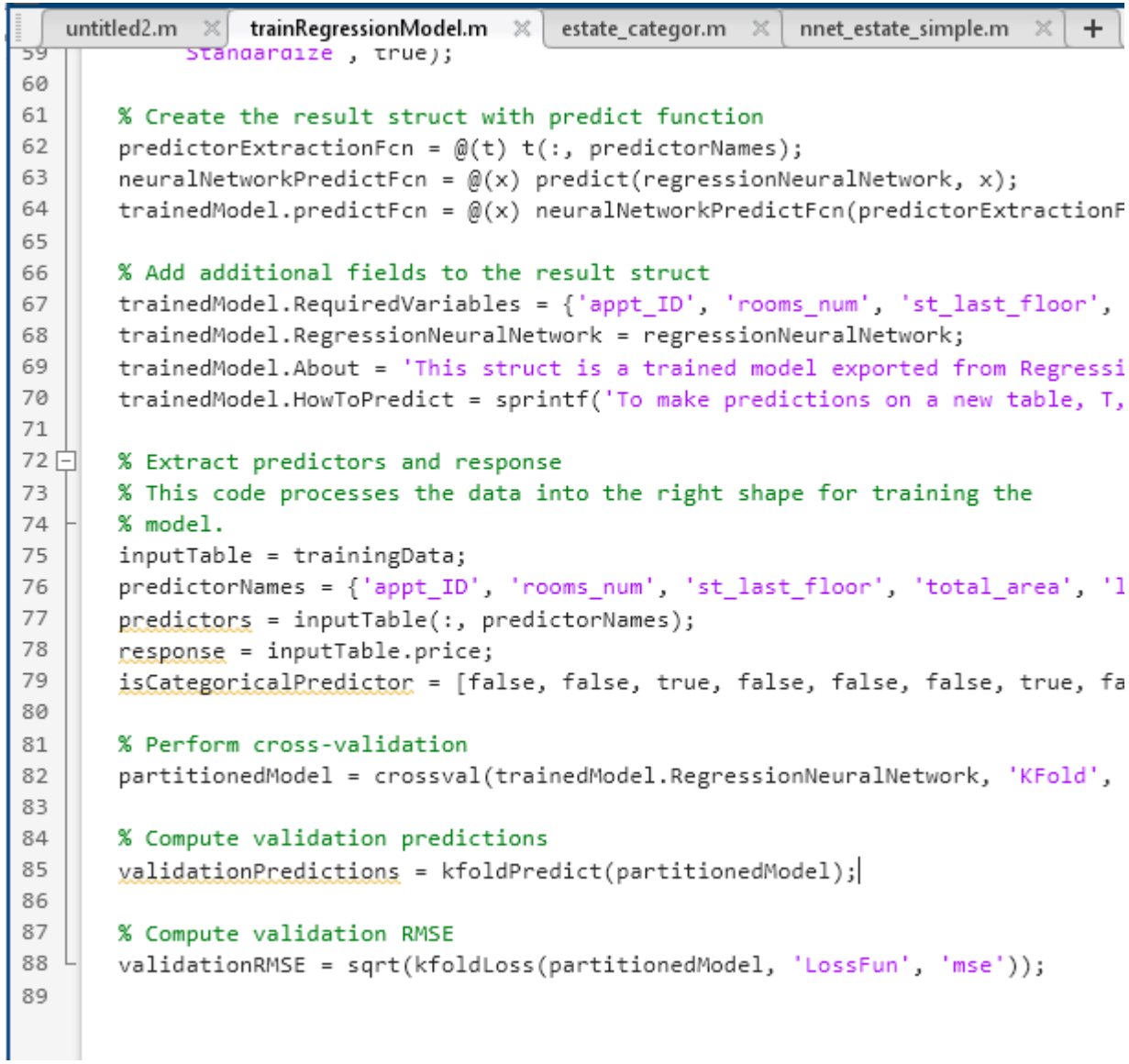
Low Code Tools - replace most of that manual programming with drag-and-drop interfaces and pre-built logic blocks

AppSheet

Code Tool Example

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

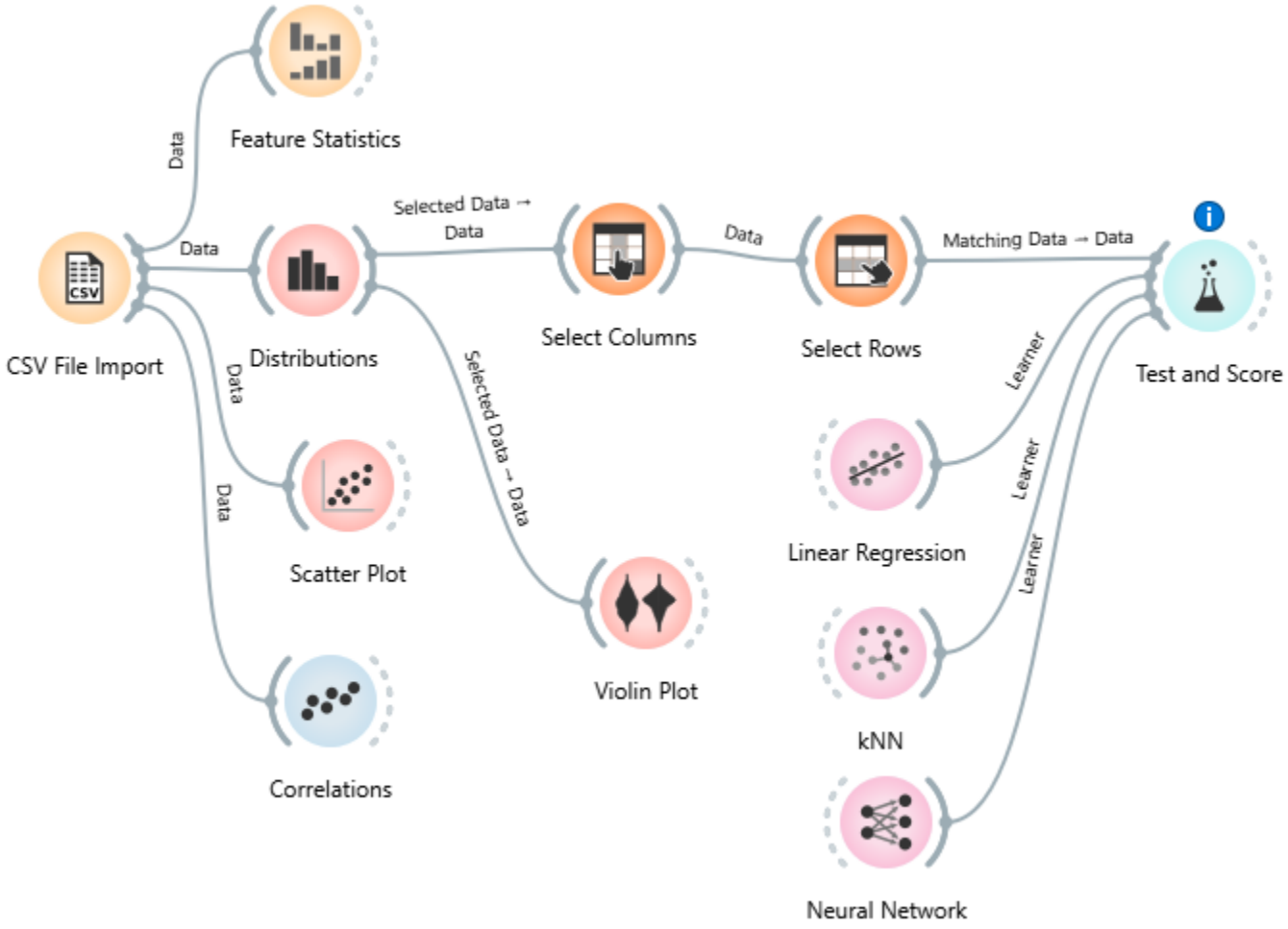
1. Understand the domain and frame the question.
2. Decide what data he need and where to get it.
3. Break the problem into steps.
4. Know data formats and structures.
5. Choose algorithms and methods.
6. Design the program logic and choose relevant libraries or frameworks.
7. Write correct code.
8.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



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.

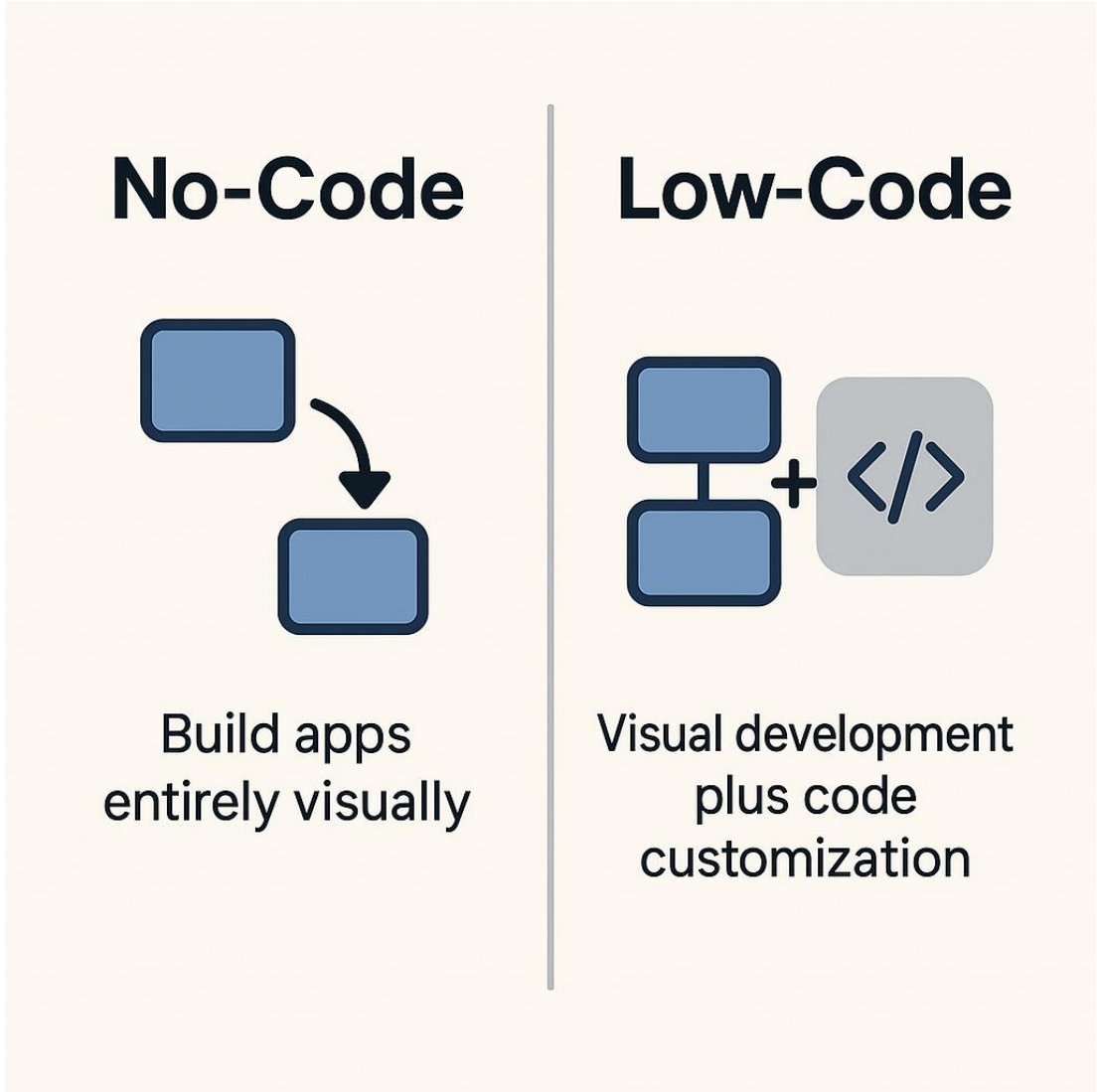


Low Code and No Code

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.



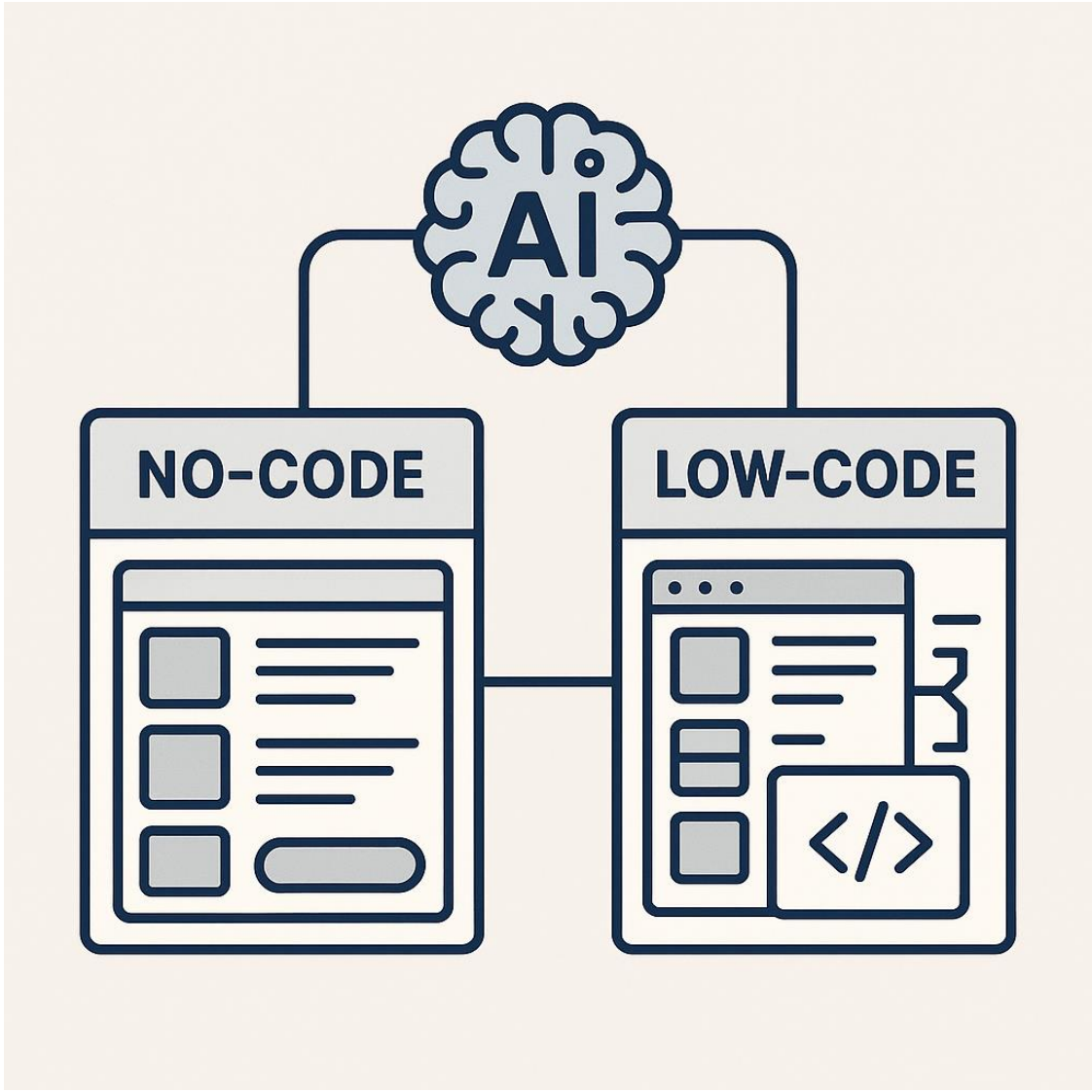
AI influence on the Low-Code and No-Code tools

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.

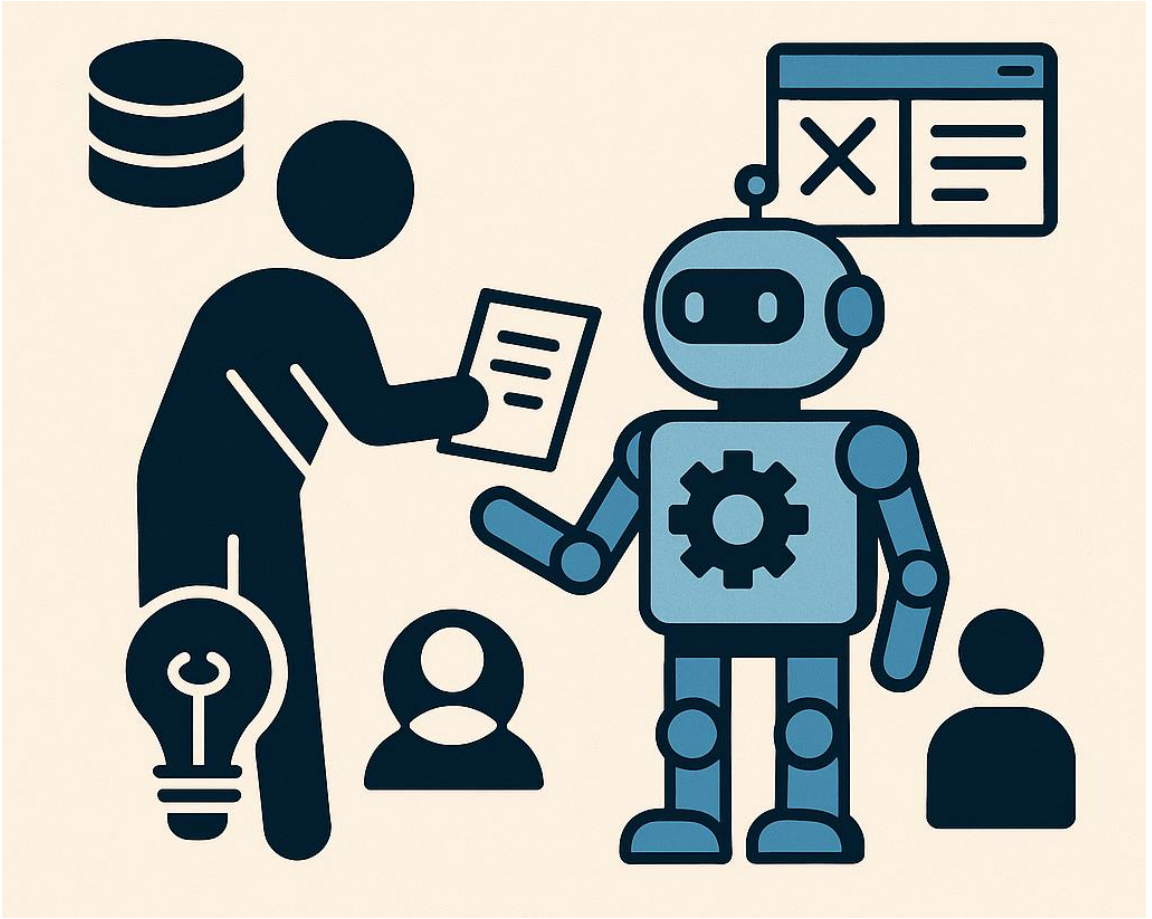
No-code tools with AI can be used with minimal experience.



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.

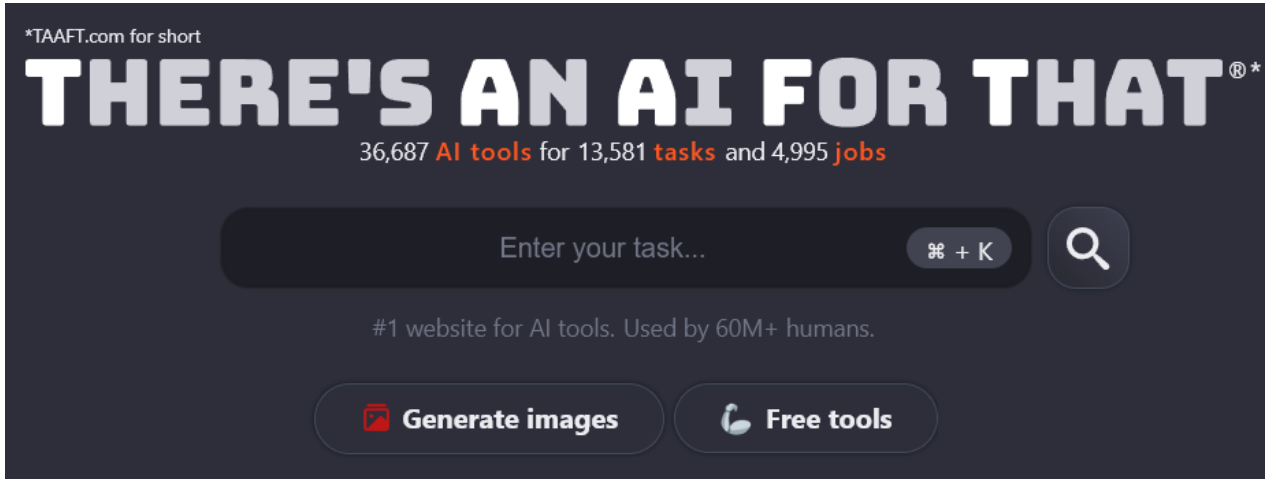
To use AI effectively, you still need a solid understanding of the task you're trying to accomplish. AI can only simplify routine operations and speed up your work. But he can't read your mind.



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).

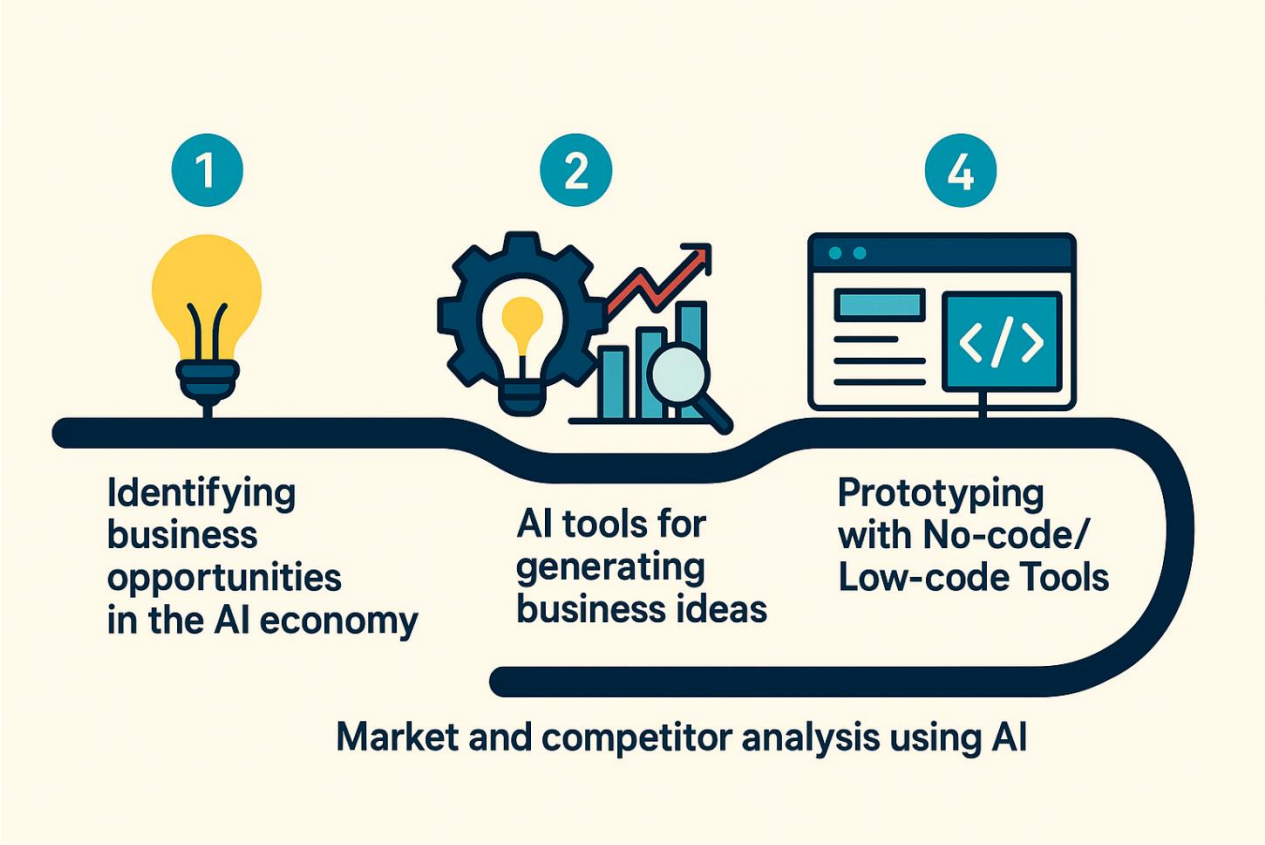
Narrow-specialization AI – refers to purpose-built solutions that tackle one very focused task exceptionally well.



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)

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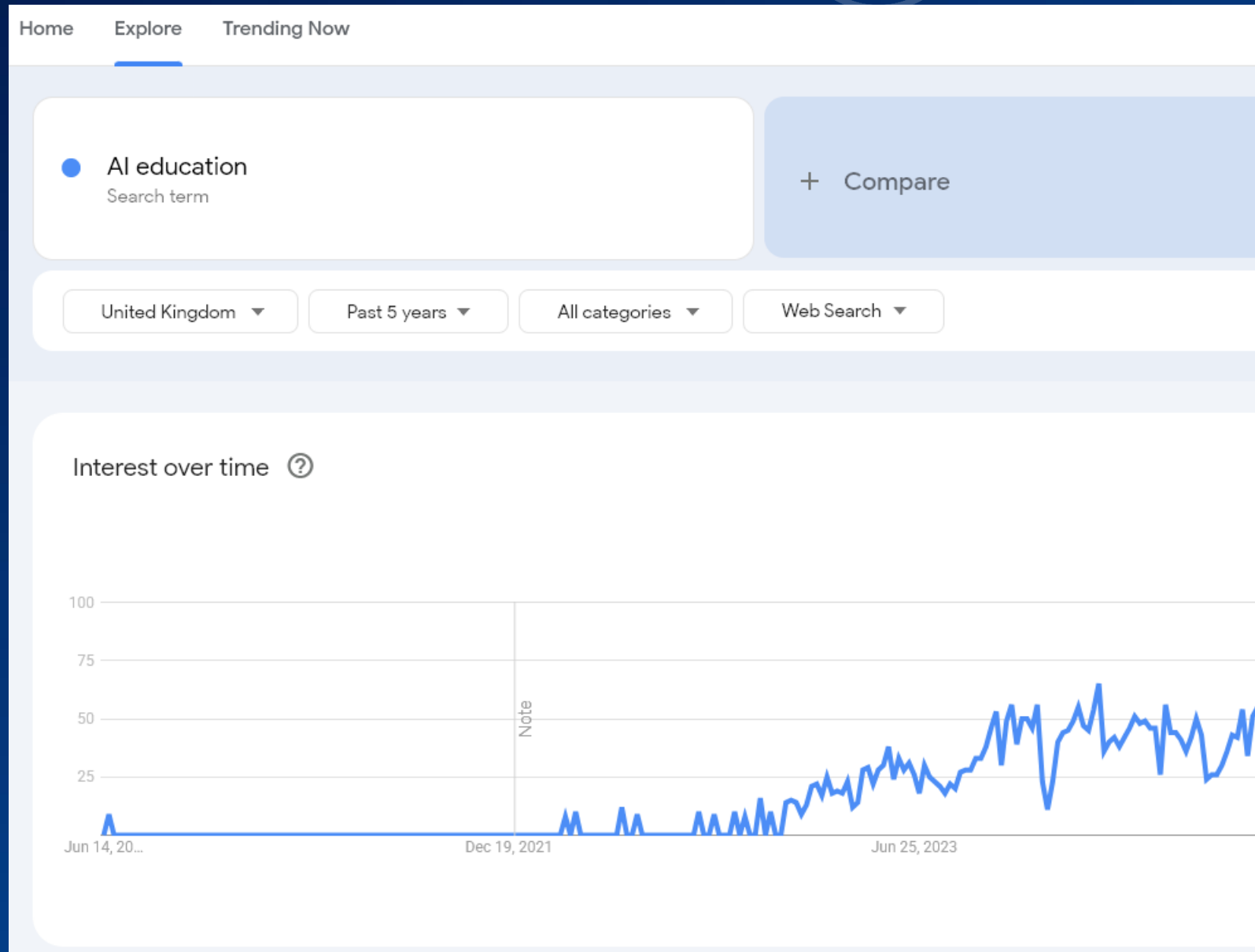
Google trends

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



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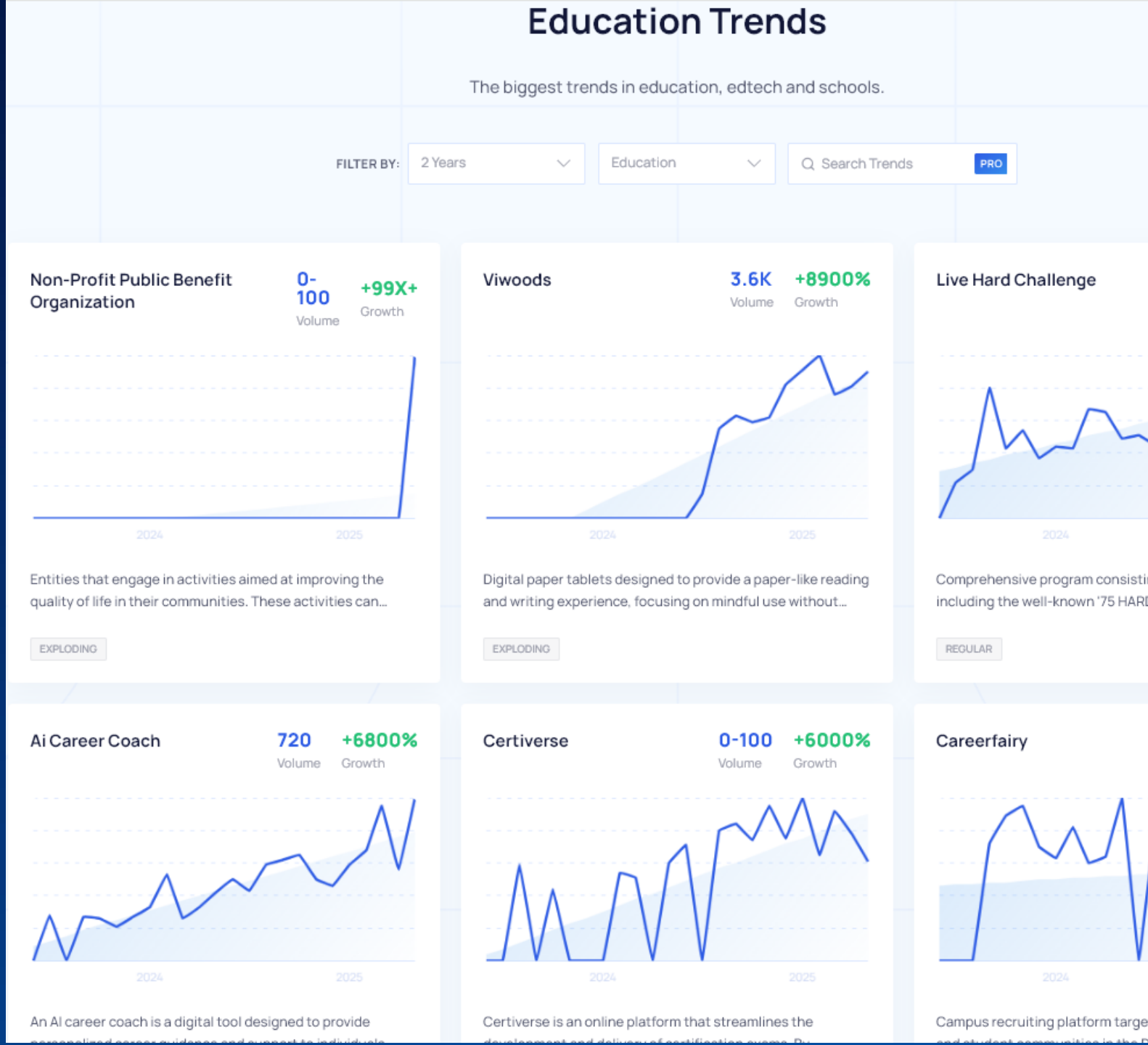
Exploding topics

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.



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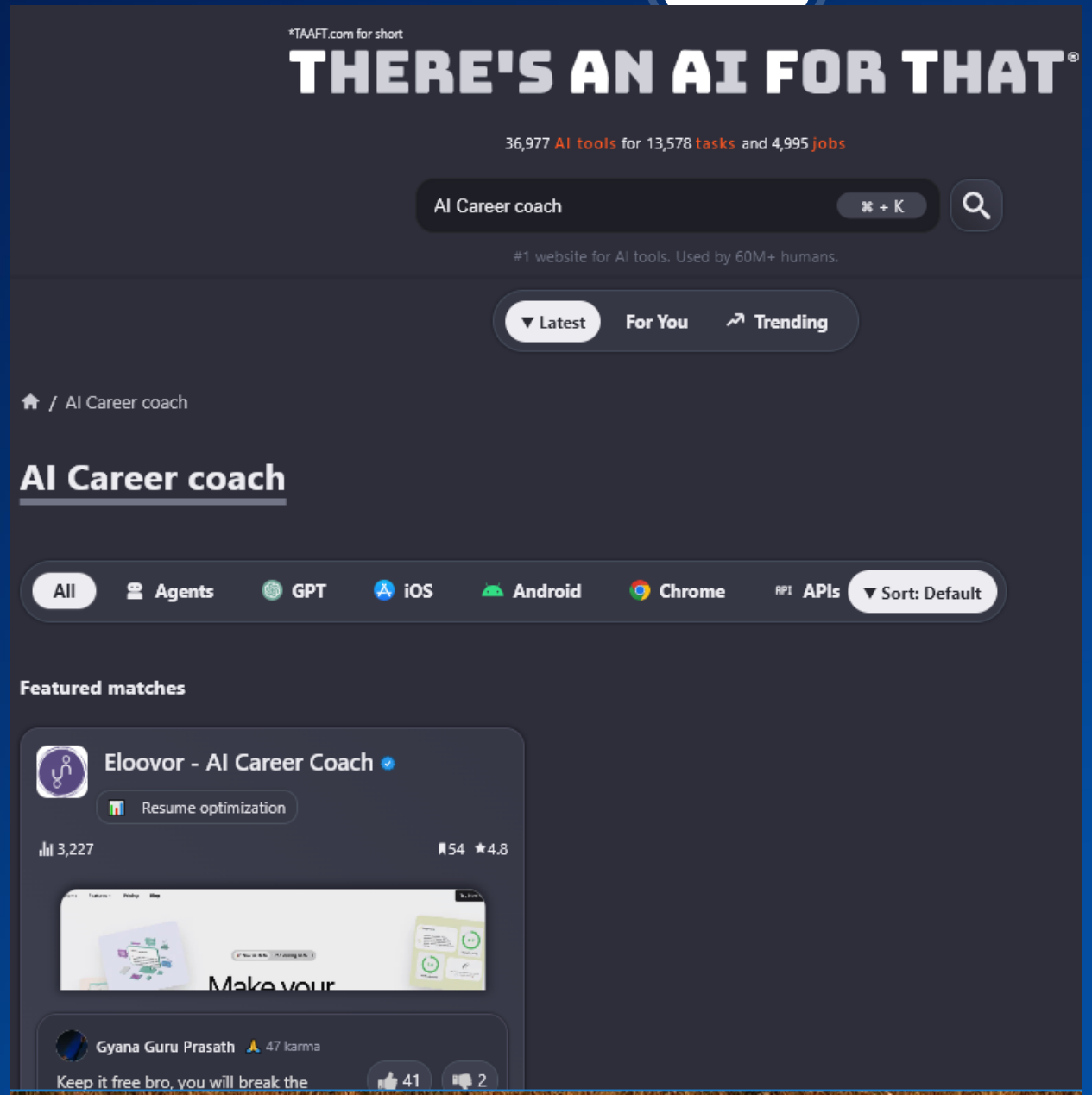
There’s An AI for That

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.



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

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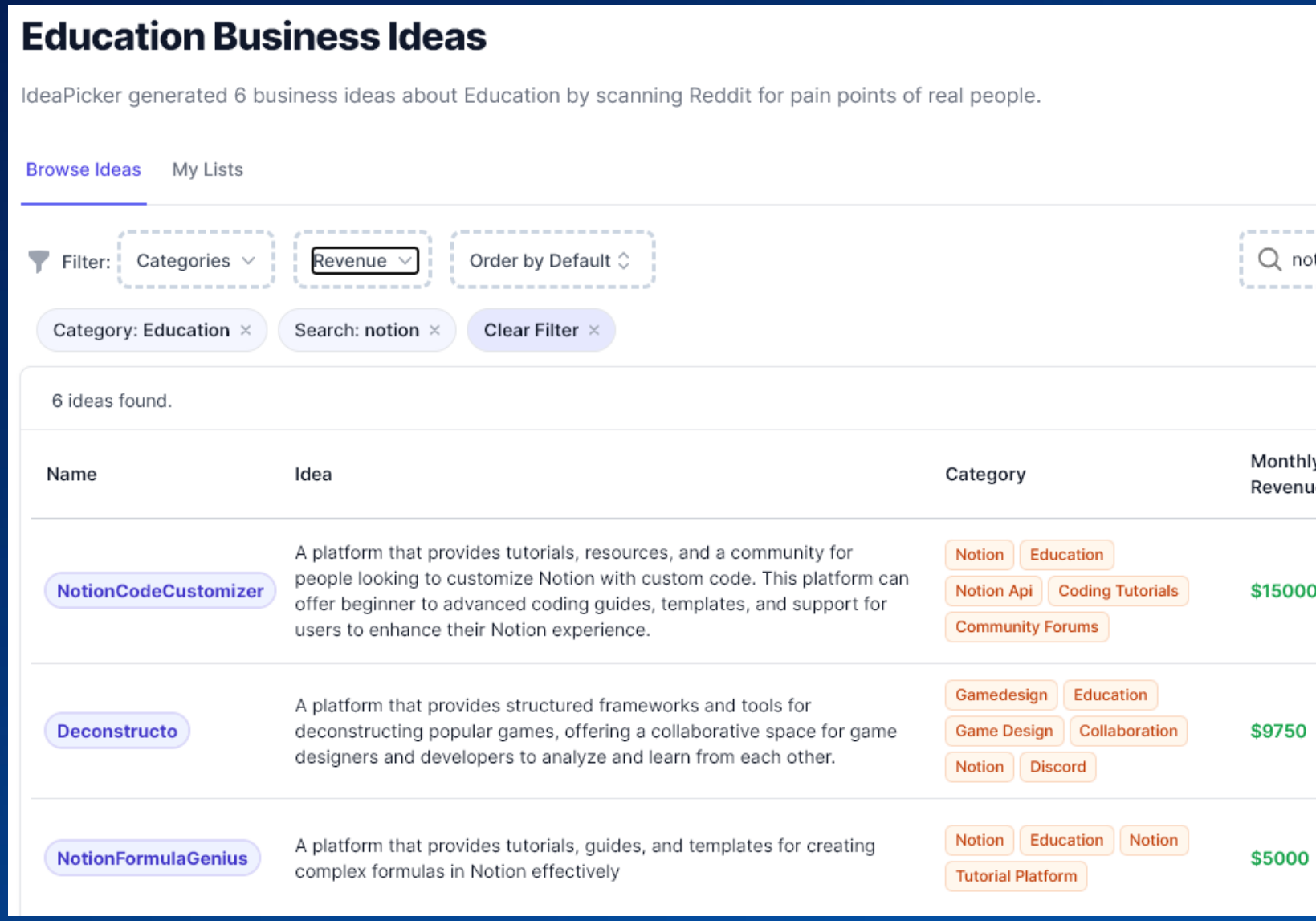
Idea Picker

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: Categories | Revenue | Order by Default

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,

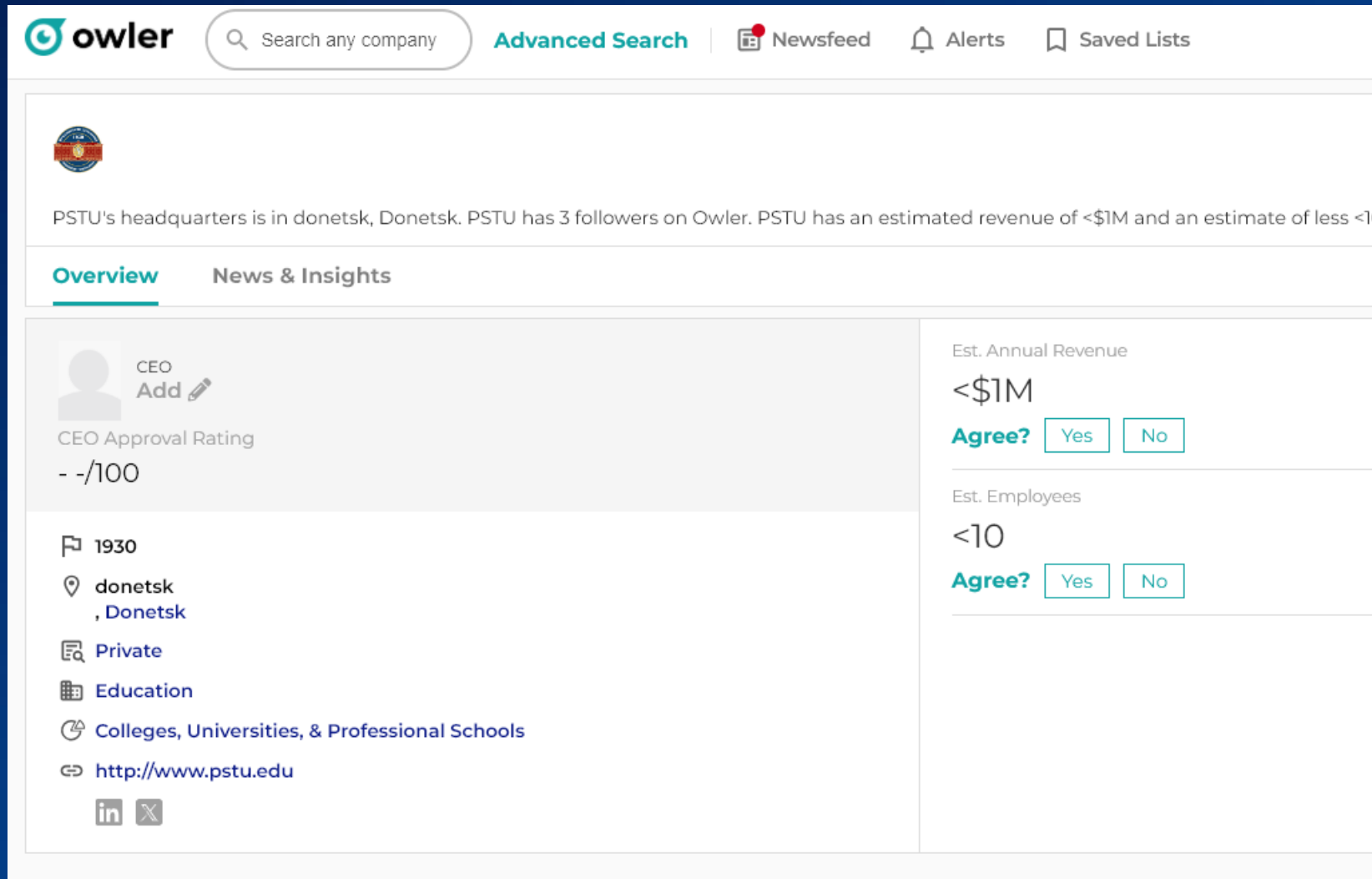
Tools to consider:

- Perplexity AI
- Owler
- Browse AI

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.



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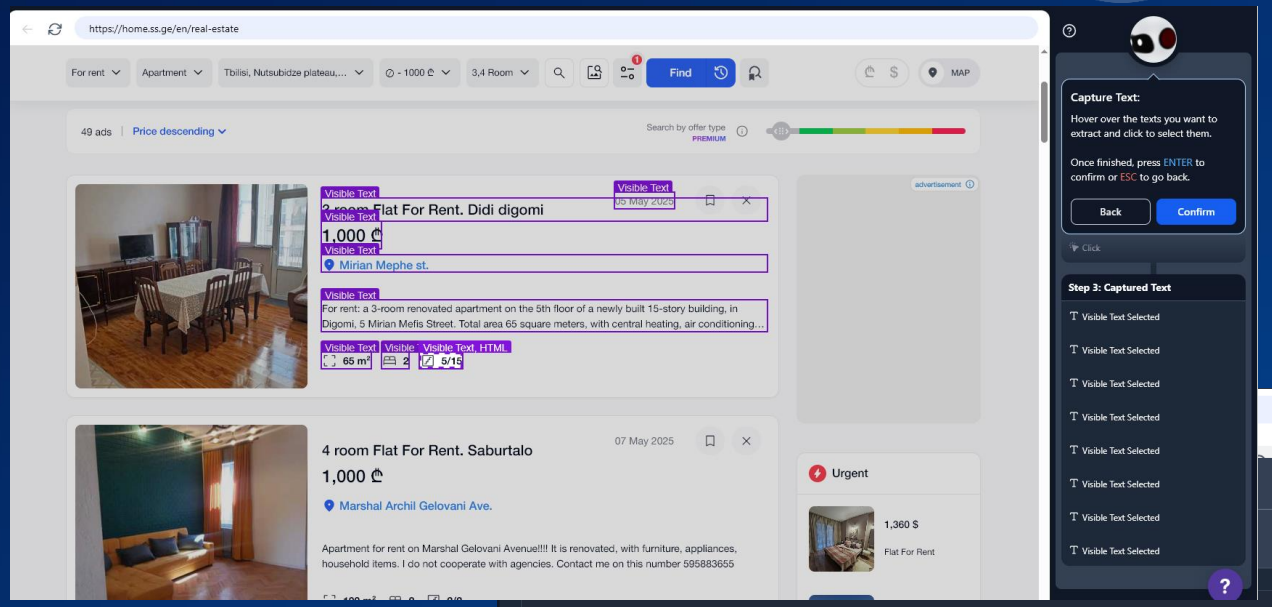
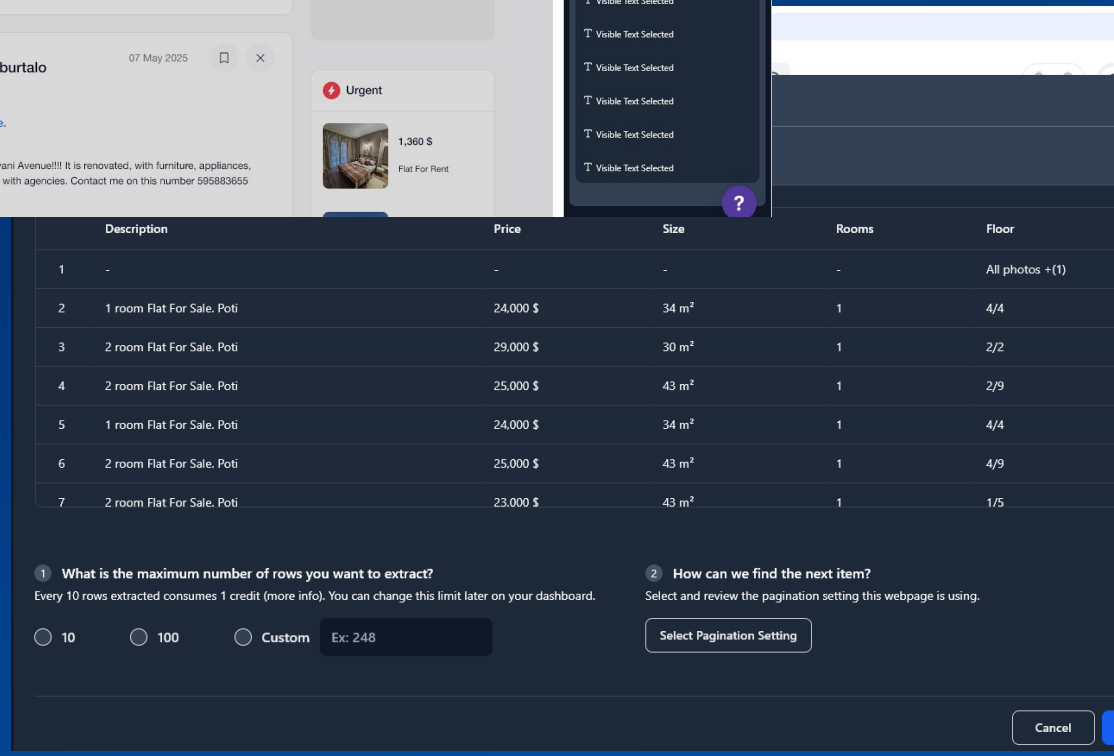
Browse AI

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 m²	1	4/4
3	2 room Flat For Sale. Poti	29,000 $	30 m²	1	2/2
4	2 room Flat For Sale. Poti	25,000 $	43 m²	1	2/9
5	1 room Flat For Sale. Poti	24,000 $	34 m²	1	4/4
6	2 room Flat For Sale. Poti	25,000 $	43 m²	1	4/9
7	2 room Flat For Sale. Poti	23.000 $	43 m²	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.
10 100 Custom Ex: 248

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

Cancel

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

AppSheet

make

Jotform

Glide

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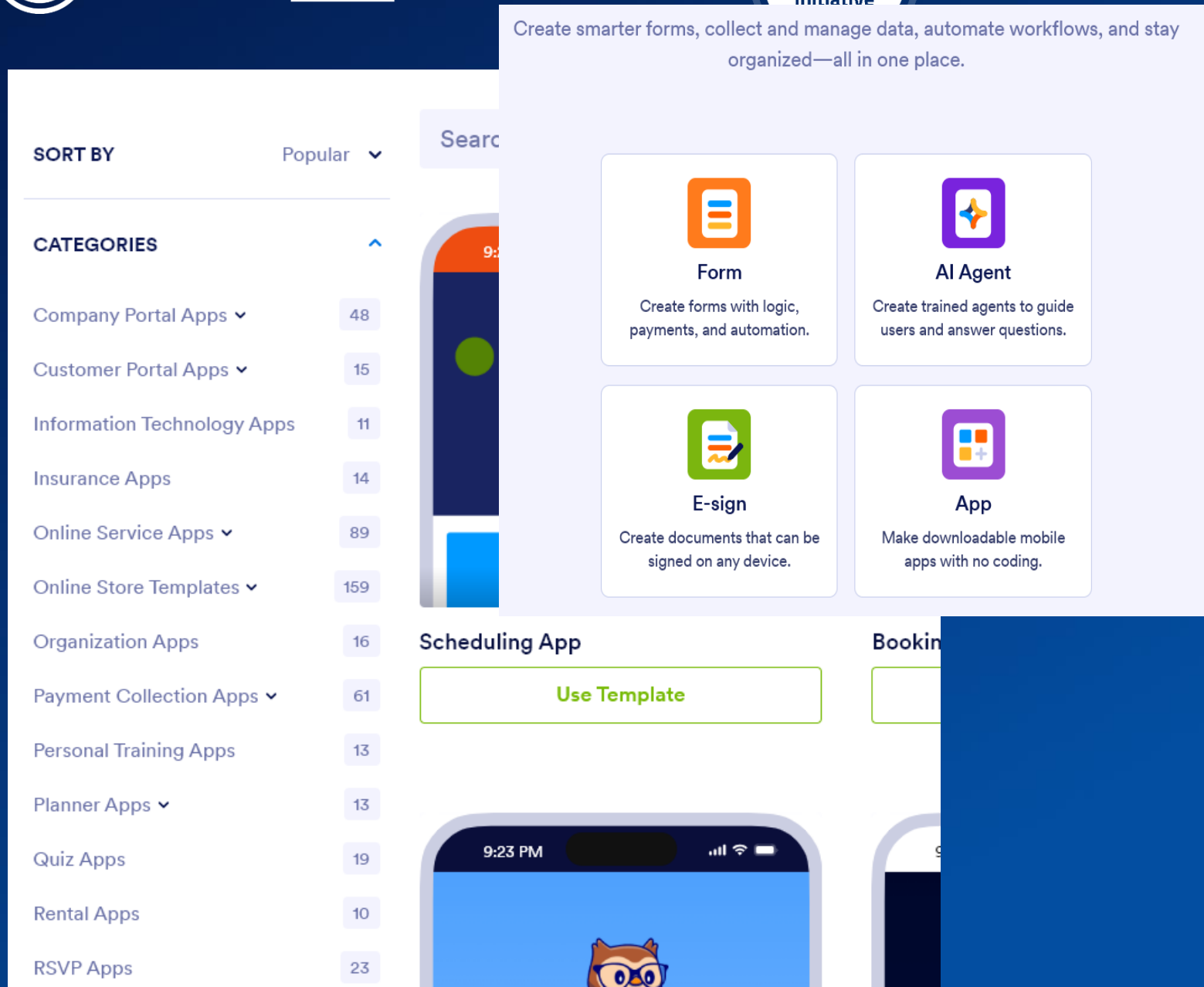
Jotform

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.



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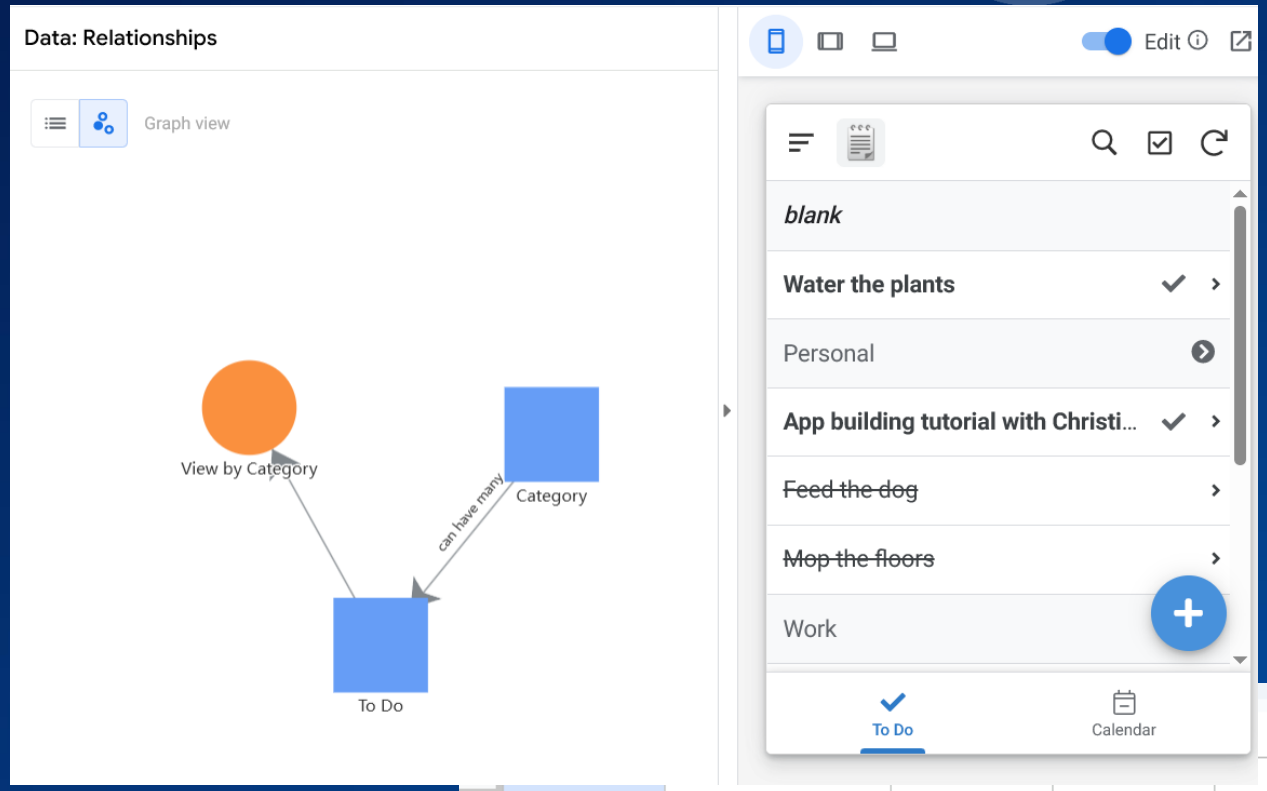
AppSheet

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.



	ID	To Do	Category	Image	URL	File
2	rthsdfbag	Feed the dog	Personal	To Do_Images/rt	appsheet.com	
3	877jetrhg	Water the plants		To Do_Images/8	appsheet.com	
4	1de3ca17	Mop the floors	Personal	To Do_Images/1de3ca17.Image.0859		
5	441a51e5	Finish the monthly revie	Work	To Do_Images/441a51e5.Image.0900		
6	05688f97	Submit the candidate fe	Work	To Do_Images/05688f97.Image.0901		
7	f4a0241e	Review content for rece	Work	To Do_Images/f4a0241e.Image.0858		
8	35t87hrierg	App building tutorial wit	Personal	To Do_Images/3	appsheet.com	
9	9c4161a4	Create presentation	Work	To Do_Images/9c4161a4.Image.1040		
10						
11						
12						

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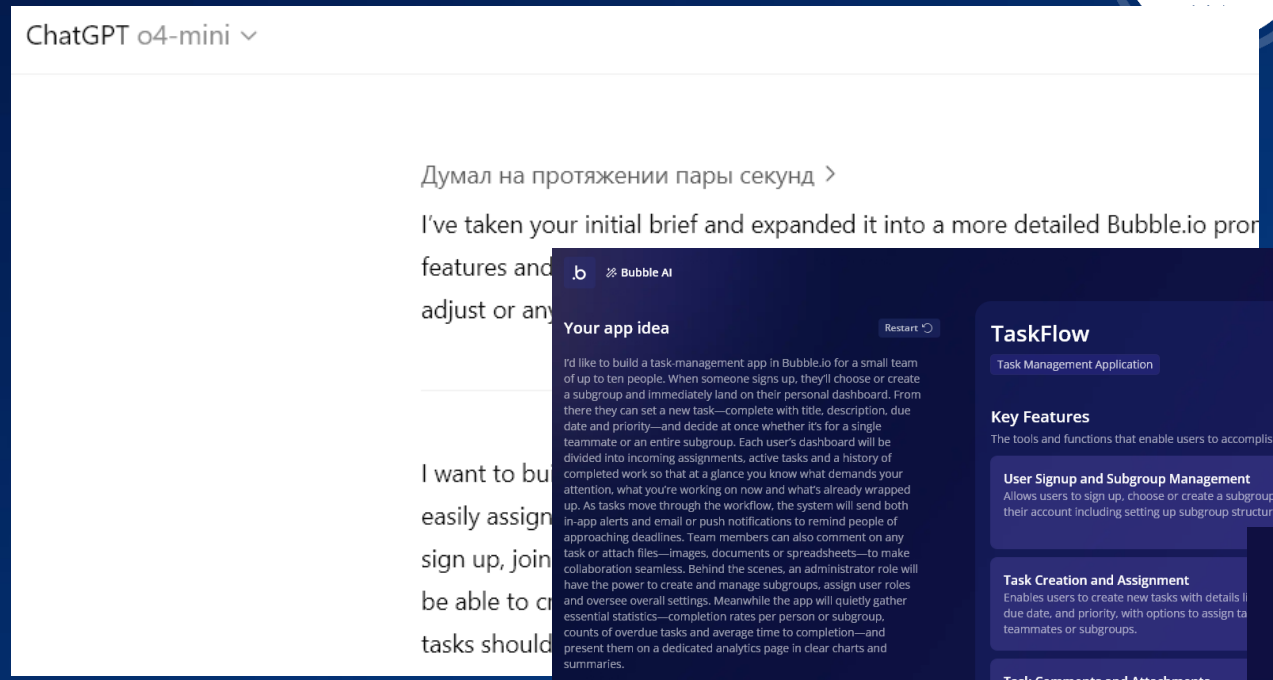
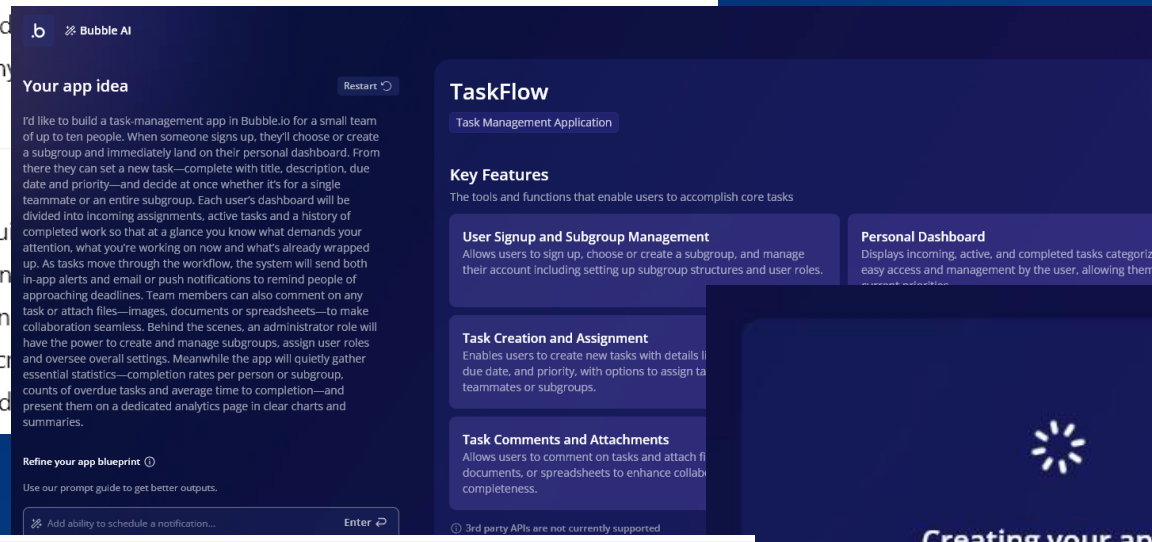
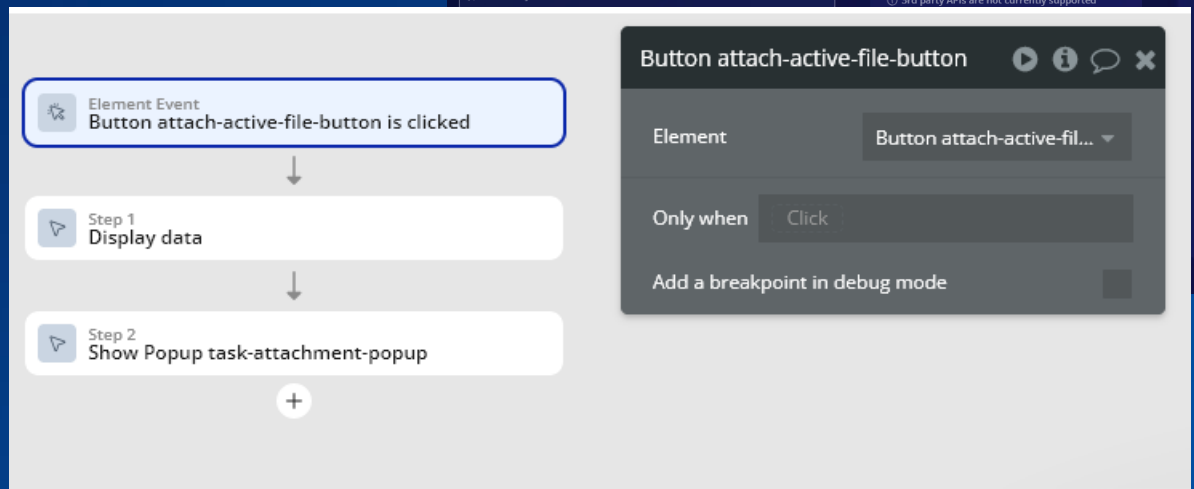
Bubble.io

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.







3 Demonstration Part (Workflow creation)

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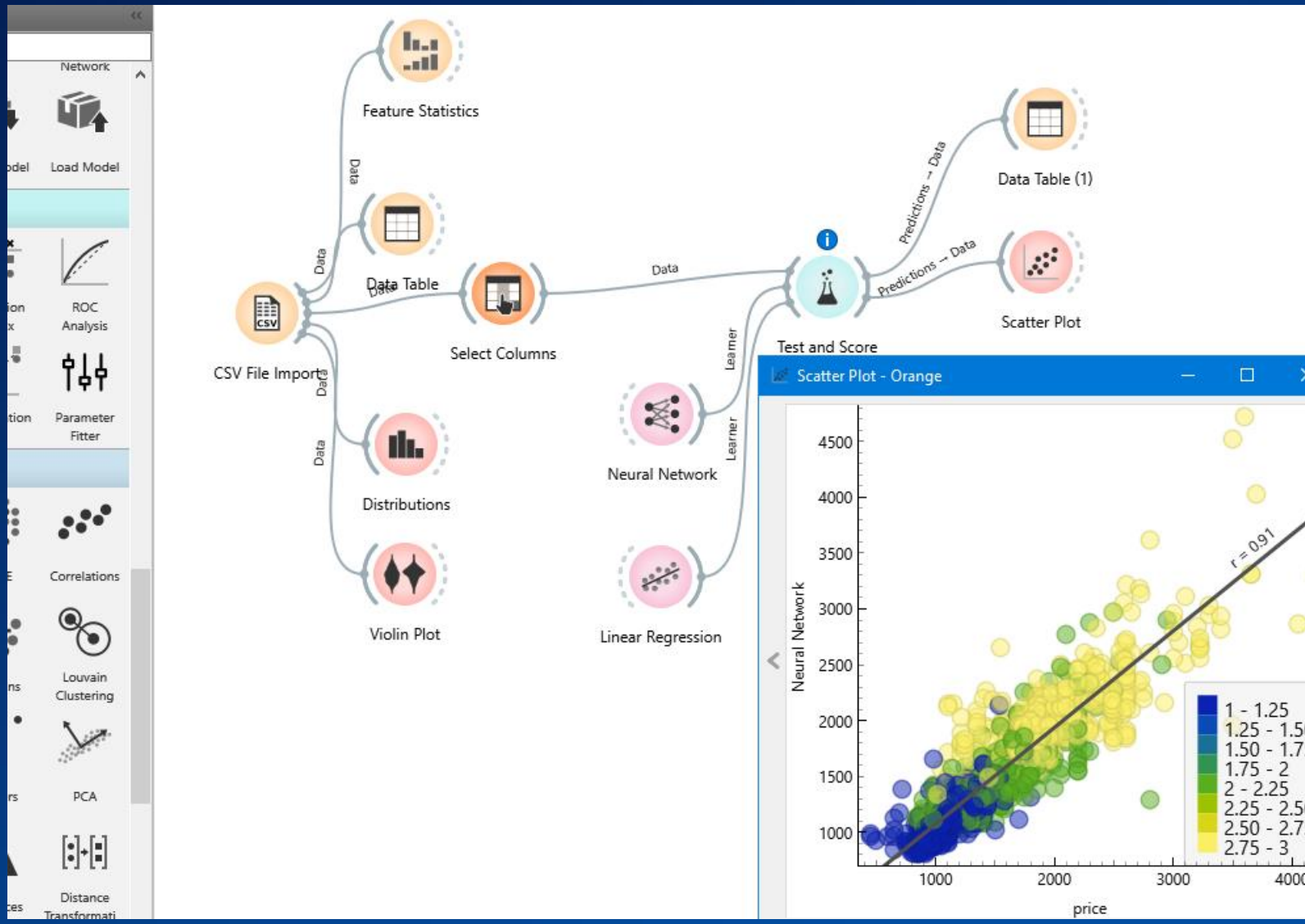
Workflow example:

Orange Data Mining



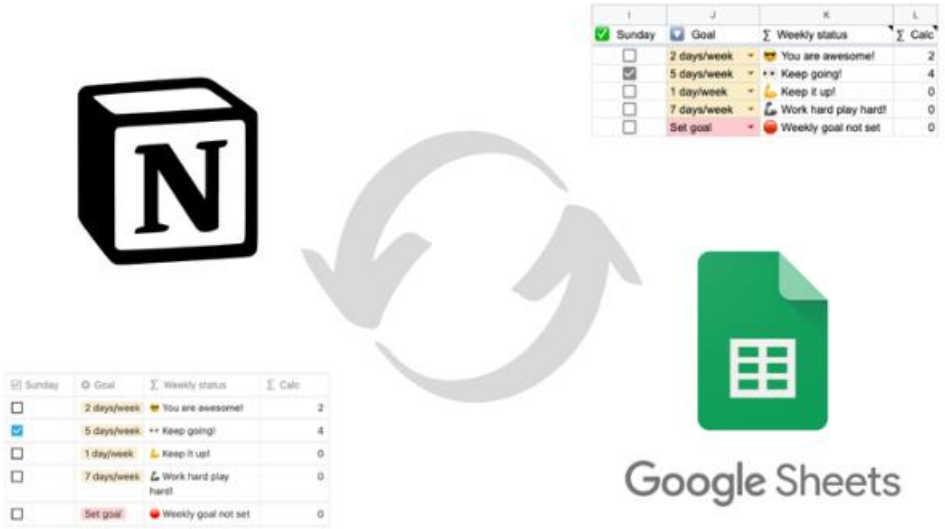
Bonus case: Sync2Sheets

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

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Thanks for attention

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