



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



Funded by the European Union –
NextGenerationEU



R&D center on numerical control

EASY studio

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EASY studio

aims to develop a startup ecosystem in the field of digital manufacturing by providing:

- **comprehensive services in robotic machining training,**
- **CNC machine setup and maintenance,**
- **design and prototyping of parts and products**

EIT Higher Education Initiative

VOLUME

The project establishes a network of modern CNC training and innovation centers in four frontline regions of Ukraine to upskill women and veterans, support local manufacturers with qualified talent, and boost the growth of small craft and digital production businesses





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MARKET NEEDS

1. overcoming the labor shortage;
2. supporting the professional integration of women and veterans;
3. fostering the development of craft and small-scale manufacturing;
4. providing support for industrial enterprises;
5. modernizing the regional economy.

Communication

- **Regional branches (Mykolaiv, Zaporizhzhia, Kharkiv, Dnipro):** direct sales of training programs and engineering services, live demos, consultations, on-site enrollment.
- **Official website:** online registration for courses, booking consultations, submitting engineering/prototyping requests.
- **Social media (Facebook, YouTube):** promotion through CNC process videos, trainee success stories, product showcases to engage women and craft producers.
- **Emotional marketing events:** open days, master classes, workshops for women and veterans, hackathons, exhibitions – generation of organic demand.
- **B2B direct sales:** service packages for CNC equipment maintenance, modernization, diagnostics, and repair targeted at manufacturing enterprises.



KEY ACTIONS

1

- **Business registration and establishment of the legal framework**

2

- **Finding and leasing facilities in strategically important locations**

3

- **Purchasing, delivering, and installing equipment (CNC machines)**

4

- **Building the team and training personnel**

5

- **Developing and launching the official website and digital platforms**

6

- **Establishing partnerships with educational institutions, VET schools, colleges, and enterprises**



KEY ACTIONS

7

- **Creating a portfolio of mock-ups, samples, and finished product models**

8

- **Design, branding, and visual identity of the training-consultation centre**

9

- **Developing training programs and methodological materials**

10

- **Launching a marketing campaign**

11

- **Launching pilot training groups and testing the centre's products**

12

- **Opening and official launch of the centre**



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Revenue Streams

- Educational programs for women and youth
- Professional training and retraining of CNC operators and technicians
- Advanced training for experienced CNC technicians
- Sales of prototypes, models, and in-house craft products
- Engineering services in design and part modelling
- Technical services for enterprises: maintenance, repair, and machine setup
- Corporate training for enterprises
- Equipment access for small craft entrepreneurs





PROJECTS INDICATORS

Indicator	Value
Revenue from sales	5,326,200 UAH
Total cost	2,966,570 UAH
Operating profit	2,365,623 UAH
Net profit	1,814,446.76 UAH
Production profitability	80%
Payback period	0.94 years





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Thank you for your attention

Albina Moskalenko



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