

IEM4W Training Programme

From STEM Idea to Market: AI-Enabled Innovation

Target group: Female STEM students and PhD students

Proposed period: 1 November – 1 December 2026

Partner-proposed workload: 60 hours (32 contact + 28 self-study), 2 ECTS

Please register here:

<https://docs.google.com/forms/d/e/1FAIpQLSf5Gh1BZrjryHsm9eVLZ3euapqOAx6Vkvwy63MdCLVSgKiuv/viewform?usp=header>

Course Description

The course develops practical competences in STEM entrepreneurship, research-based innovation, AI-supported project development, market and customer analysis, business model validation, financial planning, and STEM career development.

Learning Outcomes

Participants will be able to formulate STEM startup ideas; identify routes from research to application; use AI to structure innovation work; analyse markets and validate customer needs; design and test business models; prepare basic financial cases; and plan STEM career or entrepreneurial pathways.

Skills

Entrepreneurial thinking; innovation planning; AI literacy; market research; data analysis; business modelling; financial literacy; critical thinking; career planning.

Lecture Schedule

Lecture topic / partner	Hours	Date	Time (CET)	Lecturer
Introduction to Technology Startups and Innovation Entrepreneurship (KAI)	10	4 Nov 2026	13:00 – 17:00	Marharyta Chernyshova, Head of Partnerships & University Lead at YEP Accelerator
		11 Nov 2026	13:00 – 17:00	
		25 Nov 2026	15:15 – 17:00	
From Research Ideas to Innovation in Food and Agri-Food Systems (SLU)	4	25 Nov 2026	10.00 – 15.00	Galia Zamaratskaia, Senior Lecturer, Saeid Karkehabadi, Researcher
Working on innovation projects with AI: practical approaches to using ChatGPT and Claude (PSTU)	2	18 Nov 2026	11:00 – 12:30	Oleksiy Mints, Doc.Ec.Sc., Prof
Market Analysis, Customer Research and Data-Driven Validation of a STEM Business Idea (TTU)	4	17 Nov 2026	11:00 – 12:30	Mukimova Nargis Doc.Ec.Sc., Assoc.Prof., Department of Economics and Production Management
		19.Nov 2026	11:00 – 12:30	
From STEM Research to Market: AI-Enabled Business Model Development and Validation for Women in STEM (NUOS)	4	26 Nov 2026	14.00 – 16.00	Kateryna Glubochenko, PhD, Assoc.Prof.
Your STEM degree is not your career. It is your starting capital. (TSATU)	4	24 Nov 2026	9.00 – 11.00	Darya Legeza, Doc.Ec.Sc., Prof
		26 Nov 2026	9.00 – 11.00	
Finance-Ready STEM Business Case: Costs, Pricing, Break-Even and Funding Need (TSUFE)	4	18 Nov 2026	14:00 – 17:00	Gafurov Parviz Dzhurakhonovich, Vice-Rector for International Relations, Cand.Ec.Sc., Assoc.Prof.
Total	32			

Self-Study

Partner	Assignment (summary)	Hours
KAI	Analysis technology startup examples and development of a structured STEM startup concept.	6
SLU	Examination of a food/agri-food research innovation and description of its practical application and barriers.	3
PSTU	Organisation an AI-supported workflow in ChatGPT or Claude for a STEM innovation idea.	3
TTU	Analysis open market data, forecast demand, survey customers and drafting a business case.	6
NUOS	Development of a STEM innovation business model and an AI-supported validation roadmap.	4
TSATU	Preparation of a STEM Career Opportunity Map and a 30-day career experiment.	3
TSUFE	Building a financial case covering costs, pricing, break-even and six-month funding needs.	3
Total		28