Grant Agreement №101191647

Win-Win EDIH (WIN2EDIH)
Milestone 4
List and content of training and consulting services (incl., events) within 4 tracks are ready

Work Package 3
Capacity building & Skills development track

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HISTORY OF CHANGES

Date	Author(s)	Version No.	Changes description
15.04.2025	Nataliia Kholiavko, Anatoliy Prystupa (CPNU)	1	Initial document
24.04.2025	Denys Ilnytskyy (KNEU) Polina Omelianenko (USF) Marharyta Chernyshova (YEP) Evheniia Kolomiets-Ludwig (YEP) Ivan Novosiolov (ZPSU) Yana Paladiieva (HOS)	2	Updated according to feedback from the partners. The list of service descriptions under the 'Capacity Building & Skills Development Track' and the 'Innovation Ecosystem Building Track' has been updated. Quantitative indicators characterizing the services described in the document have been added to the Executive Summary.
30.04.2025	Nataliia Kholiavko, Anatoliy Prystupa (CPNU)	2	Updated and amended

EXECUTIVE SUMMARY

The milestone *"List and content of training and consulting services (incl., events) within 4 tracks are ready"* marks a critical step in the implementation of the WIN2WDIH project. Chernihiv Polytechnic National University, as the responsible partner for this task, has compiled and structured a detailed list of services across the four key tracks of the project:

- Test Before Invest Track
- Capacity Building & Skills Development Track
- Support to Find Investments Track
- Innovation Ecosystem Building Track

The listed services include targeted training programmes, consulting sessions, and capacity-building events tailored to meet the diverse and evolving needs of micro, small and medium-sized enterprises (MSMEs), startups, and public sector representatives. Each service is designed to enhance digital and innovation competencies, entrepreneurial capacity, investment readiness, and ecosystem collaboration.

The typical service description schemes for each track are provided in the annexes to this document.

The document presents the content of 120 training and consulting services (including events) across four tracks (as of April 2025):

- The most extensive is *Capacity Building & Skills Development Track*, which includes 76 training or educational initiatives (some consisting of multiple modules and blocks).
- The *Test Before Invest* track includes 20 services, focused on modelling, piloting, testing, and technical consultations.
- The *Support to Find Investments* track features 14 services, covering trainings, events, and individual support (mentorship, investor readiness).
- The *Innovation Ecosystem Building* track includes 10 types of service**s**, aimed at fostering interaction among ecosystem actors (startups, SMEs, government, and universities).

The list of services is not static. It is regularly updated to reflect the changing demands of end users and the dynamic landscape of digital technologies. This adaptive approach ensures the continued relevance and effectiveness of the offered activities.

The full catalogue of services is publicly accessible through the *Innovation Ukraine* platform (https://www.innovationukraine.com/uk/services-catalogue/) as well as the official WIN2EDIH project website (https://win2edih.com.ua/services/), ensuring transparency, visibility, and ease of use for all interested stakeholders.

This milestone lays the groundwork for the implementation phase, ensuring that all training and consulting initiatives are strategically aligned, methodologically sound, and ready for deployment across partner institutions.

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1. LIST AND CONTENT OF SERVICES WITHIN THE TEST BEFORE INVEST TRACK

PROOF OF CONCEPT IN AUTOMATED PRODUCTION

Validate the potential of automation in your manufacturing process with a tangible proof of concept. Our service demonstrates how integrating automated production technologies can streamline operations and enhance efficiency.

Target Audience:
SMEs & Startups: Perfect for businesses seeking to test and refine automation solutions before scaling up.
Local Large Companies: For established organizations exploring new automated production strategies to boost productivity.

Realization:
Offline

What Is Included:

- **Initial Consultation:**
  A 2-hour session with our experts to gather production requirements and pinpoint automation challenges.
- **Concept Development:**
  Crafting a tailored automation strategy that aligns with your existing production processes.
- **Prototype Automation Module:**
  Creation of a small-scale automation module—integrating robotics and digital control—to demonstrate practical feasibility.
- **Testing & Evaluation:**
  Rigorous performance tests to evaluate scalability, reliability, and integration of the automation solution.
- **Reporting & Recommendations:**
  A comprehensive report with performance metrics and actionable insights for scaling your automated production.

Who offers the service:
Provided by our specialized team of automation experts at the Innovation Hub's Automated Production Unit. With extensive experience in robotics and digital process integration, our team, led by the Head of Automation Solutions, ensures that your proof of concept meets the highest standards of innovation and practicality.

Technologies:
Robotics, Cyber-Physical Systems, Digital Twins, Simulation Engineering and Modelling

Eligibility & Support:
This service is offered with a 100% discount.

DIGITAL READINESS SUPPORT

Empower your digital transformation journey with our comprehensive digital readiness assessment. Determine your current digital maturity and identify key opportunities for transformation through a tailored evaluation process.

Target Audience:

- *SMEs & Startups:* Perfect for small to medium-sized enterprises aiming to enhance their digital capabilities.
- *Local Large Companies:* For larger organizations that need to understand their digital landscape and readiness for transformation.
- *Public Sector:* Ideal for government organizations seeking to boost digital maturity and enhance public service delivery.

Realization:
Online

What Is Included:

- *Initial Assessment:*
  Choose between a 1-hour 1:1 interview with our digital transformation experts or an asynchronous evaluation by completing a form on the Innovation Ukraine platform.
- *Digital Maturity Analysis:*
  Gain insights into your current digital infrastructure, processes, and strategic capabilities.
- *Tailored Recommendations:*
  Receive a detailed report outlining actionable steps to advance your digital transformation.

Who offers the service:
Provided by our experienced managers, who specialize in assessing digital maturity and crafting customized roadmaps for transformation. Their expertise ensures a thorough understanding of your unique digital challenges and opportunities.
Technologies:
Cloud Services, Big Data, AI, Software Architectures, Digital Twins

Eligibility & Support:
This service is offered with a 100% discount.

DEVELOP DIGITAL TRANSFORMATION ROADMAP

Transform the insights from your digital readiness assessment into a strategic, actionable roadmap. This service maps out your digital transformation journey and recommends tailored hub services to elevate your digital maturity.

Target Audience:

- *SMEs & Startups:* Ideal for small to medium-sized enterprises aiming to boost competitiveness through digital innovation.
- *Local Large Companies:* For larger organizations seeking to systematically enhance their digital capabilities.
- *Public Sector:* Designed for government bodies looking to modernize operations and improve public service delivery.

Realization:
Online

What Is Included:

- *Strategic Consultation:*
  A dedicated follow-up session to review your digital readiness assessment and define transformation objectives.
- *Customized Roadmap Development:*
  Creation of a detailed, step-by-step plan outlining prioritized initiatives, milestones, and KPIs.
- *Hub Service Integration:*
  Recommendations of specific WIN2EDIH services to support your digital transformation efforts.
- *Action Plan & Timeline:*
  A comprehensive action plan with clear timelines, responsibilities, and resource allocation for successful implementation.

Who offers the service:
Delivered by our managers, who combine market insights with practical expertise to craft a roadmap that is both visionary and executable.

Technologies:
Cloud Services, Big Data, AI, Software Architectures, Digital Twins

Eligibility & Support:
This service is offered with a 100% discount.

DEVELOP & LAUNCH MARKET VALIDATION PILOTS

Transform your product concept into a tangible, market-ready pilot. Our service specializes in prototyping physical products—from 3D-printed models and PCBs to software solutions—allowing you to test and validate your innovation quickly and effectively.

Target Audience:

- **SMEs & Startups:** Ideal for small to medium-sized enterprises looking to validate product concepts before full-scale production.
- **Local Large Companies:** Available in limited capacity for larger local businesses seeking rapid prototyping to explore new product ideas.

Realization:
Offline

What Is Included:

- *Initial Consultation:*
  - A **2-hour interview** with our experts to understand your needs and formulate precise project requirements.
- *Prototype Development:*
  - **High-Precision Modern Metal processing:** Create durable and accurate prototypes using state-of-the-art metalworking techniques.
  - **Additive Manufacturing:** Utilize 3D printing to quickly produce and iterate on product designs.
  - **PCB Design and Testing:** Develop and test custom-printed circuit boards to validate electronic functionalities.
  - **Software Prototyping:** Design and test software solutions that integrate with your physical prototype.
- *Testing & Validation:*
  - Rigorous testing of the prototype in controlled conditions to ensure functionality and market readiness.
- *Pilot Delivery:*
  - Receive a fully functional pilot of your product, ready for real-world testing and further development.

Who offers the consultancy service:
The service is delivered by the Innovation Hub of Zhytomyr Polytechnic's laboratories that bring years of experience in working with businesses on private orders and developing innovative products. Pilots are created by skilled laboratory engineers under the direct supervision of the laboratory CTO, ensuring quality and precision at every stage.

Technologies:
Additive Manufacturing, Laser-Based Manufacturing and Materials Processing, Simulation Engineering and Modelling, Software Architectures, Cyber-Physical Systems

Eligibility & Support:
This service is offered with a 100% discount.

TEST INDUSTRIAL 3D PRINTING FOR PRODUCTION

Experience the next era of manufacturing by testing industrial-grade 3D printing to produce production-quality parts. This service lets you assess cutting-edge additive manufacturing processes tailored to your production environment.

Target Audience:

- **SMEs & Startups:** For businesses ready to integrate advanced 3D printing into their production workflow.
- **Local Large Companies:** For select larger organizations exploring innovative, efficient manufacturing techniques.

Realization:
Offline

What Is Included:

- *Initial Consultation:*
  A 2-hour session with our experts to capture your production needs and define clear project objectives.
- *Industrial 3D Printing Assessment:*
  A hands-on evaluation of industrial 3D printing processes, focusing on material properties and production precision.
- *Prototype Production:*
  Creation of high-quality, production-grade test parts using advanced additive manufacturing techniques.
- *Quality & Performance Testing:*
  Rigorous evaluation of the printed parts to ensure durability, accuracy, and suitability for your production line.
- *Results Delivery:*
  A 2-hour session with performance metrics and actionable recommendations for integrating 3D printing into your production process.

Who offers the service:
This service is provided by the Innovation Hub's 3D printing laboratory at Zhytomyr Polytechnic. The process is led by the co-founder and CTO of Mechlab 3D, a pioneering 3D printer startup, ensuring expert oversight, innovative techniques, and unparalleled quality.

Technologies:
Additive Manufacturing, Laser-Based Manufacturing and Materials Processing, Simulation Engineering and Modelling, Cyber-Physical Systems

Eligibility & Support:
This service is offered with a 100% discount.

TECHNICAL VALIDATION

Ensure your innovation meets rigorous technical standards before scaling up. Our Technical Validation service provides a detailed assessment of your product's design, systems, and performance, confirming its readiness for production.

Target Audience:

- **SMEs & Startups:** Ideal for emerging companies looking to verify the technical robustness of new products or processes.
- **Local Large Companies:** Suitable for established organizations seeking to validate complex technical systems before full-scale production.

Realization:
Offline

What Is Included:

- *Initial Technical Review:*
  A focused 2-hour session with our experts to understand your concept and define the scope of validation.
- *Feasibility Analysis:*
  An in-depth evaluation of design integrity, system integration, and performance metrics through simulation and practical testing in our laboratories.
- *Validation Testing:*
  Comprehensive tests i our laboratories on components and subsystems to assess reliability and compliance with industry standards.
- *Reporting & Recommendations:*
  A report outlining findings, performance insights, and strategic recommendations for technical enhancements or production integration.

Who offers the service:
Delivered by the Innovation Hub's team of technical validation specialists at Zhytomyr Polytechnic's laboratories. Our experienced laboratory engineers, in close collaboration with our partner networks and under the supervision of our CTO, ensure each validation is thorough and industry-aligned.

Technologies:
Simulation Engineering and Modelling, Digital Twins, Software Architectures, Sensors & Vision Processing Systems

Eligibility & Support:
This service is offered with a 100% discount.

DEEP TECH HACKATHON

Deep Tech Hackathon is a structured innovation sprint where startups and SME teams collaborate with industry and public sector experts to tackle complex challenges through deep tech solutions. These hackathons provide an intensive environment for rapid prototyping, solution testing, and access to expert mentorship.

Target Audience:
Early-stage and growth-stage startups working on deep tech solutions; SMEs seeking validation and funding for their technology; Educational and scientific institutions developing breakthrough research and deep tech innovations

Realization:
Hybrid

What Is Included:
The primary objective of the Deep Tech Hackathon is to accelerate technological innovation by bringing together startups and SMEs with industry leaders and experts. The hackathon is designed to foster collaboration in addressing complex, real-world challenges through the development of advanced deep tech solutions. Its goal is to promote rapid prototyping, provide expert mentorship, and facilitate the creation of scalable, impactful innovations.

Key benefits of the hackathon:

- Accelerated innovation through structured, time-bound problem-solving
- Industry and government collaboration on real-world challenges
- Access to deep tech experts, mentors, and funding opportunities
- Prototyping and validation of solutions
- Potential for follow-up investment and partnership opportunities

Stages of the hackathon:

- Registration & Team Formation – Innovators apply, and selected teams are matched with mentors.
- Challenge Solution – Teams collaborate to design, develop, and enhance innovative solutions, applying deep tech to address challenges.
- Pitching & Selection – Finalists present their prototypes to a jury of industry experts and investors.

Who offers the service:
The service will be provided by Ukrainian Startup Fund, a state institution that supports innovative projects and tech startups by providing funding at early stages and helping them launch their ventures. The fund acts as a key driver of the startup ecosystem, creating conditions for industry growth, shaping a positive investment image of Ukraine's tech sector abroad, and showcasing Ukrainian innovative solutions worldwide.

Technologies:

- Artificial Intelligence & Decision Support, Robotics, Cybersecurity, Internet of Things

Eligibility & Support:
This service is provided with a 100% discount.

BUSINESS AND TECHNICAL VALIDATION OF DEEP TECH PROJECTS

Personalized consultations with an expert will help to analyze and assess the viability of a deep tech project in detail. During 1-on-1 sessions, participants will receive feedback on key aspects of development, market prospects, technical component, and user experience. Additionally, legal expertise is provided on intellectual property, business structure, and regulatory requirements. The sessions are aimed at improving projects, increasing their investment attractiveness, and preparing them for further scaling.

Target Audience:
Startups.

Realization:
Online.

Detailed description of the service:
This service will enable startups to receive personalized support from experienced experts who will help assess the viability and prospects of deep tech projects. Individual sessions are aimed at identifying the strengths and weaknesses of the project, identifying potential risks and opportunities, and providing recommendations for its improvement and implementation.

Main aspects of the service:

- Expert feedback and recommendations - comprehensive analysis of the project, assessment of its competitiveness and strategic opportunities.
- Legal analysis - advice on the legal aspects of implementing deep tech solutions, intellectual property protection, business structuring, and partnership agreements.
- Feasibility assessment - determining the practical feasibility of the project, potential technical and market barriers.
- Usability analysis - assessment of usability, user experience, and opportunities to improve interaction with end users.
- Personalized approach - sessions are tailored to the specifics of each project, taking into account its stage of development, market prospects, and founders' needs.

The mechanism of service delivery:
Step 1. The client leaves a request for a consultation on the platform

- **Main information:**

Type of client	Startup
Startup name	
Name and surname	
Position	
Contact phone number	
Email Address	

- **Consultation request:**

Date of request	
Topic of request	
Brief description of needs/issues	
Desired timeline for consultation	
Date of initial review (HOS)	
Notes/comments on the request (HOS)	

Step 2. HOS processes the request
Date of initial review.
Notes/comments to the request.
Requests additional information/documents.

Step 3. HOS provides the service and recommendations

Consultation	Date: Topic:
Recommendation	

Consultation
Date of consultation:
Format of consultation:
Duration of consultation:
Main topics discussed:

Recommendation
Other recommendations for the client:

Feedback
Consultation rating (1-5):
Client comments:

Who offers the service:
HOS.

Technologies:
All Technologies.

Eligibility & Support:
This service is offered with a 100% discount.

SEO (SEARCH ENGINE OPTIMIZATION OF WEB SYSTEMS)

Increase your website's visibility in search engines! This service helps improve your web resource ranking, attract more organic traffic, and boost conversion rates through modern search engine optimization methods.

Target Audience:

- *Small and Medium-Sized Enterprises*: For companies looking to enhance brand recognition and strengthen their online presence.
- *Startups*: Helps new businesses establish a strong digital presence and gain a competitive edge.
- *Digital Agencies*: Improves the efficiency of SEO campaigns for clients.

Realization:
Online.

What Is Included:
The service includes comprehensive optimization of web resources to improve their rankings in search engines. Key service stages:

- **Website Audit (1-2 weeks)** – Analysis of technical aspects, loading speed, site structure, and compliance with SEO best practices.
- **Content Optimization (2-3 weeks)** – Work on keywords, content uniqueness, meta tags, and page structure.
- **Technical Optimization (2-3 weeks)** – Improving site indexing, internal linking, and mobile adaptation.
- **External SEO Optimization (3-4 weeks)** – Building high-quality backlinks, integrating analytics tools, and evaluating strategy effectiveness.

Who offers the service:
The service is provided by highly qualified specialists and practitioners in SEO and digital marketing at the innovation hub of Chernihiv Polytechnic National University. The team includes experts in analytics, optimization, and technical SEO.

Technologies:
BI tools, Big Data, Internet Services & Applications, Artificial Intelligence & Decision support, Software Architectures.

Eligibility & Support:
This service is offered with a 100% discount.

CYBERSECURITY - AUDIT OF SMALL AND MEDIUM-SIZED ENTERPRISES FOR THE SUBJECTS OF ISMS

Ensure the security of your business! Our comprehensive ISMS audit helps identify cybersecurity vulnerabilities, minimize risks, and prepare your organization for certification. Receive expert analysis and practical recommendations to enhance the resilience of your IT infrastructure.

Target Audience:
SMEs and Startups: Suitable for small and medium-sized enterprises looking to expand their digital capabilities.
Local Large Companies: For large organizations that need to understand their digital landscape and readiness for transformation.
Public Sector: Suitable for government organizations aiming to enhance digital maturity and improve public service delivery.

Realization:
Hybrid format (online and offline sessions).
What Is Included:
The service includes a comprehensive cybersecurity audit in accordance with ISMS requirements, analysis of the current security state, and recommendations for improvement. Key service stages:

- **Preliminary Analysis (1 week)** – Gathering information on current security policies, IT infrastructure structure, and threats.
- **Audit Execution (2-3 weeks)** – Cybersecurity testing, vulnerability assessment, compliance analysis with international standards (ISO/IEC 27001).
- **Report Preparation (1 week)** – Detailed report with audit results, recommendations, and a step-by-step security enhancement plan.
- **Consultation and Support (up to 1 month)** – Assistance in implementing changes, developing security policies, and training staff.

Who offers the service:
The service is provided by highly qualified specialists and practitioners in cybersecurity at the innovation hub of Chernihiv Polytechnic National University. The team includes certified information security experts, risk management specialists, and auditors with experience in government and corporate sectors.

Technologies:
Cybersecurity, Cloud Services, BI tools, Big Data, Communication network, Internet of Things, Software Architectures.

Eligibility & Support:
This service is offered with a 100% discount.

BUSINESS MARKET VALIDATION THROUGH SMM

Gain deep insights into your market through social media analysis! Our service enables you to evaluate trends, consumer preferences, and competitor effectiveness. Using advanced data analysis techniques, we help you make strategically informed decisions for business growth.

Target Audience:

- *Small and Medium-Sized Enterprises:* For companies aiming to better understand their audience and optimize marketing strategies.
- *Startups:* Helps new businesses assess the competitive environment and identify growth opportunities.
- *Marketing Agencies:* Provides enhanced analytics for clients and increases campaign efficiency.

Realization:
Hybrid format (online and offline sessions).

What Is Included:
The service involves a comprehensive market analysis through social media using analytical tools and data processing algorithms. Key service stages:

- *Data Collection (1 week)* – Monitoring social media, gathering statistical data, and identifying key trends.
- *Analysis and Evaluation (2-3 weeks)* – Utilizing BI tools and Big Data to analyze consumer behavior, competitor activity, and brand recognition levels.
- *Report Preparation (1 week***)** – Providing a detailed report with analytics, recommendations, and market change forecasts.
- *Consultation and Support (up to 1 month)* – Individual consultations on implementing changes in marketing strategy.

Who offers the service:
The service is provided by highly qualified specialists and practitioners in SMM and digital marketing at the innovation hub of Chernihiv Polytechnic National University. The team includes experts in market analysis, marketing strategies, and large-scale data processing.

Technologies:
BI tools, Big Data, Internet Services & Applications, Artificial Intelligence & Decision support.

Eligibility & Support:
This service is offered with a 100% discount.

DESIGNING & ADMINISTRATION OF COMPUTER NETWORKS

A reliable computer network is the foundation of an efficient business! We help design, configure, and manage modern computer networks for your company, ensuring high performance, security, and scalability.

Target Audience:
Small and Medium-Sized Enterprises: For companies looking to improve their IT infrastructure and enhance data security.
Startups: For new businesses that need an efficient and flexible network architecture.
Government Institutions: For organizations seeking to modernize their network systems and improve reliability.

Realization:
Hybrid format (online and offline).

What Is Included:
The service provides a full cycle of network design, setup, and administration:

- *Analysis and Audit (1-2 weeks)* – Assessment of the existing network infrastructure, identification of issues, and recommendations for improvements.
- *Network Design (2-3 weeks)* – Development of an optimal network architecture tailored to business needs.
- *Deployment and Configuration (3-4 weeks)* – Installation of necessary equipment, configuration of routing, VPN, security, and access control.
- *Administration and Support (from 1 month)* – Continuous monitoring, troubleshooting, performance optimization, and ensuring uninterrupted network operation.

Who offers the service:
The service is provided by highly qualified specialists and practitioners in computer networks at the innovation hub of Chernihiv Polytechnic National University. The team includes experts in network security, administration, and optimization of network solutions.

Technologies:
Communication network, Cybersecurity, Cloud Services, High-Performance Computing, Internet of Things, Software Architectures.

Eligibility & Support:
This service is offered with a 100% discount.

DEVELOPMENT OF WEBSITES, WEB APPLICATIONS (ONLINE STORES, PORTALS, LANDING PAGES, ETC.)

We create modern and effective websites and web applications for your business: e-commerce sites, portals, landing pages, and other online solutions that provide convenience for users and help achieve your business goals.

Target Audience:
Small and Medium-sized Enterprises (SMEs): For businesses that need a professional web presence to attract customers and increase conversion.
Startups: For new companies that want to quickly launch a quality and functional web solution.
E-commerce Platforms: For businesses looking to create or enhance their online stores to increase sales.

Realization:
Hybrid format (online and offline).

What Is Included:
The service includes the full cycle of website and web application development:

- *Needs Analysis and Design (1-2 weeks)* – studying client requirements, creating technical specifications, and initial design.
- *Development and Programming (3-4 weeks)* – building functionality, programming, integrating with systems and databases.
- *Testing and Optimization (1-2 weeks)* – testing the website on different devices, fixing errors, and optimizing speed.
- *Launch and Support (from 1 month)* – publishing the website online, providing technical support and updates.

Who offers the service:
The service is provided by a team of experienced web developers, designers, and testers working at the innovative hub of "Chernihiv Polytechnic National University." The team includes experts in web development, e-commerce, UI/UX design, and SEO.

Technologies:
Cloud Services, Internet Services & Applications, Software Architectures, Cybersecurity

Eligibility & Support:
This service is offered with a 100% discount.

DEVELOPMENT OF MOBILE APPLICATIONS (ANDROID, IOS)

A mobile app can become a powerful tool for customer interaction and business processes. We will develop efficient and user-friendly apps for Android and iOS, ensuring security, functionality, and an excellent user experience.

Target Audience:
Small and Medium-sized Enterprises (SMEs): For companies looking to expand their audience through mobile platforms.
Startups: For new businesses requiring a mobile solution for their services or products.
Educational and Healthcare Institutions: For organizations looking for effective mobile solutions for their users.

Realization:
Online

What Is Included:
The service includes the full cycle of mobile app development:

- *Analysis and Design (2-3 weeks)* – studying business needs, developing technical specifications, and designing the interface.
- *App Development (4-6 weeks)* – programming the functionality, integrating with necessary services, and creating the interface.
- *Testing and Optimization (1-2 weeks)* – testing the app on various devices, fixing bugs, and optimizing performance.
- *Launch and Support (from 1 month)* – publishing the app on stores, updates, and technical support.

Who offers the service:
The service is provided by a team of professionals experienced in mobile app development for various platforms. The team includes experts in Android, iOS, UI/UX design, and mobile app testing.

Technologies:
Internet Services & Applications, Cloud Services, Human computer interaction, Cybersecurity, Software Architectures, Virtual Reality

Eligibility & Support:
This service is offered with a 100% discount.

DEVELOPMENT OF MOBILE APPLICATIONS (ANDROID, IOS)

A reliable computer network is the foundation of a business's effective operation! We will help you design, configure, and administer modern computer networks for your company, ensuring high performance, security, and scalability.

Target Audience:
Small and Medium-sized Enterprises (SMEs): For companies looking to improve their IT infrastructure and enhance data security.
Startups: For new businesses requiring an efficient and flexible network architecture.
Government Institutions: For organizations aiming to modernize their network systems and improve their reliability.

Realization:
Online

What Is Included:
The service includes the full cycle of designing, configuring, and administering computer networks:

- *Analysis and Audit (1-2 weeks)* – assessment of the existing network infrastructure, identification of problems, and recommendations for improvements.
- *Network Design (2-3 weeks)* – development of an optimal network architecture tailored to the business's needs.
- *Deployment and Configuration (3-4 weeks)* – installation of necessary equipment, configuring routing, VPN, security, and access control.
- *Administration and Support (from 1 month)* – ongoing monitoring, troubleshooting, performance optimization, and ensuring uninterrupted network operation.

Who offers the service:
The service is provided by highly qualified specialists and practitioners in computer networks based at the innovative hub of the National University of "Chernihiv Polytechnic." The team consists of experts in network security, administration, and optimization of network solutions.

Technologies:
Artificial Intelligence, Cloud Services, Software Architectures.

Eligibility & Support:
This service is offered with a 100% discount.

ADVICE ON THE USE OF HARDWARE AND SOFTWARE PRIOR TO INVESTMENT

Consulting Services for Small and Medium-Sized Enterprises Planning to Invest in Hardware or Software. We provide support to help make informed choices that optimize costs, enhance operational efficiency, and avoid mistakes when purchasing equipment or software.

Target Audience:

- Small and medium-sized enterprises planning to upgrade or implement new technologies and IoT solutions
- Startups seeking optimal technical solutions for their products

Service Delivery Format:
Online / Offline / Hybrid

Detailed Service Description:
The service includes:

- *Hardware Analysis*
  - Evaluation of specifications and performance
  - Comparison with market alternatives
  - Determination of the optimal configuration
- *Software Analysis*
  - Functional capabilities and compatibility
  - Licensing and legal aspects
  - Selection between commercial and open-source solutions
- *Investment Recommendations*
  - Assessment of long-term benefits
  - Risks and usage prospects
  - Forecast of updates and support

Service Providers:
Academic and support staff from the Department of Information Systems in Economics (KNEU).

Technologies:

- Artificial Intelligence & Decision Support
- Cybersecurity
- Cloud Services
- Internet Services & Applications

Eligibility and Support:
This service is provided with a 100% discount.

PROVISION OF ACCESS TO SPECIALIZED LABORATORY EQUIPMENT AND SOFTWARE

The laboratory offers access to state-of-the-art equipment for the development, testing, and implementation of intelligent devices based on Arduino, ESP microcontrollers, and Raspberry Pi single-board computers.
This service is ideal for rapid prototyping and testing of innovative solutions in IoT, automation, electronics, and smart device development. You gain access to laboratory equipment that enables you to:

- Build device prototypes using various microcontroller platforms
- Test and refine electronic circuits before mass production
- Program and debug microcontrollers

Target Audience:

- Startups – for rapid idea testing, MVP creation, and product concept validation
- Small and medium-sized enterprises – for the development and implementation of proprietary IoT solutions and business process automation

Service Delivery Format:
Offline / Hybrid

Detailed Service Description:
The service includes:

- *Consulting Support:*
  - Assistance in selecting a microcontroller platform for a specific project
  - Consulting on circuit design, coding, and sensor integration
  - Device functionality analysis and recommendations for improvement
- *Access to Microcontroller Platforms:*
  - Arduino (UNO, Mega, Nano) – for prototyping and controlling electronic devices
  - ESP8266 / ESP32 – for developing wireless IoT solutions
  - Raspberry Pi – for creating powerful embedded systems, working with cameras, sensors, and networks
- *Access to Peripheral Equipment:*
  - Temperature, humidity, light, motion sensors, and other sensor types
  - Communication modules (Wi-Fi, Bluetooth)
  - Displays, screens, buttons, servo motors, and other actuators

Service Providers:
Academic and support staff from the Department of Information Systems in Economics with expertise in microcontroller programming and embedded systems development. All projects are supervised by laboratory engineers, ensuring quality and precision at every stage.

Technologies: Cloud Services, Cyber-Physical Systems, Internet of Things (IoT), Communication Networks

Eligibility and Support:
This service is provided with a 100% discount.

EMPLOYEE TRAINING IN WORKING WITH 3D DEVICES

We offer individual and group training for employees wishing to master 3D printing (FDM) and 3D scanning technologies. The training program covers equipment setup, print optimization, and 3D model processing.
The course focuses on practical skills development for effective use of 3D technologies in manufacturing and engineering processes.
This training will help your company:

- Master FDM printing for prototyping, part production, and functional products
- Optimize 3D printing processes to save materials and improve quality
- Learn to work with a 3D scanner for digital replication of physical objects
- Apply 3D printing in engineering and manufacturing tasks

Target Audience:

- Small and medium-sized enterprises aiming to implement 3D printing into their production processes
- Companies manufacturing small series or customized parts

Service Delivery Format:
Offline / Hybrid

Detailed Service Description:
The training consists of three modules:

- *Working with a 3D Scanner:*
  - 3D scanning technologies
  - Digitizing physical objects
  - Processing scanned models using MeshLab, Blender
- *Fundamentals of FDM Printing:*
  - Principles of FDM 3D printer operation
  - Overview of printing materials (PLA, ABS, PETG)
  - Preparing a 3D model for printing
  - Setting temperature, print speed, and layer height
- *Operation and Maintenance:*
  - Printer preparation and calibration
  - Troubleshooting common printing errors
  - Optimizing models to save time and materials
  - 3D printer maintenance

Service Providers:
Academic and support staff from the Department of Information Systems in Economics, with hands-on experience in FDM printing, 3D scanning, and 3D modeling (KNEU).

Technologies:

- Additive Manufacturing
- Digital Twins
- Human-Computer Interaction

Eligibility and Support:
This service is provided with a 100% discount.

CONSULTING AND DEVELOPMENT OF SMART SYSTEMS

We offer consulting and engineering services for small and medium-sized enterprises (SMEs) focused on the development of smart systems. We assist companies in designing automated solutions, IoT systems, intelligent sensor networks, and control systems that enhance business process efficiency and optimize production operations.

Target Audience:

- Small and medium-sized enterprises implementing smart solutions
- Startups developing IoT products or innovative devices

Detailed Service Description:

The service includes:

- *Technical Consulting:* Evaluation of business process automation opportunities, Selection of optimal hardware and software solutions, Recommendations for IoT infrastructure deployment
- *Development of Smart Systems:* Designing devices based on Arduino, ESP, and Raspberry Pi platforms, Integrating sensors for data collection and analysis, Implementing wireless data transmission via Wi-Fi, Bluetooth
- *Automation and IoT Solutions:*Development of remote monitoring systems, Creation of intelligent controllers and sensor systems, Integration of artificial intelligence for data analysis

Service Provision Details:

- *Duration:* The standard timeframe for service delivery is 4 to 8 weeks depending on project complexity.
- *Phases:*
    1. Initial consultation and needs assessment (1 week)
    2. System design and hardware selection (1–2 weeks)
    3. Prototype development and system integration (2–3 weeks)
    4. Testing, optimization, and deployment recommendations (1–2 weeks)
- *Support:* Post-project support and additional consultations are available upon request.

Service Providers:

The consulting and development services are provided by the academic and support staff of the Department of Information Systems in Economics.

Project implementation is carried out by experts from the Scientific and Educational Laboratory of Information Management Systems and Technologies at the Department of Information Systems in Economics, Kyiv National Economic University (KNEU).

Our team has extensive experience in creating IoT solutions, automation, and implementing smart systems for businesses.

Technologies: Artificial Intelligence & Decision Support, Internet of Things (IoT), Big Data, Cyber-Physical Systems

Eligibility and Support:

This service is provided with a 100% discount.

3D SCANNING, MODELING, AND 3D PRINTING OF OBJECTS

We offer a full cycle of services for 3D scanning, modeling, and fabrication of three-dimensional objects. Using advanced equipment and software, we provide precise digital reproduction of physical objects, creation of 3D models, and their implementation through FDM 3D printing. This service enables quick acquisition of accurate digital copies of physical products, creation of prototypes for new products, or manufacturing of unique components for business and research purposes.

Target Audience:

- Startups and small businesses — ideal for companies looking to quickly test new product ideas or produce limited product series
- Research institutions and scientists — for scientific projects, educational models, and prototypes

Service Delivery Format:
Online

Detailed Service Description:

- *3D Scanning:*
  - High-precision digital reproduction of physical objects using 3D scanners
  - Saving models in various digital formats for further use
- *3D Modeling:*
  - Creation and editing of 3D models based on drawings or technical specifications
  - Optimization of models for production or 3D printing
- *3D Printing:*
  - Fabrication of physical models from various materials (plastic, composite materials, etc.)
  - Use of additive manufacturing technologies for rapid prototyping

Service Providers:
Academic and support staff of the Department of Information Systems in Economics.

Technologies:

- Additive Manufacturing
- Human-Computer Interaction

Eligibility and Support:
This service is provided with a 100% discount.

2. LIST AND CONTENT OF SERVICES WITHIN THE CAPACITY BUILDING & SKILLS DEVELOPMENT TRACK

DIGITAL TECH EXPERT SESSIONS

Digital Tech Expert Sessions is a series of expert sessions aimed at providing relevant knowledge, insights and recommendations on digital technologies for the target audience. Over the course of 4 years, 43 sessions are planned to be held, covering a wide variety of topics: the latest technologies, digital transformation strategies, cybersecurity, data analysis, artificial intelligence, cloud computing, Internet of Things (IoT), blockchain, and other relevant areas.
Each session will feature a presentation by an expert in the relevant industry who will share market analytics, insights, trends, and specifics of technology application. The format of the sessions includes a lecture part and a Q&A session.

Expected results of the training
Participants will receive:

- Unique knowledge of the latest digital technologies, market trends and key strategies for their implementation in business.
- Up-to-date information from leading experts on the implementation of digital technologies in various industries.
- Opportunity to get introduced to practical cases of artificial intelligence, data analysis, cloud computing, IoT, blockchain, and other technologies.
- Networking with specialists, entrepreneurs, and experts to facilitate the exchange of experience and the creation of new partnerships.

Target audience
Small and medium-sized enterprises (SMEs); Startups; Government agencies; Other entities (NGOs, Charitable Funds, unions, communities, etc.).

Number of participants
From 20 to 30 people.

Format of the event
Online.

Resources/materials required
There are no special requests for the event.

How the results will be evaluated
None is provided.

Certification
No certification is planned.

Requirements for participants (if any): None.

DIGITAL TOOLS FOR PROJECT MANAGEMENT

The modern world requires fast, efficient, and flexible approaches to project management. The Digital Tools for Project Management program is a series of trainings that will help entrepreneurs, team leaders, and project managers master key digital tools to optimize their workflows.

During the course, participants will learn how to automate routine tasks, use cloud technologies for easy collaboration, implement secure digital solutions, and analyze data for strategic planning. The trainings cover a wide range of topics: from cybersecurity to the use of artificial intelligence and IoT for effective project management.

Expected results of the training

After completing the training, participants will be able to use digital tools more effectively to manage projects and increase team productivity. In particular:
Apply cloud technologies to organize teamwork, secure data storage, and prompt information exchange.

- Automate routine processes with the help of artificial intelligence and specialized platforms, which will reduce time and human resources.
- Analyze the effectiveness of projects using modern dashboards and monitoring systems, which will facilitate quick and informed decision-making.
- Improve cybersecurity by implementing tools to protect data, manage access, and minimize the risks of cyber threats.
- Implement modern management methods, such as Agile, Scrum and IoT solutions, to make team processes more flexible and efficient.

Planned duration

The program consists of 16 trainings, which are organized into four thematic blocks, each of which contains 4 trainings.
The duration of each event is 1 - 2 hours.

Target audience

SMEs and startups.

Number of participants.

From 20 to 30 people.

Format of the event

Online.

Resources/materials required

There are no special requests for the event.

How the results will be evaluated

Not provided.

Certification.

Certificates will be issued based on the results of each course.

Requirements for participants (if any): Middle and senior managers of small and medium-sized enterprises, as well as startups who are interested in studying digitalization and automation in work processes.

LEGAL ASPECTS OF DEEP TECH PROJECTS

Legal Aspects of Deep Tech Projects is a series of events aimed at supporting small and medium-sized businesses (SMEs) and startups in understanding the legal aspects of implementing innovative projects in the field of high technology. The initiative provides participants with the necessary knowledge of legal opportunities and limitations, familiarizes them with the specifics of the legislation of individual European countries and the EU as a whole, and helps them navigate the regulatory environment to effectively attract investment and grant funding.

Expected results of the training
Participants of the event:

- Gain an understanding of the legal opportunities and constraints in the field of deep tech in the EU.
- Get acquainted with the peculiarities of the legislation of European countries.
- Learn about business registration, patenting, and intellectual property.
- They will learn how to work with investors and legally formalize venture deals.
- They will work through practical cases on legal regulation of AI, blockchain, and cybersecurity.
- They will learn about the legal nuances of attracting grants and international partnerships.

Planned duration
The project includes 27 events over 4 years, i.e. 7 events per year.
Each event lasts 1-2 hours.

Target audience
SMEs and startups.

Number of participants
From 15 to 25 people.

Format of the event
Online.

Resources/materials required
There are no special requests for the event.

Certification
No certification is planned.

Requirements for participants (if any)
None.

COMMUNICATION TOOLS TRAINING

The Communication Tools Training program is designed to equip SMEs, startups, and public sector representatives with essential digital communication skills. Participants will learn to effectively use modern communication platforms, enhance online collaboration, and improve audience engagement. The training focuses on practical tools and strategies to strengthen digital presence and streamline communication processes.

Expected Outcomes
Participants will:

- Gain hands-on experience with modern communication tools (e.g., collaboration platforms, digital marketing tools, and online presentation software).
- Improve their ability to convey clear and consistent messages across digital channels.
- Enhance collaboration and workflow efficiency within their organizations.
- Strengthen their online presence and stakeholder engagement through advanced communication strategies.
- Acquire practical skills to adapt communication practices to evolving digital environments.

Target Audience

- SMEs: Business owners, managers, and marketing teams aiming to improve internal and external communication, enhance customer outreach, and optimize digital collaboration.
- Startups: Founders and team members seeking to build a strong digital presence, effectively present their ideas, and engage with investors, customers, and partners.
- Public Sector Representatives: Government officials and public service managers looking to modernize communication channels, improve transparency, and engage effectively with citizens and stakeholders.

Number of Participants
From 20 to 50 people

Format
Online/offline

Required Resources/Materials
None

Certification
Not planned

Participant Requirements (if any)
None

DEEP TECH TRAINING

Deep tech trainings are structured educational sessions led by experts, aimed at expanding the capabilities of SMEs, startups, and public sector representatives. Covering key areas such as high-tech communication strategies and technology transfer, these interactive sessions provide participants with practical knowledge and tools to foster innovation and digital transformation.

Expected Outcomes

- Deepening knowledge among SMEs, startups, and public sector representatives in high-tech fields.
- More active implementation of advanced communication tools and technology transfer models in healthcare.
- Improved collaboration between technological startups, business, and the public sector.
- Enhanced innovation potential of the Ukrainian high-tech ecosystem.

Target Audience

- Small and medium-sized enterprises (SMEs)
- Startups and tech entrepreneurs
- Public sector representatives
- Researchers and industry professionals interested in applying deep tech

Number of Participants
From 20 to 50 people

Format
Online

Required Resources/Materials
None

Evaluation Method
None

Certification
Not planned

Participant Requirements (if any)
None

DEEP TECH INNOVATION BOOTCAMP

The Deep Tech Innovation Bootcamp is an intensive practical program designed to immerse participants in cutting-edge technologies such as artificial intelligence, blockchain, quantum computing, and robotics. Each three-day bootcamp, held twice a year, brings together experts, startups, small and medium-sized enterprises (SMEs), and public sector representatives to develop practical solutions to real-world challenges.

Participants receive mentorship from industry leaders and professors, engage in collaborative problem-solving, and create prototypes of innovative solutions in the deep tech field. At the end of the bootcamp, participants gain technical expertise, strategic understanding, and tangible results to accelerate the implementation of their projects.

Expected Outcomes

- Development of innovative prototypes in the Deep Tech field.
- Strengthening collaboration between startups, SMEs, and public institutions.
- Increasing market readiness and investment potential of participants.
- Enhancing the digital transformation potential in the Ukrainian tech ecosystem.

Planned Duration
3 days

Target Audience

- SMEs and startups seeking to use Deep Tech to grow their businesses.
- Public sector representatives interested in technological solutions.
- Researchers, developers, and entrepreneurs seeking mentorship and collaboration.

Number of Participants
From 10 to 20 people

Format
Online

Required Resources/Materials
None

Evaluation Method
None

Certification
Not planned

Participant Requirements (if any)
None

DEEP TECH LANGUAGE SKILLS TRAINING

Training programs for innovators, startups, SMEs, and public sector representatives to master specialized deep tech terminology. Through structured online training sessions, participants will acquire the necessary terminology, communication skills, and problem-solving abilities to advance in various deep tech fields.

Expected Outcomes
Participants will gain a structured understanding of high-tech language, AI policies, and applications, which will improve their ability to communicate with investors, policymakers, and industry colleagues.

Target Audience
- Small and medium-sized enterprises (SMEs)
- Startups and tech entrepreneurs
- Public sector representatives
- Researchers and industry professionals interested in applying deep tech

Number of Participants
From 20 to 50 people

Format
Online

Required Resources/Materials
None

Evaluation Method
None

Certification
Not planned

Participant Requirements (if any)
None

MEETUP SESSIONS WITH LEADING DEEP TECH EXPERTS

Meetup sessions with leading deep tech experts are a series of knowledge-sharing events aimed at fostering innovation and collaboration among key industry stakeholders. These meetups bring together top experts, entrepreneurs, and public sector representatives to discuss the latest trends, challenges, and breakthroughs in the deep tech field.

Expected Training Outcomes

- Enhanced knowledge exchange between industry experts and startups.
- Strengthened ecosystem connections through networking.
- Improved implementation of advanced deep tech solutions in the industry.
- Practical insights that participants can apply within their organizations.

Target Audience

- Small and medium-sized enterprises (SMEs) and startups working on deep tech solutions.
- Researchers and industry experts seeking to share experiences and gain new ideas.
- Government representatives.

Number of Participants
From 20 to 50 people

Format
Offline

Required Resources/Materials
None

Evaluation Method
None

Certification
Not planned

Participant Requirements (if any)
None

CUSTOMER NEEDS RESEARCH AND MARKETING EXPERIMENTS

This training helps participants master methods for identifying customer needs, validating hypotheses, and testing marketing strategies. Participants will learn how to gather feedback, analyze the market, and tailor their product to the target audience's needs.

Expected Training Outcomes
Participants will gain practical skills in planning and conducting customer development interviews, forming hypotheses, launching marketing experiments, analyzing results, and creating a value proposition based on collected insights.

Target Audience
Startups, SMEs, and student or research teams working on developing or improving a product

Number of Participants
10 to 30 people

Format
Online

Required Resources / Materials
Presentation, Miro or a similar visual online whiteboard, Google Forms or another tool for reflection/feedback

Evaluation Method
Small group work on individual cases, presentation of results, and self-assessment of progress

Certification
Certificate of Participation

Participant Requirements (if any)
Basic understanding of Lean Canvas or possession of a product idea; willingness to work in a team and participate in interactive formats

FUNDRAISING STRATEGY

The training is aimed at supporting startups and SMEs in preparing to attract investment. Participants will learn about the types of investors and sources of funding and formulate their own fundraising strategy, taking into account the startup's stage of development, goals, and resources. We will consider the timing of investment rounds, preparation of basic materials (one-pager, investor FAQ), and ways to communicate effectively with potential investors. The training combines theory, case studies, and teamwork on your own cases.

Expected training results
Participants will understand the types of investors and sources of funding, learn how to formulate an investment attraction strategy, plan of rounds' timing, prepare investor materials (one-pager, investor FAQ, etc.) and conduct effective communication.

Target audience
Startups and SMEs preparing to raise investment

Number of participants
From 10 to 30 people

Format of the event
Online

Required Resources / Materials
Pitch deck, templates of investor documents, Miro or Google Docs for group work

Evaluation Method
Development of a fundraising strategy framework, mini-presentations of ideas, and small group discussions

Certification
Certificate of participation

Participant requirements (if any)
MVP or clearly formulated idea, basic knowledge of the business model or participation in previous training modules (Lean Canvas, custodianship, etc.).

PITCH PREPARATION AND PITCH DECK

This training is focused on developing the skills needed to present a project effectively before investors, partners, or competition juries. Participants will learn how to structure a presentation logically, design a pitch deck that highlights key advantages, and respond effectively to questions. The training covers a typical presentation structure, recommendations for slide design, emphasis on specific metrics (traction, market, business model), as well as practice in both verbal and non-verbal communication. The format includes short theoretical segments, case analyses, and practice sessions for developing personal pitches.

Expected training results
Participants will learn how to build the logic of a pitch, create a structured pitch deck, highlight the key advantages of a product, present traction, financial models, and market data, and prepare for investor questions.

Target audience
Startups at the MVP stage or with a finished product that are planning to attract investment

Number of participants
From 5 to 20 people

Format of the event
Online or offline

Required Resources / Materials
Presentation templates, pitch deck examples, a timer, and tools for feedback (Google Forms, Miro)

Evaluation Method
Participants prepare and present a short pitch (1–3 minutes) and receive feedback from mentors and peers

Certification
Certificate of Participation

Participant requirements (if any)
A developed idea or MVP, a draft pitch deck; prior knowledge about the product, target audience, and market is preferred

ONLINE PLATFORM INCUBATION COURSES

This online training program is designed for startup founders at the idea or pre-MVP stage. The course provides basic knowledge on starting your own business, helps you avoid common beginner mistakes, and offers a realistic overview of the startup journey. The program lasts 3–4 weeks in a convenient online format and covers topics such as idea generation, Lean methodology, problem-solution fit, customer research, and marketing. The course is accessible on the educational platform at any time.

Expected training results
Participants will gain an understanding of entrepreneurship fundamentals, develop a product idea, define their target audience, master the Lean approach, learn to validate hypotheses, articulate the problem and solution, and prepare for their first user interviews.

Planned duration
3–4 weeks (self-paced learning with coordinator support at a pace that suits the participant)

Target audience
Beginners who have an idea or are just starting to work on a startup; students, researchers, and young entrepreneurs

Number of participants
Up to 15 teams per month

Format of the event
Online

Required Resources / Materials
Access to an online platform, internet, and a basic digital device (laptop/smartphone)

Evaluation Method
Completion of test or practical tasks on the platform, submission of a final one-pager summarizing the outcomes of all training modules, and a certificate of participation

Certification
Certificate of Participation

Participant requirements (if any)
No prior experience is required; just a desire to launch your own project or acquire basic knowledge about startups

ACCELERATION PROGRAM FOR STARTUPS

This acceleration program for software startups at the MVP stage or with a finished product combines mentorship from international experts, group boot camps, individual sessions, and one-on-one meetings with investors. The program is divided into two phases: the first focuses on product validation, achieving product-market fit, and developing a go-to-market strategy; the second emphasizes traction, financial modeling, investment readiness, pitching, and holding a Demo Day for selected teams. The format is adapted to the needs of the teams and is suitable for both local and international markets.

Expected training results
Participants will receive mentorship support, validate hypotheses, refine their financial model, develop a GTM strategy, prepare a pitch deck, engage in investor meetings, and present their project at Demo Day.

Planned duration
3 months

Target audience
Startups at the MVP stage or with a finished product that has scaling potential

Number of participants
8–12 teams

Format of the event
Hybrid

Required Resources / Materials
Internet access, Zoom, Miro, Lean Canvas templates, pitch decks, financial models, access to a tracking platform

Evaluation Method
Internal progress assessments, feedback from mentors, expert evaluations between phases, and a presentation at Demo Day

Certification
Certificate of Participation

Participant requirements (if any)
Requirements are specified for each cohort of the acceleration program

GREEN UPGRADE: DIGITAL TOOLS FOR SUSTAINABLE BUSINESS

Description: *Module 1.* Green Economy: Sustainable Development Strategies for Business EU Energy and Climate Strategies: The Ukrainian Project. Sustainable Energy Solutions for Households and the Business Sector in the EU: Decarbonization Scenarios. Development of Key Industrial Sectors: Breakthrough Innovation Projects. Modeling a Sustainable Lifestyle: Personal Ecological Footprint. Corporate Practices and Green Transition Standards in the EU

Module 2. Digital Tools for Sustainable Business: Eco-analysis and Monitoring of Business Impact on the Environment. Digital Solutions for Resource Optimization. Automation and Environmentally Responsible Production. Green Digital Finance and Blockchain for Sustainable Business. Digital Marketing and Communication for a Sustainable Brand

Expected training results

Participants of the training will gain theoretical knowledge about green economy strategies, decarbonization, and EU corporate eco-standards. They will learn how to use digital tools for eco-analysis, resource optimization, production automation, and sustainable finance management. Practical skills will include assessing business impact on the environment, developing decarbonization scenarios, implementing digital solutions for energy efficiency, and creating an environmentally responsible brand. The training will also contribute to the development of competencies in strategic sustainable development planning, green entrepreneurship, and digital business transformation.

Target audience

Entrepreneurs and business owners who aim to implement sustainable development and digital solutions; managers and company leaders responsible for environmental strategy and corporate sustainability; energy and environmental specialists involved in resource optimization and decarbonization; representatives of NGOs and initiatives working in the field of green economy and environmental responsibility; consultants and analysts who help businesses adapt to EU environmental standards; digital technology and finance specialists interested in developing and implementing eco-financial solutions; representatives of government bodies and local authorities responsible for environmental policy and sustainable regional development.

Number of participants

From 10 to 15 people

Format of the event

Online

Certification

Upon successfully completing the training, participants will receive a certificate of completion, confirming the knowledge and competencies gained in sustainable business development and digital eco-technologies.

Participant requirements (if any)

Basic knowledge of entrepreneurship, ecology, or digital technologies is preferred. Experience in business, management, or the energy sector will be advantageous. Proficiency in English at a level sufficient to familiarize oneself with international eco-standards and digital tools is desirable but not mandatory.

3D SCANNING (ADVANCED COURSE).

The course provides a comprehensive understanding of digital capture technologies for physical objects and their transformation into precise 3D models. Participants will learn about different scanning methods, including laser scanning, structured light, and photogrammetry. They will also gain practical experience in working with 3D data, optimizing models for further use.
The course program includes:

- Introduction to the principles and types of 3D scanners;
- Equipment setup and selection of the optimal scanning method based on the object and task;
- Data processing in specialized software (cleaning, alignment, remeshing, texturing);
- Preparing models for 3D printing or digital archiving;
- Hands-on experience with a 3D scanner and training in basic correction techniques for scanned models.

Expected training results
Upon completion of the course, participants will be able to:

- Understand the principles and differences between 3D scanning technologies (laser scanning, structured light, photogrammetry).
- Configure a 3D scanner to obtain high-quality digital copies of physical objects.
- Perform the full cycle of 3D model processing, including alignment, stitching, noise reduction, and mesh optimization.
- Prepare 3D models for printing or virtual presentation, adapting them to specific requirements.
- Assess the quality of obtained digital copies and correct common scanning errors.
- Apply acquired skills in education, research, or personal projects.

Planned duration
30 hours.

Target audience
Private entrepreneurs, engineers, and local government authorities.

Number of participants
From 10 to 20 people

Format of the event
Hybrid

Certification
Yes.

Participant requirements (if any)
Participants must have completed the basic 3D scanning course or possess fundamental knowledge and skills in 3D scanning.

BASIC COURSE ARCHICAD

What Is Included:
The course consists of 30 hours of study (1 ECTS credit). The course includes 10 hours of lectures, 10 hours of practical classes and 10 hours of independent work. Lectures will be giving online, and students will have access to a video recording of the lecture. Practical classes will be giving online with students who are able to use the software on their own devices and in a classroom for a group of students of less then 10 people.

Target Audience:
Employees of small and medium-sized businesses in the construction sector, procurement managers, secondary school teachers

Realization:
Online/Hybrid

Who offers the service:
Chernihiv Polytechnic National University, Senior Lecturer of the Department of Welding Technologies and Construction Rudenko Mykhailo

Technologies:
Education

Eligibility & Support:
This service is offered with a 100% discount.

USING ARTIFICIAL INTELLIGENCE TOOLS IN PUBLIC ADMINISTRATION

The course is aimed at teaching local government representatives and civil servants how to use artificial intelligence tools to automate work processes, optimize administrative procedures, and improve interaction with citizens. Participants will learn the basics of AI, how to use AI for decision-making and forecasting results. The course consists of theoretical materials and practical tasks.

Expected training results

Upon completion of the course, participants will be able to:
- Use AI to automate administrative processes,
- Apply AI for decision-making and optimization,
- Enhance citizen interaction through chatbots and other tools,
- Implement financial planning and forecasting using AI.

Planned duration

6 sessions of 2 hours each (12 hours in total)

Target audience

Representatives of local government bodies, civil servants involved in managerial and administrative processes.

Number of participants

From 6 to 15 people

Format of the event

Online, offline

Required resources / materials

- A computer or tablet with Internet access;
- Data processing programs (Google Data Studio, Microsoft Excel);
- Platforms for creating chatbots (poe.com);
- Tools for financial forecasting (Excel, Tableau).

Method of evaluation

Testing based on theoretical knowledge, completing practical tasks (creating chatbots, data analysis, financial forecasting), and presenting group projects.

Certification

Certificates of participation will be provided after the course.

Participant requirements (if any)

Basic knowledge of computer programs (Excel, Word). Participants should have fundamental knowledge in public administration or administrative processes.

TRAINING USING DIGITAL TOOLS IN PROJECT ACTIVITIES

The training will help you master the key stages of the project life cycle, focusing on the effective implementation, monitoring, and successful completion of the project using digital tools. During the training, participants will learn how to work both according to the classical Waterfall methodology and the flexible Agile approach, get acquainted with Project Libre Cloud AI and project management tools.

Expected training results
Training participants will gain competencies in project management using digital tools such as Trello, Jira, Todoist, Wrike, Smartsheet, and Wunderlist, which will allow them to digitize task management. By mastering key skills in the digitalization of project work, participants will be able to formulate and adjust tasks; work with calendars and Gantt charts; communicate and collaborate through comments, personal and group messages, video calls and online conferences; track working hours; integrate with cloud tools for analytics, planning or resource management); use AI for work planning).

Planned duration
2-day training

Target audience
Project managers of companies, specialists of local authorities

Number of participants
From 5 to 10 people

Format of the event
remote, (in asynchronous and synchronous modes), in-person

Certification
Yes

Participant requirements (if any)
Basic project management skills

ENERGY MANAGEMENT OF BUILDINGS AND STRUCTURES

The current program is designed to provide theoretical knowledge on requirements for energy certification and parameters for determining the energy efficiency of buildings; technical requirements for the design of highly efficient building envelopes and the design of engineering systems; cutting-edge technologies aimed at increasing the energy efficiency of buildings and structures.

Practical skills in modern methods of calculating the energy efficiency of buildings, particularly:

- thermal calculation of external enclosing structures;
- calculating the annual heat energy demand of buildings;
- determining heat consumption in the ventilation and air conditioning system; determining heat consumption for hot water supply;
- familiarization with software elements for calculating the energy efficiency of buildings using the example of the ArchiCAD and/or Energy+ software package and comparing the results obtained with the calculated data.

Expected training results

The results of successful mastering the current program will be the ability to:

- apply the acquired knowledge and understanding to define, formulate and solve the tasks of constructing energy-efficient buildings, structures and civil engineering, using known methods;
- diagnose the energy efficiency of buildings in order to optimize its energy consumption;
- thermal engineering calculation of buildings;
- optimal selection of energy-efficient technical means and state-of-the-art energy-saving systems.

Planned duration

Duration of the theoretical course – 10 hours;
Duration of the practical course – 20 hours;
Total duration of the course – 30 hours.

Target audience

Small and medium-sized businesses, civil servants

Number of participants

From 5 to 15 people

Format of the event

Online/ offline /Hybrid

Certification

Issuance of certificates based on the results of the course

Participant requirements (if any)

For example: profession, position, experience, specific skills, level of training, level of foreign language proficiency, etc.

ENSURING SUSTAINABLE DEVELOPMENT OF MODERN PRODUCTION

At the training, participants will familiarize themselves with the concepts of sustainable development, its components and principles, learn about the Sustainable Development Goals and their indicators, and master the methodology for assessing the level of sustainability of production systems.

Expected training results
The participants of the training will gain knowledge about the content and genesis of the concept of sustainable development, the importance of transition to the principles of sustainability in the conditions of modern production. They will learn about the characteristics of the economic, social and environmental components of sustainable development, will be able to assess their level and consistency. The students will study the principles of environmental responsibility, social justice and economic efficiency of modern production, will consider practical cases of their implementation in order to increase the competitiveness of business. They will get acquainted with the Sustainable Development Goals, which are mandatory criteria for attracting investment and grant funds for the development of the enterprise.

Target audience
Business representatives, local government officials, civil servants

Number of participants
From 5 to 10 people

Format of the event
Online, offline, Hybrid

Certification
No

Participant requirements (if any)
No specific requirements

AI TOOLS FOR BUSINESS

The course provides knowledge on the use of artificial intelligence tools for automating business processes, optimizing marketing strategies, and forecasting financial outcomes. Participants will learn how to use AI for data analysis, improving customer interactions, and making strategic decisions based on predictive models. The course consists of theoretical materials and practical tasks.

Expected training results
After completing the course, participants will be able to:

- Understand the role of AI in automating business processes;
- Use AI for forecasting trends and outcomes;
- Automate marketing strategies using AI tools;
- Create chatbots for customer interaction and service improvement;
- Apply tools for financial forecasting and budgeting.

Planned duration
6 sessions of 2 hours each (12 hours in total)

Target audience
Entrepreneurs, business owners, managers of micro-, small and medium-sized enterprises, marketers, financial analysts, business analysts.

Number of participants
From 6 to 15 people

Format of the event
Online, offline

Required resources / materials

- Computer or tablet with internet access
- Data analysis programs (Google Data Studio, Microsoft Excel)
- Access to a platform for creating chatbots (poe.com)
- Tools for financial forecasting (Excel, Tableau)

Method of evaluation
Testing based on theoretical knowledge, completing practical tasks (creating chatbots, data analysis, financial forecasting), and presenting group projects.

Certification
Certificates of participation will be provided after the course.

Participant requirements (if any)
Basic knowledge of computer programs (Excel, Word). Experience in business management and an understanding of marketing and finance is preferred but not mandatory.

FUNDAMENTALS OF 3D MODELING IN BLENDER

Fundamentals of 3D Modeling in Blender is designed for those who want to master the basics of three-dimensional graphics and learn how to create 3D models for various applications, including 3D printing, visualization, animation, and interactive projects.

Blender is a powerful and free software package that includes all the necessary tools for modeling, texturing, rendering, and even animation creation. During the training, participants will step by step familiarize themselves with the program's interface, key tools, and techniques for creating 3D objects.

The course combines theoretical modules with numerous practical tasks, allowing participants to immediately apply the acquired knowledge. Special emphasis is placed on creating models suitable for 3D printing, with dedicated sessions on geometry correction, scaling, and exporting final models into appropriate formats.

Expected training results

Upon completing the course, participants will have all the necessary theoretical and practical skills for modeling 3D objects for printing, mastering essential software operations, and gaining a fundamental understanding of visualization.

By the end of the course, participants will:

- Master the basic principles of working in Blender, navigate the program's interface, use shortcuts, and efficiently manage 3D objects.
- Gain practical skills in creating and editing 3D models using fundamental operations such as scaling, rotation, transformation, extrusion, and Boolean operations.
- Be able to prepare 3D models for printing, understanding key model requirements, including manifold geometry, optimal topology, and necessary export parameters.
- Learn to work with materials and lighting to create high-quality renders and visualizations of their models.

Planned duration

30 hours

Target audience

Private entrepreneurs, engineers, and local government authorities who are clients, developers of products or services utilizing 3D printing.

Number of participants

From 5 to 10 people

Format of the event

Online

Certification

Yes

Participant requirements (if any)

The main requirement for this course is a strong motivation to improve.

REVERSE ENGINEERING

Training "Reverse Engineering" will teach participants how to create accurate 3D models based on existing physical objects. This skill is valuable for restoring parts without blueprints, developing new designs, and improving existing products.

Participants will learn about 3D scanning methods to obtain digital copies of objects, understand how to work with point clouds and polygonal models, and convert them into parametric 3D models for further use.

The program includes:

- Fundamentals of reverse engineering and its applications in various fields;
- Working with 3D scanners and obtaining 3D data;
- Processing scanned models in specialized software;
- Analyzing and correcting defects;
- Creating technical drawings and preparing models for manufacturing or 3D printing.

Expected training results

Upon completing the course, participants will be able to:

- Understand the basics of reverse engineering and its applications;
- Use 3D scanners to create digital models of existing objects;
- Process scanned data and create accurate 3D models;
- Analyze models, identify defects, and improve part quality;
- Prepare 3D models for printing, manufacturing, or further development.

Planned duration

30 hours

Target audience

Private entrepreneurs, engineers, and local government authorities involved in product or service development utilizing 3D printing and working with polymers.

Number of participants

From 10 to 20 people

Format of the event

Hybrid

Certification

Yes.

Participant requirements (if any)

Participants must have completed a basic course in additive technologies or possess fundamental knowledge and skills in 3D printing.

Additionally, they should have basic skills and knowledge in 3D scanning or have completed a basic 3D scanning course.

A personal computer or laptop is mandatory.

3D MODELLING TECHNOLOGIES

The course is designed for mastering the skills of automating the preparation of furniture production by means of modern CAD systems; practical application of ArtCAM software. Familiarization of students with the basic techniques for creating 3D elements of wooden furniture. Mastering the skills of preparing control programs for CNC woodworking machines. Practical classes on CNC machines.

Expected training results

- Ability to practically apply modern CAM systems and specialized application software for the development of woodworking technologies.
- Acquiring knowledge of the basics of the automated preparation of control programs for CNC machines.
- Gaining skills in programming and working with modern automated programming systems, taking into account the latest achievements in this field, for their practical use in solving various technological problems of real production.

Planned duration

18-20 hours:
1) Sketching module (5 hours);
2) Three-dimensional creation of furniture elements module (5 hours);
3) Control program training module for CNC machines (5 hours)
4) Practical classes using CNC machines (5 hours).

Target audience

Small and medium-sized enterprises of the woodworking and furniture industry, FOP, LLC.

Number of participants

From 2 to 10 people

Format of the event

Hybrid

Certification

Certificates of participation

Participant requirements (if any)

no requirements.

3D MODELLING TECHNOLOGIES

The course is designed for mastering the skills of automating the preparation of machine-building production using modern CAD systems; practical application of SolidWorks, CATIA software. Acquaintance of listeners with the basic methods of creating and maintaining an electronic model of a product. Mastering the skills of automating product design using the CAD systems SolidWorks, CATIA V5. Preparation of design documentation in accordance with the current requirements of the Unified State Standard for Design and Construction.

Expected training results

- Ability to use computerized systems of design, production, engineering research and specialized application software to solve engineering problems.
- Ability to spatial thinking and reproduce spatial objects, structures and mechanisms in the form of projection drawings and three-dimensional geometric models.
- Be able to perform geometric modeling of parts, mechanisms and structures in the form of spatial models and projection images and to design the result in the form of technical and working drawings.
- Ability to creative, imaginative thinking, to apply modern methods of searching for new technical solutions, activating engineering creativity, techniques and methods of scientific and technical creativity.
- Skills of practical use of modern computerized systems of design and production preparation.

Planned duration

18-20 hours:
1) Sketching module (5 hours);
2) Three-dimensional part creation module (5 hours);
3) Three-dimensional 3D assembly creation module (5 hours)4
4) Drawing and design documentation creation module (5 hours).

Target audience

Machine-building enterprises, FOP, LLC, small and medium-sized enterprises of the machine-building industry.

Number of participants

From 2 to 10 people

Format of the event

Hybrid

Certification

Certificates of participation

Participant requirements (if any)

no requirements.

DIGITAL AND INFORMATION SECURITY

During the training, participants will learn about the concepts of information security and digital literacy, disinformation and its impact on public perception, information viruses, and manipulative messages. They will also acquire skills to verify the authenticity of information, photos, videos, and statistical data.

Expected training results
Participants will gain knowledge of: The characteristics of key types of misleading news; Institutional and legal frameworks in the field of information security and countering disinformation; Working with data sources for information verification; Standards in the field of information security. They will be able to: Use online tools to verify photos and videos; Work with information sources, critically evaluate information, process and store data in information and communication systems; Utilize advanced search techniques, geolocation, and data retrieval from social networks; Verify information, use reliable sources and news, and adhere to information security standards.

Target audience
Business representatives, local government officials, civil servants

Number of participants
From 5 to 10 people

Format of the event
Online, offline, Hybrid

Certification
No

Participant requirements (if any)
No specific requirements

DIGITAL INNOVATIONS: THE ROLE OF AI IN ARCHITECTURE

The training explores the possibilities of artificial intelligence (AI) in modern architecture, with a focus on visualization. Participants will learn how to use AI to automate the creation of photorealistic renders, generate unique 3D models, and quickly develop design variations. The training includes an overview of tools such as Prome AI and modeling software like SketchUp. Special emphasis will be placed on creating presentation materials that effectively showcase architectural projects to clients. This training is ideal for architects, designers, and planners who want to leverage AI to enhance their work.

Expected training results

After completing the training, participants will acquire theoretical knowledge and practical skills in using artificial intelligence (AI) in architecture and design.

Theoretical Knowledge:

- Fundamentals of AI application for creating photorealistic visualizations and 3D models;
- Principles of AI tools operation.

Practical Skills:

- Automation of visualization processes;
- Generation of design variations using AI algorithms.
- Competencies:
- Integration of innovative technologies into project activities;
- Improvement of design development quality and speed.

Planned duration

4-6 hours.

Target audience

The training is designed for architects, designers, and 3D visualizers who want to integrate artificial intelligence into their work. It will be useful for students and teachers of design specialties who strive to master the latest technologies.

Number of participants

From 10 to 20 people

Format of the event

offline or Hybrid

Certification

Certificate issuance is possible.

Participant requirements (if any)

For effective participation in the training, it is desirable that participants meet the following criteria:

- Experience: Basic skills in 3D modeling or visualization.
- Specific skills: Knowledge of modeling software (Revit, Blender, Photoshop, etc.) will be an advantage.
- Level of proficiency: Intermediate or advanced level of computer literacy.
- Language: Basic English proficiency for working with software interfaces.

MENTORSHIP SESSION: USING DIGITAL TOOLS TO RECORD ENVIRONMENTAL DAMAGE

Through the interaction between the mentor and participants, knowledge, skills, and competencies are transferred to address existing environmental issues that have arisen following the large-scale invasion. The sessions aim to motivate participants to take real steps in environmental protection at the local level by documenting environmental damage on online platforms and using digital applications.

Expected training results
Understanding the environmental consequences of war and the legal responsibility of the Russian Federation for the damage inflicted on Ukraine's environment. Ability to record and assess environmental damage. Proficiency in using digital applications and specialized resources for documenting environmental crimes.

Target audience
Employees of local self-government bodies, departments, and administrations responsible for housing and utilities, as well as environmental protection.

Number of participants
From 2 to 5 people

Format of the event
Online

Certification
No

Participant requirements (if any)
Basic knowledge of types of environmental pollution and skills in using digital tools.

ORGANIZATIONAL ASPECTS OF BUSINESS DIGITAL TRANSFORMATION

The training covers key aspects of management activities, including organization as a fundamental management function, organizational change, and management efficiency. Participants will explore the specifics of managing organizational change, modeling change processes, overcoming resistance, and organizational development as a management object. The training also examines European experience and Ukrainian practices in implementing Artificial Intelligence in the business environment. Special attention is given to digital tools and software for identifying threats, risks, and financial crimes in business, as well as the organizational aspects of AI adoption and its impact on various business sectors.

Expected training results

Theoretical Knowledge:

- Fundamentals of management activities and management functions
- Theoretical foundations of organizational change management, including modeling, resistance management, and impact on management efficiency
- European experience and Ukrainian practices in AI implementation in business
- Modern digital tools for detecting threats, financial risks, and crimes in entrepreneurial activities
- Organizational aspects of AI implementation and its influence on business processes

Practical Skills and Competencies:

- Analysis and modeling of organizational changes and development of implementation strategies
- Risk assessment and evaluation of managerial decision effectiveness in organizational development
- Use of digital technologies for monitoring business environment threats
- Development of change management skills in digital transformation conditions
- Application of AI tools to enhance management process efficiency.

Target audience

SMEs

Number of participants

From 7 to 10 people

Format of the event

Hybrid

Certification

Certificates will be issued.

Participant requirements (if any)

No specific requirements for participants.

AGILE SCRUM TECHNOLOGIES FOR BUSINESS AND ORGANIZATIONS

Day 1: **Theoretical block**. Agile principles. **Practical block.** Daily meetings and ice-breakers. Practice in Miro.
Day 2: **Theoretical block**. Backlog formation. **Practical block**. Prioritization of work. Sprint planning. Practice in Trello or Jira.
Day 3: **Theoretical block.** Team performance assessment. **Practical block**. Retrospective. Practice in Miro.

Expected training results
As a result of completing the training program, participants will receive:
Knowledge: principles of agile management methodologies; artifacts of the SCRAM methodology; methods of planning and controlling the tasks execution.
Skills: using modern information systems to implement the SCRAM methodology; assessing task priorities; setting up effective communication systems for teamwork.

Planned duration
Duration of the training program: 3 days (24 hours).
Duration can be adjusted to 2 days (16 hours) depending on the needs of the organization.

Target audience
SMEs and startups, government agencies and organizations

Number of participants
From 5 to 9 people

Format of the event
Offline; online if offline participation is not possible.

Certification
Training participants will receive official certificates from the Chernihiv Polytechnic National University.

Participant requirements (if any)
A prerequisite for participation is the skills of using a personal computer.

DIGITAL SECURITY FUNDAMENTALS

Participants will become familiar with real threats in the digital environment and learn basic methods to protect their devices and data. Special attention will be paid to phishing, password management, secure communication, and safe use of public networks.

Expected training results

- Understanding the basics of digital hygiene
- Ability to identify phishing emails
- Use of two-factor authentication
- Basic device protection setup

Target audience
SMEs, startups, public servants

Number of participants
Up to 10 people

Format of the event
Online or offline (upon request)

Certification
Yes.

Participant requirements (if any)
Basic skills in using a PC and the Internet.

DIGITAL LITERACY FOR THE MODERN PROFESSIONAL

The training covers the basics of working with Google Workspace (Docs, Sheets, Drive), email communication, and organizing video meetings (Google Meet / Zoom). Participants will learn how to effectively manage their work in an online environment—an essential competence for today's professionals.

The Google Workspace section includes:

• Google Docs – an online alternative to Word, allowing real-time collaborative editing of text documents.

• Google Sheets – similar to Excel, supporting formulas, filters, charts, and shared editing.

• Google Drive – a cloud storage solution for documents, photos, and presentations with sharing capabilities.

Expected training results

- Skills in working with cloud-based documents
- Knowledge of effective email communication
- Ability to organize video conferences
- Practice in collaborative document editing

Target audience

SMEs, startups, public servants

Number of participants

Up to 10 people

Format of the event

Online or offline (upon request)

Certification

Yes.

Participant requirements (if any)

Basic computer skills and an active Google account

PROMOTION ON GLOBAL ONLINE MARKETPLACES

Day 1: *Theoretical block*: Basics and principles of operation on global marketplaces. *Practical block:* Market research and niche selection for entering global marketplaces.
Day 2: *Theoretical block*: Stages of business entry into global marketplaces. *Practical block:* Strategy development for product promotion on global marketplaces.

Expected training results:
Upon completing the training program, participants will gain:
Knowledge of: the principles of major global marketplaces; methods for market research and profitable niche selection; requirements related to products, logistics, taxation, and certification.
Skills in: creating and setting up seller accounts on global marketplaces; developing individual strategies for entering global platforms; analyzing competitors and adapting strategies to market changes.

Planned Duration:
6 hours

Target Audience:
SMEs, startups.

Number of participants:
From 5 to 9 people

Format:
Offline; online format available if offline participation is not possible.

Certification:
Participants will receive certificates .

Participant Requirements (if any):
Basic computer skills are required.

DIGITAL GOVERNANCE AND ELECTRONIC INTERACTION IN PUBLIC ADMINISTRATION

The training focuses on modern approaches to digital governance, the implementation of electronic services, and tools for interaction between government bodies and citizens. The program includes an overview of the legal framework for digitalization, practices for using electronic platforms, case studies from European experience, and interactive exercises on planning the implementation of ICT solutions in public administration. The training is designed for civil servants and local government officials.

Expected training results
Participants will acquire fundamental knowledge of digital governance, become familiar with current electronic services in the public sector, and develop skills for planning digital transformations in their organizations. They will also gain competencies in analyzing digital solutions, evaluating their effectiveness, and working with digital platforms for administrative services and e-democracy.

Planned duration
4 sessions of 2 hours each (total of 8 hours) over 2 days

Target audience
Civil servants, local government officials, specialists in public administration and digital transformation

Number of participants
From 10 to 20 people

Format of the event
Online

Certification
Yes.

Participant requirements (if any)
- Profession: Civil servants or local government officials
- Experience: Basic understanding of public administration organization

MODELLING AUTONOMOUS POWER SYSTEMS

The training is dedicated to enhancing practical skills in using the System Advisor Model (SAM) information technology developed by the National Renewable Energy Laboratory (NREL) for modeling renewable energy systems (optionally: photovoltaic, wind, biogas, geothermal, or hybrid systems).

The training includes modules focused on:

- generating a statistical dataset of initial meteorological data for the selected location of the renewable energy system;
- calculating parameters of renewable energy system components (photovoltaic panel, inverter, wind turbine, etc.);
- creating a topological installation model of the system;
- configuring the economic evaluation model;
- interpreting the modeling results.

Expected training results

- Development of practical skills in applying modern technologies for modeling renewable energy systems.
- Increased awareness of current renewable energy technologies.
- Enhancement of analytical skills.

Planned duration

1 day, 6 hours: 2 hours – training session, 3 hours – hands-on practice with trainer support, 1 hour – discussion of modeling results.

Target audience

SMEs, consolidated territorial communities

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

Yes

Participant requirements (if any)

General secondary education, proficient computer skills.

CONNECTION AND CONFIGURATION OF TESLA POWERWALL ENERGY STORAGE SYSTEMS

The training is dedicated to developing practical skills for connecting Tesla Powerwall energy storage systems to existing electrical networks and configuring system parameters using the Tesla mobile app.

The training includes modules on:

- analyzing the power supply system and determining the optimal connection point for Tesla Powerwall energy storage systems;
- developing practical skills for electrically connecting the Tesla Powerwall to existing power networks;
- developing practical skills in conducting electrical measurements before activating the Tesla Powerwall;
- activating the Tesla Powerwall using the Tesla One mobile app;
- configuring and monitoring the Tesla Powerwall system via the Tesla mobile app.

Expected training results

- Development of practical skills in using modern technologies for configuring Tesla Powerwall energy storage systems.
- Increased awareness of modern Tesla Powerwall energy storage technologies.
- Development of practical skills in installing Tesla Powerwall systems.
- Development of practical skills in performing electrical measurements and analyzing the results.

Planned duration

1 day, 6 hours: 3 hours – training session, 3 hours – practical work with trainer’s support.

Target audience

SMEs, consolidated territorial communities

Number of participants

From 5 to 15 people

Format of the event

Offline

Certification

Yes.

Participant requirements (if any)

Basic higher education in electrical engineering.

MOBILE INTERACTIVE WORKSHOPS

Organization of mobile interactive demonstrations for educational institutions and communities aimed at promoting the startup movement and showcasing practical skills in applying deep tech. Conducted using a specially equipped minibus fitted with modern production tools: 3D printers, CNC woodworking machines, and more.

The event includes hands-on workshops on the use of deep technologies for creating 3D models, 3D printing, and automated processing of plastic, wooden, and metal components. It also covers the use of renewable energy sources and storage systems to improve energy efficiency, as well as ideas for improving educational and community spaces.

The format encourages active participation, development of practical skills in using modern manufacturing technologies, and introduces participants to contemporary approaches in spatial planning, material reuse, and renewable energy.

The initiative aims to promote the startup movement and manufacturing professions among youth, while providing access to advanced technologies for remote regions.

Expected training results

- Development of practical skills in using deep technologies in small-scale production.
- Increased awareness of modern technologies.
- Promotion of engineering education and the startup movement.
- Practical skills in applying renewable energy sources.
- Enhanced environmental awareness among citizens.
- Improvement of community spaces.

Planned duration
4–6 hours

Target audience
School students, vocational education learners, and all interested individuals

Number of participants
From 10 to 50 people

Format of the event
Offline

Certification
No.

Participant requirements (if any)
None specific requirements.

IT PROJECT MANAGEMENT

Advanced Training Programme includes:

- Topic 1: Key Concepts of Project Management
- Topic 2: Selection of IT Project Management Methodology. Formation of the Project Management System
- Topic 3: Dynamic Leadership in Projects
- Topic 4: Project Management Structures
- Topic 5: Project Planning Methods
- Topic 6: Project Execution Control
- Topic 7: Motivation in the Project Management System
- Topic 8: Creative Technologies in Project Management

Expected training results

Upon completion of the training, participants should demonstrate:

Knowledge of: Methods and models of IT project management; Management techniques for subject areas of an IT project; International standards in project management; Methods for planning, organizing, and analyzing software development processes; Composition and capabilities of modern software for IT project planning and tracking; Methods for organizing effective interaction within project teams; Risk management techniques for IT projects; Criteria for evaluating the effectiveness of IT projects

Skills in: Organizing teamwork within a project; Planning IT projects using appropriate automation tools; Monitoring and reporting on the implementation of IT project tasks; Preparing project documentation; Resolving conflicts; Ensuring effective communication among project participants; Developing motivation systems for project team members

Competencies in: Selecting and configuring IT project management systems; Working with key applications and systems used for planning, tracking, and reporting IT projects; Establishing effective communication systems within the team

Planned duration

Up to 4 weeks

Target audience

SMEs, Project Managers, Team Leaders, Solution Architects, and other professionals seeking to improve their management skills and enhance their qualifications

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

A certificate of professional development is awarded to participants under the following conditions:

− Attendance of sessions (participation in training either in person or remotely) – 40%;
− Independent study of educational literature, informational and other materials – 20%;
− Completion of ongoing assessments in the form of practical tasks, etc. – 20%;
− Final assessment – successful completion of testing – 20%.

DIGITAL LITERACY: BASIC PC SKILLS AND WEBSITE DEVELOPMENT

The certificate program includes

- Topic 1: Word Processing Systems. Microsoft Word
- Topic 2: Spreadsheets. Microsoft Excel
- Topic 3: Technologies for Creating, Editing, and Managing Presentations
- Topic 4: The Global Computer Network – Internet
- Topic 5: Introduction to Website Creation and Promotion
- Topic 6: UI/UX Design and Usability
- Topic 7: No-code Website Development
- Topic 8: Advanced No-code/Low-code Capabilities
- Topic 9: SEO Optimization and Website Promotion
- Topic 10: Content Marketing and Analytics
- Topic 11: Website Security and Performance
- Topic 12: Monetization and Scaling
- Topic 13: Practical Project

Expected training results

Upon completing the course, participants will be able to:

- Confidently work with text documents, spreadsheets, and presentations
- Use internet services effectively for work and communication
- Create websites using No-code/Low-code platforms and adapt them to various needs
- Optimize web resources to improve their visibility in search engines
- Implement marketing and security strategies for website promotion and protection
- Use modern technologies for automation and integration of digital services

Planned duration

2 months, 2 days per week

Target audience

Civil servants; local government officials; employees of postgraduate education institutions, educational and research institutions, organizations, and establishments; individuals interested in enhancing their professional skills

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

Yes

Participant requirements (if any)

None.

BASIC FOUNDATIONS OF DATA ENGINEERING AND INTELLIGENT DATA ANALYSIS

The certificate program includes:

- Topic 1: Data Analysis Using Data Mining Methods
- Topic 2: Studying the Environment and Subject Area
- Topic 3: Feature Selection for Data Analysis Using Data Mining Methods
- Topic 4: Qualitative Description of Data Analysis Tasks
- Topic 5: Clustering: General Overview
- Topic 6: Classification: General Overview
- Topic 7: Evaluation of the Reliability of Obtained Results

Expected training results

Upon completion of the training, participants should demonstrate:

Knowledge of:

- Basic concepts, tasks, and stages of data mining;
- Approaches to storing, representing, and processing information in modern information systems;
- Methods for building models and analyzing dependencies in large data sets;
- Modern software tools for designing and developing data mining systems.

Skills in:

- Performing necessary data preprocessing;
- Identifying the type of data analysis task;
- Evaluating results, drawing meaningful conclusions, and interpreting outcomes.

Competencies in:

- Using modern software tools to explore large data sets and interpret the results

Planned duration

4 days over a period of up to four weeks

Target audience

Civil servants; local self-government officials; employees of postgraduate education institutions, educational and research institutions, organizations, etc.; individuals interested in improving their professional skills

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

Yes.

Participant requirements (if any)

None.

SCRIPTING PROGRAMMING LANGUAGES

Advanced Training Programme includes:

Topic 1: Designing Web Services and Applications
Topic 2: Data Exchange Formats
Topic 3: Basics of JavaScript
Topic 4: Development of the Server Side of Web Applications
Topic 5: Development of the Client Side of Web Applications

Expected training results

Upon successful completion of the training, participants will be able to demonstrate:
Knowledge of:

- The architecture of client-server information and telecommunication systems;
- The syntax of scripting languages;
- Methods for designing and optimizing databases;
- Fundamentals of the Internet of Things (IoT) concept.

Skills in:

- Designing and creating web services based on the Internet of Things concept;
- Developing client-server applications and client-side scripts;
- Developing algorithms and programs using scripting programming languages;
- Operating databases.

Competencies in:

- Creating web services for information systems;
- Using external services for transmitting, receiving, and updating information.

Planned duration

4 days over a period of up to four weeks

Target audience

Civil servants; local self-government officials; employees of postgraduate education institutions, educational and research institutions, organizations, etc.; individuals interested in improving their professional skills.

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

A certificate of professional development is issued to participants who meet the following conditions:

- Attendance of sessions (in-person or online in synchronous mode) – 40%;
- Independent study of educational literature, informational and other materials – 20%;
- Completion of ongoing assessments in the form of practical tasks, etc. – 20%;
- Final assessment – practical task – 20%.

Participant requirements (if any)

None.

DEVELOPING COMPUTER LITERACY AMONG THE POPULATION OF CHERNIHIV REGION

The certificate program includes:

- Topic 1: Word Processing Systems. Microsoft Word
- Topic 2: Spreadsheets. Microsoft Excel
- Topic 3: Technologies for Creating, Editing, and Managing Presentations
- Topic 4: The Global Computer Network – Internet

Expected training results

Upon completion of the training, participants should demonstrate:

Knowledge of: Technologies for creating structured documents using the MS Office suite; The current state and development prospects of computer hardware and software; Main types of information retrieval systems and principles of their use;

Skills in: Organizing teamwork in a project; Planning IT projects using tools for workflow automation; Monitoring and reporting on IT project implementation; Developing project documentation; Resolving conflicts; Ensuring effective communication among project participants; Designing motivation systems for project team members

Competencies in: Selecting and configuring IT project management systems; Using core application programs and systems for IT project planning, tracking, and reporting; Establishing an effective interaction system within the team

Planned duration

Flexible schedule (individualized timetable)

Target audience

Civil servants; local government officials; employees of postgraduate education institutions, educational and research institutions, organizations, and establishments; as well as individuals interested in improving their professional competence

Number of participants

From 5 to 15 people

Format of the event

Hybrid

Certification

Components of assessment and their weighting in the final evaluation (%):

- Attendance (in-person or remote participation in synchronous mode) – 30%
- Independent study of training, informational, and other materials – 30%
- Ongoing assessment – 20%
- Final assessment – 20%

Form of Final Assessment: Testing.

Participant requirements (if any)

None.

BASICS OF SMM IN THE DIGITAL ENVIRONMENT

Day 1. **Theoretical Module:** Comprehensive SMM Strategy. Getting Started on Social Media. **Practical Workshop**: Creating a Business Social Media Ecosystem. Customer Journey in Digital Space.
Day 2. **Theoretical Module:** Developing a Content Strategy for Social Media. Choosing a Content Concept Tailored to the Audience. **Practical Workshop:** Designing a Content Rubric and Content Plan.
Day 3. **Theoretical Module:** SMM Copywriting. Key Principles for Writing Effective Promotional Content. **Practical Workshop:** Writing Social Media Texts for Various Promotional Goals.

Expected training results
Upon completing the training program, participants will gain:
Knowledge:
– Principles of developing a business promotion strategy in social media;
– Lead generation channels in social media and the fundamentals of building a sales funnel in SMM;
– Copywriting rules for social media platforms.
Skills:
– Developing a content plan aligned with specific promotional goals.

Planned duration
6 hours

Target audience
SMEs, startups, representatives of government institutions and organizations

Number of participants
From 5 to 15 people

Format of the event
Online

Certification
Participants will receive certificates.

Participant requirements (if any)
Basic computer skills are required.

CREATING A WEBSITE BASED ON A CODELESS APPROACH

The training is designed to familiarize participants with modern no-code platforms for creating websites without the need for programming. Participants will learn how to build fully functional websites using services such as Wix or WordPress with visual builders. The training program includes selecting templates, editing design, setting up navigation, integrating third-party services, publishing the website, and learning the basics of SEO optimization.

Expected training results
Upon completion of the training, participants will:

- understand the principles of the no-code approach;
- be able to independently create and configure a basic website;
- become familiar with the interfaces of popular no-code platforms;
- acquire skills in working with content, visual design, integration of forms and maps;
- learn the basics of responsive design and SEO for websites;
- develop skills to create their own website demo project.

Planned duration
3 sessions, 2 hours each (total of 6 hours)

Target audience
SMEs, startups

Number of participants
From 5 to 15 people

Format of the event
Hybrid

Certification
Yes.

Participant requirements (if any)
Basic computer literacy

DIGITAL COMMUNICATIONS IN PUBLIC AUTHORITIES

This training is designed to enhance the digital literacy of local government representatives and civil servants. Participants will familiarize themselves with effective methods of using digital tools in communications, learn the specifics of working with social media, official websites, and platforms for public interaction. The program also includes practical tasks on communication strategy analysis, digital content creation, and working with digital platforms.

Expected training results
Upon completion of the course, participants will be able to:
- Use social media and digital platforms for official communications;
- Analyze the effectiveness of digital communication;
- Develop content plans and adapt information to different formats;
- Use automation tools in communication activities.

Planned duration
6 hours

Target audience
Representatives of local government bodies, civil servants, press office employees.

Number of participants
From 6 to 15 people

Format of the event
Online, offline

Required resources / materials
- Computers or tablets;
- Internet access.

Method of evaluation
Completion of practical tasks.

Certification
Certificates of participation will be provided after the course.

Participant requirements (if any)
Basic computer and internet skills. Experience in public administration or communications is desirable but not required.

ORGANISATIONAL SKILLS IN GRANT AND PROJECT ACTIVITIES: EMPOWERING DIGITAL TRANSFORMATION

The training is aimed at developing key skills for effective management of grant applications and projects. Participants will familiarize themselves with best practices in grant writing, acquire knowledge of strategic planning and project management that contribute to achieving set goals. The training will cover the basics of developing project proposals, as well as project management methods in the context of digital changes. Special attention will be given to organizational skills necessary for the successful implementation of grant initiatives.

Expected training results
Participants will gain knowledge about the structure and requirements of grant applications, enabling them to successfully prepare competitive project proposals; they will learn how to develop clear strategies for project implementation, identify key goals, resources, and stages that contribute to achieving planned outcomes; they will acquire practical knowledge of project management at all stages of implementation; and they will learn how to analyze potential risks in projects and develop effective strategies to avoid or minimize them.

Planned duration
4 hours

Target audience
SMEs, startups, local government representatives, and educational institutions representatives.

Number of participants
From 6 to 12 people

Format of the event
Online or offline (upon request)

Certification
Yes.

Participant requirements (if any)
None.

DIGITAL FINANCIAL LITERACY IN THE ERA OF FINANCIAL SERVICES DIGITALIZATION

The training “Digital Financial Literacy as a Core Skill in the Era of Financial Services Digitalization” is aimed at enhancing the level of digital financial literacy among Ukrainian households in the context of uncertainty and risks caused by the war, increasing threats of financial and cyber fraud, and the growing digitalization of financial services, all of which have contributed to a decline in household well-being.

The main goal of the training is to improve participants' digital and financial awareness, enabling them to make well-informed and effective decisions to ensure personal financial security in a digitalized financial environment.

The training consists of four modules: “Fundamentals of Digital Financial Literacy,” “Digital Tools and Technologies for Personal Financial Planning and Household Budgeting,” “Development of Financial, Tax, and Insurance E-Culture in Households,” and “Financial and Cyber Fraud and Its Impact on Citizens’ Personal Financial Security.” The training includes interactive financial games and workshops.

Expected training results

As a result of the training, participants will gain theoretical knowledge of the nature, components, and development strategies of digital financial literacy, as well as the challenges and prospects of digitalizing financial services. The practical component will help participants shape personal saving and investment behavior and enhance their financial, tax, and insurance e-culture.

Participants will acquire the following competencies and skills: critical thinking and objective assessment of the benefits and risks of digital financial operations; budgeting using modern digital services; planning financial futures in a digital financial landscape; protection against financial and cyber fraud; using digital financial products to preserve and grow personal savings and investments; and digital skills for effectively utilizing financial institution services.

Planned duration

4 sessions, 4 hours each

Target audience

SMEs, startups, local government representatives, and educational institutions representatives

Number of participants

From 10 to 20 people

Format of the event

Hybrid (online/offline)

Certification

Yes

Participant requirements (if any)

No specific requirements.

STARTUP DEVELOPMENT IN THE ERA OF DIGITAL INNOVATIONS

The training course is aimed at developing participants' practical skills in creating and growing startups in the digital age. The course program covers all stages - from generating an innovative idea to shaping a unique value proposition for the target audience. Participants will explore the fundamentals of design thinking, Lean Startup methodology, business modeling (Canvas), market analysis, and competitive landscape assessment. The training combines theoretical knowledge with hands-on exercises and teamwork. The course is designed for innovators, students, researchers, and anyone who aspires to turn their idea into a successful digital product or service in the era of modern technologies.

Expected training results

Participants of the training course will gain a comprehensive set of theoretical knowledge and practical skills necessary for successfully launching a startup. These include understanding the fundamentals of entrepreneurship and digital innovations, the principles of design thinking and Lean Startup methodology, and the ability to generate and select promising business ideas in the context of digital innovation. Participants will learn to build a Business Model Canvas, formulate a unique value proposition, analyze the market, competitors, and customer needs, and develop a strategy for growing a digital startup. They will also enhance key entrepreneurial competencies and soft skills, such as creativity, strategic thinking, teamwork, presentation skills, and adaptability to changes in the digital environment.

Planned duration

4 training sessions / 8 hours (duration of each session – 2 hours)

Target audience

SMEs, startups, students, researchers, innovators who wish to create a startup in the era of digital technologies and turn their idea into a successful digital product or service.

Number of participants

From 10 to 20 participants.

Format of the event

Online

Certification

A Certificate of participation will be awarded upon attending at least 80% of the sessions and presenting the completed individual task.

Participant requirements (if any)

There are no specific requirements for participants.

CYBERSECURITY AND CYBER HYGIENE IN THE WORK OF A PUBLIC SERVANT

In today’s digital world, cybersecurity issues are critically important for the effective and safe operation of local self-government bodies. The training course "Cybersecurity and Cyber Hygiene in the Work of a Public Servant" is aimed at raising awareness among council staff, structural unit employees, starostas, and deputies of the Horodnia Territorial Community regarding key cyber threats, methods of information protection, and the development of skills for safe use of digital resources in daily work. The sessions combine theoretical knowledge with practical cases adapted to the realities of local self-government activities.

Expected training results

Upon completion of the training, participants will:

- understand the main types of cyber threats relevant to public servants;
- be able to recognize phishing attacks, suspicious emails, links, and malicious software;
- learn to apply basic cyber hygiene practices when working with email, passwords, flash drives, messengers, and social media;
- receive recommendations for protecting personal and work-related data;
- understand the importance of software updates, data backups, and antivirus protection;
- be aware of their responsibility for information security within the community and local government bodies;
- be able to implement cyber hygiene policies in their own work and recommend them to colleagues.

Planned duration

4 hours

Target audience

SMEs, representatives of local government bodies

Number of participants

From 10 to 20 people

Format of the event

Offline

Certification

Yes.

Participant requirements (if any)

None.

USING DIGITAL INNOVATIONS IN BUSINESS

The training «Using Digital Innovations in Business» is dedicated to exploring modern methods and tools that help entrepreneurs successfully implement innovations in their business and remain competitive in the market under current conditions. The aim of the training is to provide participants with the knowledge and skills necessary for the successful implementation of digital innovations in their own business, which will allow them to stay on trend and achieve success in a dynamic market.

Expected training results

Practical Knowledge:

- Skills in analyzing current trends and digital innovations in various business sectors.
- Ability to generate and evaluate innovative ideas for their own business.
- Practical tools for market and consumer needs analysis.
- Skills in developing and implementing innovative strategies.
- Ability to adapt business to modern changes and challenges.

Theoretical Knowledge:

- Fundamentals of the theory of digital innovations and their significance for modern business.
- Classification of digital innovations and their impact on various aspects of business operations.
- Methods for searching and selecting innovative ideas.
- Modern models and strategies for innovation management.
- Specifics of implementing digital innovations in various business sectors.

Competencies:

- Understanding the essence and significance of digital innovations for business success.
- Ability to identify and analyze current trends and digital innovations.
- Ability to generate and evaluate innovative ideas.

Planned duration

2 days

Target audience

SMEs

Number of participants

From 15 to 20 people

Format of the event

offline

Certification

A certificate is planned based on the training results.

Participant requirements (if any)

None

IMPLEMENTATION OF GIS TECHNOLOGIES IN THE WORK OF LOCAL SELF-GOVERNMENT BODIES

An explanation of the benefits of using geoinformation technologies in decision-making systems, urban management, infrastructure planning of territorial units, spatial analysis, modeling, and problem-solving.

Topics Covered:

- Development of geographic information systems tailored to specific local governance tasks;
- Integration of geoinformation resources for comprehensive territorial visualization;
- Spatial analysis and support for decision-making processes;
- Initiating the development of a GIS for a territorial community using internal resources (staffing, qualifications, consulting, project support, and technical maintenance throughout the GIS life cycle).

The training will include concrete examples and experiences of GIS implementation in the city of Chernihiv.

Expected training results

Participants will gain an understanding of the advantages of using geoinformation technologies in the management of territorial units, enterprises, services, and municipal infrastructure. They will learn about common challenges in the development, implementation, and use of GIS and ways to address them. The training will cover spatial analysis as a tool for decision-making support, typical tasks solved with GIS, and practical examples. Attendees will also become familiar with the process of developing a GIS either in-house or with the involvement of external organizations.

Planned duration

8 hours

Target audience

Managers (and deputy managers) at various levels and sectors of territorial administration, enterprises, institutions, and municipal services.

Number of participants

From 3 to 7 people

Format of the event

Offline

Certification

Yes

Participant requirements (if any)

Heads (or deputy heads) of departments, services, enterprises, and institutions whose professional activities are directly or indirectly related to solving spatial problems, managing spatial object records, vehicle routing, as well as the management, planning, and development of infrastructure within territorial units.

INNOVATION SKILLS FOR DIGITAL TRANSFORMATION

The training "Innovation Skills for Digital Transformation" is aimed at developing key innovation skills necessary for successful adaptation to digital change. Participants will be introduced to Design Thinking approaches for creative problem solving and Computational Thinking for improving analytical skills. In particular, attention will be paid to programming and coding skills, Data Science, which helps make informed decisions based on data, modeling and simulations for creating digital solutions and considering artificial intelligence and machine learning. Participants will be able to assess which skills are critically necessary for personal development in the context of digital transformation and/or for adapting new technologies in virtual or physical environment.

Expected training results
As a result of the training, participants
- Will get acquainted with the trends in the formation of professions of the future
- Will learn to build a map of innovation skills
- Will be able to plan critically needed skills for personal development and their own business

Planned duration
1 day (3 hours)

Target audience
SMEs, startups, employees of public institutions and organizations.

Number of participants
From 8 to 16 people

Format of the event
Online or offline.

Certification
Participants will receive a certificate of completion of the training worth 0.1 ECTS credits.

Participant requirements (if any)
None

MEDIA LITERACY IN THE DIGITAL AGE

The training «Media Literacy in the Digital Age» is dedicated to the development of critical thinking and information analysis skills in the digital world. Participants will learn to distinguish reliable information from fakes, understand manipulation mechanisms, and use digital tools safely and effectively in conducting business. The aim of the training is to provide participants with the necessary knowledge and skills for critical perception of information, protection against manipulation, and safe use of digital technologies.

Expected training results

Practical Knowledge:

- Skills in critically analyzing information from various sources.
- Ability to recognize fakes, disinformation, and propaganda.
- Skills in safely using social networks and digital platforms.
- Skills in creating and disseminating responsible content.

Theoretical Knowledge:

- Fundamentals of media literacy and its significance in the digital age.
- Mechanisms of manipulation and propaganda in the media space.
- Principles of analyzing information sources and their reliability.
- Fundamentals of digital ethics and responsible content consumption.
- Legal aspects of using information in the digital environment.

Competencies:

- Critical thinking ability
- Information literacy and the ability to work with various sources of information.
- Digital literacy and the ability to safely use digital technologies.
- Ethical awareness and responsible attitude towards information.

Planned duration

2 days

Target audience

SMEs

Number of participants

From 15 to 20 people

Format of the event

Offline

Certification

A certificate is planned based on the training results.

Participant requirements (if any)

None

MODELING OF RENEWABLE BASED AUTONOMOUS POWER SYSTEMS

Renewable energy power system modeling using digital solutions determines the economic feasibility of distributed solar and wind power plants, energy storage installations, considering the optimal mix of technologies and their size for grid-connected, hybrid systems, as well as for autonomous microgrids to save costs, increase energy sustainability of facilities and decarbonize. Performing digital analysis and simulation modeling of power systems optimizes the planning of generation, storage and controlled loads to maximize the value of integrated distributed energy systems for buildings, campuses and microgrids. The training using digital simulation tools will consider the combination of renewable and distributed energy, traditional generation and energy storage technologies, the optimal size for the operation of a set of technologies with maximum economic efficiency, as well as estimating the cost of implementing these technologies.

Expected training results
As a result of the training, participants will gain practical skills in:
- Assessing the economic feasibility of distributed energy resources for a building, campus, or microgrid;
- Determining the size of power systems and dispatching strategies to minimize energy costs and achieve clean energy and sustainability goals;
- Calculating the emissions impact of on-site energy generation, storage, and electrification;
- Estimating how long a system can sustain critical loads during a grid outage.

Planned duration
2 days (2 sessions of 4.5 hours each + up to 6 hours of homework)

Target audience
SMEs, startups, employees of public institutions and organizations.

Number of participants
From 8 to 16 people

Format of the event
Online or offline.

Certification
Participants will receive a certificate of completion of the training worth 0.5 ECTS credits.

Participant requirements (if any)
None

CONNECTION AND CONFIGURATION OF AUTONOMOUS POWER SUPPLY SYSTEMS

The training "Connection and configuration of autonomous power supply systems" provides participants with basic and practical knowledge of modern energy solutions based on solar panels, batteries, inverters and charge controllers. The training covers the principles of designing autonomous power systems, features of equipment selection, construction of connection diagrams, as well as configuration and testing of systems in real conditions. Special attention is paid to increasing energy independence, efficiency and safety when using autonomous power sources. Participants will gain practical skills that will help them independently implement such solutions at facilities for various purposes - from a private home or business office to critical infrastructure.

Expected training results
As a result of the training, participants will gain practical skills:
- Analyze electricity needs and determine the optimal configuration of an autonomous system.
- Select appropriate system components: solar panels, batteries, inverters and controllers.
- Design and implement autonomous power supply connection schemes.
- Configure the operating parameters of the inverter and charge controller.
- Apply the acquired knowledge to implement non-volatile solutions in domestic and professional environments.

Planned duration
6 hours

Target audience
Representatives of small and medium-sized businesses.
Employees of government institutions and organizations.
Participants of startup and R&D project teams.

Number of participants
From 5 to 10 people

Format of the event
Offline.

Certification
Participants will receive a certificate of completion of the training worth 0.2 ECTS credits.

Participant requirements (if any)
Interest in autonomous power supply systems

MOBILE INTERACTIVE MASTER CLASSES

Organization of mobile interactive demonstrations for educational institutions and communities aimed at promoting the start-up movement, STEM education, and showcasing practical skills in the use of deep technologies. These events are conducted using the TOLOCAR minibus, specially equipped with modern digital manufacturing tools: 3D printers, laser cutter, VR glasses, CNC woodworking machines, and more.

The event includes master classes on using deep technologies for creating 3D models of components, applying 3D printing, automated processing of plastic, wooden, and metal parts; implementing renewable energy sources and storage systems to increase energy efficiency; and equipping spaces in educational institutions and communities upon prior agreement.

The event format encourages active participation, the development of hands-on skills in modern production technologies, and familiarization with contemporary approaches to space planning, material reuse, renewable energy, etc.

This initiative is designed to promote the start-up culture and manufacturing professions among young people and provide access to modern technologies in remote regions.

Expected training results

- Development of practical skills in using deep technologies in small-scale manufacturing.
- Increased awareness of modern technologies.
- Promotion of engineering education and the start-up movement.
- Promotion of the maker movement.
- Development of practical skills in using renewable energy sources.
- Raising environmental awareness among citizens.
- Improvement of public spaces in communities.

Planned duration

4–6 hours

Target audience

School students, vocational education seekers, and all interested individuals

Number of participants

From 10 to 50 people

Format of the event

Offline

Certification

No.

Participant requirements (if any)

None.

DIGITAL-MARKETING: STORYTELLING, ANALYTICS AND TOOLS

Day 1: *Theoretical bloc:* The power of words: copywriting, storytelling and creative that sells. *Practical block:* Write a story that sells: exercises in copywriting and storytelling.
Day 2: *Theoretical block:* Digital advertising analytics programs and tools. *Practical block:* Measure the result: analysis of advertising campaigns.
Day 3: *Theoretical block:* Digital marketing tools for different stages of company development. *Practical block:* Building a digital strategy: selection of tools for the stage of the company.

Expected training results:
Upon completing the training program, participants will gain:
Knowledge of: the basics of copywriting, storytelling and creative thinking in marketing, the evaluation of metrics and tools for digital advertising analytics, the specifics of using digital tools at different stages of business.
Skills in: writing sales texts for different formats, analyzing the effectiveness of advertising campaigns, building a digital strategy for business needs.

Planned Duration:
3 days (6 hours total)

Target Audience:
- *Entrepreneurs and SME owners* who aim to expand to international markets via online sales channels and scale their businesses.
- *Startups* planning to launch their business on global marketplaces and seeking step-by-step guidance — from product selection to launching sales.

Number of participants:
From 5 to 9 people

Format of the event:
Offline; online format available if offline participation is not possible.

Certification:
Yes

Participant Requirements (if any):
Basic computer skills are required.

PITCH PERFECT: MASTERING PRESENTATIONS FOR DEEP TECH STARTUPS

The training "Pitch Perfect: Mastering Presentations for Deep Tech Startups" is aimed at developing the presentation and digital skills of researchers, inventors, and innovators to highlight the technical, marketing, financial-economic, legal, and management aspects of their innovative projects at national and international innovation competitions. During the training, we learn the structure and content of the pitch presentation, and recommendations for designing pitch decks are provided, along with speech preparation, including the use of digital tools and AI, and formulating responses to questions during Q&A sessions.

Training Structure: 1. Pitch presentation as a means of communication about innovative ideas. 2. Structure of the presentation and storytelling. 3. Visualization of elements of the pitch presentation – main approaches and digital tools. 4.Design of the presentation: rules and best practices. 5. Q&A session.

Expected training results

After attending the training, participants are expected to:

Learn: how to summarize, organize, and highlight the most essential information on a slide; how to formulate a value proposition and competitive advantages for their product; how to describe the essence of the product concept (prototype, MVP, proof-of-concept (POC)), its technical and technological characteristics, and methods of protecting intellectual property using graphical and textual means; financial indicators of the project (revenue, expenses, profit, cash flows); how to present the project at pitch events.

Master: digital technologies and AI tools for developing pitch presentations, public speaking skills, text structuring, and precise representation of the business model to commercialize their innovative idea.

Planned duration

One session – 1 training, 3 hours during one day.

Target audience

Scientists and inventors, developers, and engineers who wish to commercialize their ideas and developments in the real sector of the economy are actively seeking investors, donors, and business partners for this purpose.

Number of participants

From 10 to 25 people

Format of the event

Online or mixed

Certification

Certificate of Participation in the Training, confirming the acquired skills and competencies (4 hours).

Participant requirements (if any)

Researchers, students, innovators, engineer-inventors, and individuals interested in presenting their innovative ideas in deep tech to a broad audience – partners, investors, grant providers, businesses, etc. – are invited to participate in the training. Proficiency in any presentation development technology, such as MS PowerPoint, Canva, Apple Keynote, LibreOffice Impress, Google Slides, Prezi, etc., and research competencies are required.

DEVELOPMENT OF ARTIFICIAL INTELLIGENCE: CHALLENGES, REGULATION, IMPACTS

Seminar "Development of Artificial Intelligence: Challenges, Regulation, Impacts" is an event for exchanging knowledge and experience, aimed at promoting the digital development of the industry and cooperation between its stakeholders. The seminar considers and discusses key issues of AI development, and provides recommendations for Ukrainian entrepreneurs and authorities.

Expected training results

- Increased the knowledge and experience of scientists, entrepreneurs, and government officials.
- Developed ecosystem connections through networking.
- Strengthened competitive positions through the implementation of new ideas and deep technological solutions, including AI.
- Developed recommendations that participants can apply within their organizations.

Target audience

- Small and medium-sized enterprises (SMEs) and startups working on deep tech solutions in particular AI and Cybersecurity.
- Researchers and industry experts seeking to share experiences and gain new ideas.
- Government representatives.

Number of participants
From 20 to 40 people

Format
Online

Required Resources/Materials
Internet access, Wi-Fi

Evaluation Method
None

Certification
Not planned

Participant Requirements (if any)
None

AUDIT AND PROTECTION AGAINST CYBER ATTACKS

This group training focuses on assessing organizational vulnerabilities and implementing robust measures to protect against cyberattacks. Participants will explore current cybersecurity challenges, master methodologies for conducting comprehensive vulnerability audits, and familiarize themselves with best practices for risk mitigation.

Expected training results
Participants will develop skills in assessing an organization's cybersecurity level, identifying critical vulnerabilities, and implementing effective risk reduction strategies. They will enhance their capabilities in vulnerability assessment and learn to apply protective measures in accordance with standards to strengthen digital resilience.

Target audience
SMEs, startups, IT managers, cybersecurity specialists, and executives responsible for IT infrastructure protection.

Number of participants
From 15 to 30 participants

Format of the event
Hybrid

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of IT systems and cybersecurity concepts is recommended. Participants should have relevant experience in IT or digital operations to actively engage in the training.

USE OF AI TOOLS IN THE PUBLIC SECTOR AND EDUCATIONAL INSTITUTIONS

This group training introduces practical applications of artificial intelligence for optimizing operations and improving efficiency in public institutions and educational establishments. Participants will explore real-world case studies, learn how to implement AI solutions, and understand the transformational potential of AI in enhancing decision-making processes and service delivery.

Expected training results
Participants will gain an understanding of AI applications tailored to the needs of the public sector and educational institutions. They will develop skills in integrating AI tools into existing processes, assessing the impact of these solutions, and designing digital transformation strategies aimed at improving operational efficiency.

Target audience
Public sector representatives, administrators, IT staff, educators, and executives of public institutions and educational establishments; also SMEs and startups interested in innovations involving AI in the public sector.

Number of participants
From 15 to 30 participants

Format of the event
Hybrid

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of IT systems and digital technologies is recommended. Familiarity with fundamental AI concepts would be an advantage. Participants should have a willingness to explore innovative approaches to enhance the efficiency of public institutions and educational establishments.

IMPLEMENTATION OF EFFECTIVE DIGITAL TECHNOLOGIES TO INCREASE COMPETITIVENESS

This group training focuses on the adoption and integration of modern digital technologies aimed at improving business efficiency and strengthening competitive positioning. Participants will gain insights into the latest digital trends and learn how to leverage these technologies to optimize operations and drive the growth of their company or organization.

Expected training results
Participants will develop a clear understanding of how to select and implement digital solutions aligned with their business objectives. They will acquire skills in assessing digital maturity, integrating digital tools into existing operations, and measuring improvements in performance indicators. Additionally, participants will learn strategies to enhance competitiveness through the implementation of innovative technologies.

Target audience
Managers, IT staff, business owners, and executives involved in digital transformation; also SMEs, startups, and public sector representatives.

Number of participants
From 15 to 30 participants

Format of the event
Online/ offline /mixed

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of digital technologies is recommended. Participants should have an interest in digital transformation and some experience in implementing digital solutions or managing technology-driven projects.

MEET UP SESSIONS WITH LEADING EXPERTS IN THE FIELD OF DEEP TECH

Structured meetings where startup teams engage with deep tech industry representatives to exchange experience, receive targeted expert advice, and address specific technical or market challenges.

Expected training results
Participants will receive practical recommendations and actionable insights from industry leaders. They will deepen their understanding of current trends in the deep tech sector, identify innovation opportunities, and establish valuable professional connections that foster collaboration, growth, and project advancement.

Planned duration
One-day event

Target audience
Startup teams, innovators, and entrepreneurs working in the deep tech sector; also SMEs and public sector representatives involved in deep tech initiatives.

Number of participants
From 15 to 30 participants

Format of the event
Online/Offline
Required Resources / Materials
Deep tech industry representatives

Certification
None

Participant requirements (if any)
Participants must be actively involved in innovation projects within the deep tech sector and be prepared to share experiences and collaborate during the session.

ROADSHOWS, SHOWROOMS, INTERACTIVE DEMONSTRATIONS

Public events aimed at showcasing startup and SME innovations through live demonstrations, interactive exhibitions, and presentations. These events highlight cutting-edge digital solutions and emerging technologies, offering a dynamic platform for innovators to present their work and allowing audiences to experience real-world technology applications firsthand.

Expected training results
Participants will gain increased visibility for their innovations, establish valuable connections with potential investors and industry representatives, and receive direct feedback from a diverse audience. These events enhance market awareness for startups and SMEs, help refine strategies, and foster collaboration, contributing to further growth.

Planned duration
One-day event

Target audience
Startup teams, SMEs, innovators, industry representatives, and public sector stakeholders interested in digital innovations and technology trends.

Number of participants
From 20 to 50 participants

Format of the event
Offline

Required Resources / Materials
None

Certification
None

Participant requirements (if any)
None

DATA ANALYSIS AND STRATEGIES OF DIGITAL TRANSFORMATION

This group training is aimed at developing skills in data analysis and creating strategic approaches for successful digital transformation initiatives. Participants will learn to analyze complex data, identify key trends, and leverage the insights gained to design tailored digital strategies that drive business growth and improve operational efficiency.

Expected training results
Participants will acquire the ability to apply modern data analysis methods and integrate data into strategic decision-making processes. They will be prepared to design and implement effective digital transformation plans, optimize business processes, and enhance overall organizational performance.

Target audience
Managers, IT department staff, data analysts, and executives involved in digital transformation (CDTOs); also SMEs, startups, and public sector representatives.

Number of participants
From 15 to 30 participants

Format of the event
Online/ offline /mixed

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of data analysis principles and digital transformation concepts is recommended. Participants should have some experience working with data and a strong interest in leveraging data to drive business innovation.

TRAININGS AND EDUCATIONAL PROGRAMMES FOR PUBLIC AUTHORITIES (USE OF AI TOOLS IN GOVERNMENT OPERATIONS)

This group training session is designed to equip government officials with the knowledge and practical skills needed to effectively use artificial intelligence tools in their daily tasks. The program focuses on integrating AI into government operations, enhancing service delivery quality, and supporting data-driven decision-making.

Expected training results
Participants will gain a fundamental understanding of AI applications in the public sector, learn how to integrate AI tools into existing workflows, and develop practical skills to improve operational efficiency and service quality. They will also be able to leverage data for informed decision-making.

Target audience
Public sector professionals, administrators, IT staff, and executives involved in government operations; also SMEs and startups collaborating with the public sector.

Number of participants
From 15 to 30 participants

Format of the event
Hybrid

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of IT systems and digital technologies is recommended. Familiarity with basic artificial intelligence concepts would be an advantage.

MANAGEMENT OF INCIDENTS IN CYBERSPACE FOR INNOVATIVE PROJECTS

This group training provides methodologies and procedures for effective incident response and management within the digital environment, tailored specifically to the needs of innovation projects.

Expected training results
Participants will acquire skills in identifying, analyzing, and responding to cybersecurity incidents. They will become familiar with best practices in incident management, including prevention, immediate response, and recovery, adapted to the unique challenges of innovation projects. By the end of the session, participants will be better equipped to protect digital assets and ensure operational continuity.

Target audience
SMEs, startups, IT managers, cybersecurity specialists, and executives responsible for IT infrastructure protection.

Number of participants
From 15 to 30 participants

Format of the event
Hybrid

Required Resources / Materials
Training materials, multimedia equipment, feedback collection form

Certification
Certificates of participation will be issued upon successful completion of the training

Participant requirements (if any)
A basic understanding of IT systems and incident management concepts is recommended. Participants should have experience in managing digital projects or in the cybersecurity field to fully benefit from the training.

ICT FOR DIGITAL TRANSFORMATION

The ICT for Digital Transformation training is designed for managers and professionals who want to apply the technological tools necessary for digital transformation in their activities. Participants will learn about the strategy and modern approaches to digital transformation and the development and implementation of digital transformation projects. They will get acquainted with various types of technological tools required for digital transformation: The Internet of Things, multi-agent technologies based on generative artificial intelligence, digital twins, blockchain technologies, virtual and augmented reality, etc. The training programme includes individual training assignments. This course will help participants understand the potential of digital transformation for their business and develop strategies for its implementation in their companies.

Course structure:

1. Introduction to digital transformation:
- concept, essence, and approaches to digital transformation;
- main trends and technologies (Big Data, AI, IoT, Blockchain, Digital Twin, Augmented reality (AR) and virtual reality (VR), Knowledge Graph);
- the impact of digital technologies on the economy and society.

2. Information and communication technologies (ICT):
- enterprise management systems (ERP, CRM);
- cloud technologies and their application (Microsoft365, Microsoft Azure, Google Workspace, etc.);
- cybersecurity and data protection.

3. Tools and platforms for digital transformation:
- platforms for data analysis (Power BI, Tableau, Qlik View, etc.);
- tools for modelling and automating business processes (Bizagi Process Modeler, ARIS Express, Allfusion Process Modeler, ProM, Zapier, UiPath, etc;)
- collaboration platforms (Slack, Microsoft Teams, etc.);
- content management systems (CMS) and project management systems (MS Project, Project Libre, Worksection, etc.).

4. Change management and digital transformation strategy:
- development of a digital transformation strategy;
- leadership and change management;
- evaluation of the effectiveness of ICT implementation.

5. Practical cases and project work:
- analysis of real cases of digital transformation;
- teamwork on the digital transformation project of the organisation.

Expected training results
Be able to use approaches and modern technological tools for digital transformation in your work

Planned duration
40 hours

Target audience
Managers and employees of small and medium-sized enterprises

Number of participants
From 15 to 25 people

Format of the event
Online

Certification
Upon successful completion of the training, a certificate is issued

ARTIFICIAL INTELLIGENCE FOR BUSINESS

The training “Artificial Intelligence for Business” is designed for managers and professionals who plan to integrate artificial intelligence technologies into their workflow. Participants will learn about the basic concepts and principles of AI systems and machine learning algorithms and how these technologies can increase efficiency, optimize operations, and create new products and services.

The training will include analysis of real-life cases of AI systems and machine learning algorithms in various industries, including:

1. The concept of artificial intelligence and prospects for development;
2. Terminology, concepts, and practical aspects of machine learning using the Scikit - Learn package in Python;
3. API of the Scikit - Learn library and practical examples of its application;
4. Study of the most essential machine learning methods, principles of their functioning, and examples of practical application.

To successfully master the training topics, students must have basic theoretical training in mathematical analysis, matrix calculus, and algorithmization.

The practical examples of AI systems application are based on the tasks of classification, clustering, and forecasting.

The basis of the tasks considered forms the primary strategy for implementing AI systems in various business processes. It will also help participants to understand more meaningfully the potential of AI systems and machine learning algorithms in their activities, and develop projects for implementing artificial intelligence in their own companies.

Expected training results
Being able to use artificial intelligence tools in your work

Planned duration
12 hours

Target audience
Managers and employees of small and medium-sized enterprises

Number of participants
From 12 to 25 people

Format of the event
Online

Certification
Upon successful completion of the training, a certificate is issued

ARTIFICIAL INTELLIGENCE FOR BUSINESS. PROMPT ENGINEERING

The training “Artificial Intelligence for Business. Prompt Engineering” is designed for managers and specialists who want to integrate artificial intelligence technologies into their work. Participants will learn about the basic concepts and principles of AI and how these technologies can be used to increase efficiency, optimize work, and create new products and services.

The training program covers the following key topics:

1. Introduction to the latest large-scale linguistic models and their features
2. Analysing case studies of artificial intelligence application in various business sectors, including marketing, logistics, and customer service
3. Training in methods and techniques for creating effective queries (prompts) for AI systems that increase the efficiency of the results obtained;
4. Development of prompts for specific applications;
5. Studying best practices and strategies for implementing AI into existing business structures;
6. Consideration of ethical and legal aspects of the use of artificial intelligence

Planned duration
12 hours

Target audience
Managers and employees of small and medium-sized enterprises

Number of participants
From 15 to 25 people

Format of the event
Online

Certification
Upon successful completion of the training, a certificate is issued

LEARNING TO WORK WITH 3D DEVICES

Individual and group training will be provided for employees who want to master 3D printing (FDM) and 3D scanning technologies. The training program includes equipment setup, print optimization, and 3D model processing. The course is designed for the practical development of equipment and the effective use of 3D technologies in production and engineering processes. The training consists of 3 modules: Working with a 3D scanner 3D scanning technologies Digitization of physical objects Processing scanned models in MeshLab, Blender FDM Printing Basics How an FDM 3D printer works Overview of printing materials (PLA, ABS, PETG) Preparing a 3D model for printing Setting temperature, print speed, layer height 3. Operation: Preparing the printer for operation, calibration, fixing common typing errors, optimizing models to save time and materials, and 3D printer maintenance. Technology: Additive Manufacturing, Digital Twins, Human-Computer Interaction. Eligibility and Support: This service is provided at a 100% discount.

Expected training results
The training will help your company: master FDM printing to create prototypes, parts, and functional products, optimize 3D printing processes to save materials and improve quality, learn how to work with a 3D scanner for digital copying of physical objects, use 3D printing for engineering and manufacturing tasks.

Planned duration
12 hours during 4 days.

Target audience
Small and medium-sized enterprises that want to implement 3D printing in their production processes; enterprises that manufacture small-scale or unique parts.

Number of participants
From 10 to 25 people

Format of the event
Online or mixed

Certification
Certification is not provided

CYBERSECURITY OF BUSINESS

The Business Cybersecurity training is designed for managers and professionals who want to raise cybersecurity awareness, protect their corporate information from cyberattacks, and minimise the risk of data leakage. Participants will gain practical knowledge of cyber hygiene, cyber attack detection, cyber defence system creation, and using artificial intelligence (AI) effectively to counter cyber threats. The training programme includes analysis of real-life cases of cyber-attacks on businesses and data leaks, and discussing adequate protection measures. This course will help participants understand the basics of cybersecurity, prevent cyberattacks, and respond quickly to security incidents in their companies.

Expected training results
Be able to use modern cybersecurity and cyber hygiene tools in your work

Planned duration
12 hours over 4 days.

Target audience
Managers and employees of small and medium-sized enterprises

Number of participants
From 10 to 25 people

Format of the event
Online

Certification
Upon successful completion of the training, a certificate is issued

ORGANIZATION AND CONDUCT OF MENTORING SUPPORT WORKSHOPS

This workshop is designed for startup teams and representatives of SMEs who seek to accelerate their development through expert support, exchange of experience, and practical tools. As part of the event, participants will receive individual consultations from mentors — experienced entrepreneurs, investors, and business development specialists- on drawing up a business plan, analysing the competitive environment, and forming a presentation and pitch for speaking to investors.

Format:

- Interactive sessions (lectures, workshops),
- Individual and group mentoring consultations,
- Work on startup cases,
- Pitch session with expert feedback.

Expected training results

Test ideas and business models.
Improving the product development strategy of an SME or startup.
Tips for attracting investment in innovative projects.
Networking with potential partners and investors.
Outline of the following steps for scaling a startup.

Planned duration

One session – one workshop.

Target audience

- Startups at the idea, prototype, or early launch stage
- Founders and teams looking for hands-on support
- Entrepreneurs preparing to attract their first investments

Number of participants

From 10 to 25 people

Format of the event

Online or mixed

Method of evaluating results

Performing a practical task of a pitch presentation of a business idea

Certification

Not provided

WEB MARKETING

The "Web Marketing" training is designed for business owners and employees who want to acquire knowledge and practical skills in using modern methods and technologies to promote goods and services on the Internet. The training "Web Marketing" consists of the following components:

- The essence and strategies of web marketing.
- Web analytics tools.
- Advertising on the Internet.
- Social Media Marketing.
- Technology content marketing.
- E-mail marketing.
- Search engine optimization.
- Effective integration of web marketing tools.

Expected training results

- Know the techniques and technologies of web marketing, as well as its role in business.
- Possess skills in using modern web marketing technologies.

Planned duration
12 hours

Target audience
Managers and employees of small and medium-sized enterprises

Number of participants
From 15 to 25 people

Format of the event
Online

Required Resources / Materials
Internet access

Method of evaluating results
Testing and Practical Tasks

Certification
Upon successful completion of the training, a certificate is issued

BUSINESS INTELLIGENCE SYSTEMS

The training "Business Intelligence Systems" is designed for managers and specialists who want to apply analytical tools and platforms in their activities. Participants will learn about the basics of building and working principles of business intelligence systems (SBA), as well as about various types of information and data analysis technologies (ETL, Data Mining, Text Mining, Process Mining, Opinion Mining) and integrated business intelligence platforms (Power BI, Tableau, etc.). The training program includes the implementation of individual training tasks. This course will help participants understand the potential of ABS for their business and develop implementation strategies for their companies.

Expected training results
Be able to use modern technological tools and business intelligence platforms in their work

Planned duration
20 hours.

Target audience
Managers and employees of small and medium-sized enterprises.

Number of participants
From 15 to 25 people

Format of the event
Online

Certification
Upon successful completion of the training, a certificate is issued

ENGLISH FOR DEEP-TECH STARTUPS

The educational training "English for High-Tech Startups" is designed to cultivate advanced professional communication skills in English among entrepreneurs, inventors, representatives of small and medium-sized enterprises (SMEs), and members of the startup ecosystem operating within the deep-tech sector.

The primary objective of the training is to enhance participants' linguistic competence in contexts relevant to the international innovation landscape. This includes the effective preparation of project proposals, delivery of startup presentations, engagement in professional business communication, participation in international acceleration programs, and conducting negotiations with investors and strategic partners. The course also supports the development of the language proficiency required to secure financing in global markets.

The curriculum encompasses the study of contemporary business and technical terminology, the structuring and delivery of public presentations, the development of written business communication skills, and an exploration of intercultural communication practices in international professional settings.

Expected learning outcomes of the training

Upon successful completion of the training, participants will be able to: deliver professional startup presentations in English, appropriately employ specialized terminology in the domains of technology and business, engage in formal communication within professional and corporate environments, communicate effectively as members of international project teams.

Planned duration

12 hours

Target audience

Entrepreneurs, inventors, representatives of small and medium-sized businesses

Number of participants

From 10 to 15 people

Format

Online.

Interactive classes with elements of practical cases

Necessary resources / materials

Access to the Internet

Method of evaluating results

Completion of practical tasks, successful modeling of real communication situations, preparation of a project application.

Certification

A certificate is issued upon successful completion of the training.

3. LIST AND CONTENT OF SERVICES WITHIN THE SUPPORT TO FIND INVESTMENTS TRACK

INTERNATIONAL FUNDING OPPORTUNITIES TRAINING

International Funding Opportunities Training provides SMEs, startups, and public representatives with essential knowledge and practical skills to access international grants and funding programs. Participants will gain insights into donor requirements, grant application strategies, and project implementation best practices. Through expert-led training, consultations, and peer-to-peer networking, we empower innovators to secure alternative financing for their groundbreaking projects.

Target Audience:

- Small and Medium Enterprises (SMEs): Business owners and executives seeking alternative funding sources.
- Startups & Entrepreneurs: Early-stage innovators looking to secure grants for development and scaling.
- Public Sector Representatives: Government officials and municipal authorities responsible for funding public projects.
- Innovation & Research Organizations: Universities, R&D centers, and tech hubs seeking financial support.
- Business Support Organizations & NGOs: Incubators, accelerators, and non-profits assisting in grant acquisition.

Delivery mode:
Online

Key Benefits:

- Comprehensive understanding of international funding mechanisms and grant opportunities.
- Step-by-step guidance on preparing successful grant applications.
- Insights into selecting the most relevant funding programs and engaging the right resources.
- Access to expert consultations and networking with peers and industry leaders.
- Practical tools to enhance the financial sustainability of innovative projects.

Who offers the service:
The service will be provided by Ukrainian Startup Fund, a state institution that supports innovative projects and tech startups by providing funding at early stages and helping them launch their ventures. The fund acts as a key driver of the startup ecosystem, creating conditions for industry growth, shaping a positive investment image of Ukraine's tech sector abroad, and showcasing Ukrainian innovative solutions worldwide.

Mechanics of service delivery:

- Format: online training (up to 2 hours).
- Session Structure: Expert presentations, interactive discussions, and Q&A.
- Grant Research Insights: Overview of major international donors and relevant funding programs.

- Application Best Practices: Step-by-step guidance on structuring a successful grant proposal.
- Live Case Studies: Real-world examples of successful grant applications.
- Final Takeaways: Key recommendations and additional resources for further learning.

Results:
By completing the training, participants will have a clear understanding of available funding sources, improved grant writing skills, and an actionable strategy for securing international financing. SMEs and startups will be better equipped to attract investment, while public representatives will enhance their capacity to leverage funding for regional development initiatives. This initiative will strengthen the innovation ecosystem and drive impactful, technology-driven growth.

Eligibility & Support:
This service is provided with a 100% discount.

B2B MATCHMAKING EVENT

B2B matchmaking events are designed to connect SMEs, startups, investors, corporations, and public representatives within the deep tech ecosystem. Through structured networking sessions, industry discussions, and innovation showcases, we facilitate meaningful collaborations that drive technological advancement and market expansion. These events provide a platform for forging strategic partnerships, securing investments, and accelerating business growth.

Target Audience:

- SMEs & Startups – Technology-driven companies looking for investment, partnerships, and market expansion opportunities.
- Investors & Venture Capitalists – Seeking high-potential deep tech startups and scale-ups for funding opportunities.
- Corporations & Industry Leaders – Exploring cutting-edge innovations, potential acquisitions, and collaborations.
- Public Sector & Policy Makers – Engaging with the deep tech ecosystem to support innovation-driven growth.
- R&D Institutions & Universities – Showcasing research breakthroughs and connecting with industry players.

Delivery mode:
Offline

Key Benefits:

- Efficient networking with potential partners, clients, and investors.
- Increased visibility for SMEs and startups showcasing cutting-edge innovations.
- Direct access to industry leaders and investors to explore funding opportunities.
- Expert insights through roundtables, pitch sessions, and business development workshops.
- A structured approach to fostering long-term partnerships and market expansion.

Who offers the service:
The service will be provided by Ukrainian Startup Fund, a state institution that supports innovative projects and tech startups by providing funding at early stages and helping them launch their ventures. The fund acts as a key driver of the startup ecosystem, creating conditions for industry growth, shaping a positive investment image of Ukraine's tech sector abroad, and showcasing Ukrainian innovative solutions worldwide.

Mechanics of service delivery:
The matchmaking event will be hosted in an offline format, bringing together up to 50 participants for structured B2B meetings, networking sessions, and thematic discussions.

- Pre-Event Registration & Matching – Participants register and provide key business details to facilitate targeted matchmaking.
- Networking & Business Development Sessions – Open networking spaces, industry roundtables, and thematic discussions to encourage collaboration.
- Innovation Showcases & Product Demonstrations – SMEs and startups present their cutting-edge solutions to investors and corporations.
- Pitch Competitions & Expert Panels – Selected startups pitch their solutions to investors and industry leaders for funding opportunities.

Technologies:

- Artificial Intelligence
- Robotics
- Internet of Things (IoT)
- Cybersecurity
- Virtual Reality (VR) / AR

Results:

Increased partnerships, investment deals, and market expansion opportunities within the deep tech sector. Participants will gain valuable industry connections, enhanced business visibility, and access to expertise that fosters innovation and growth. Key impact metrics will include the number of meetings facilitated, collaborations initiated, and investments secured.

Eligibility & Support:

This service is provided with a 100% discount.

DEEP TECH DEMO DAYS

Deep Tech Demo Days is an exclusive event where pre-seed and seed stage startups present their innovations to a group of mentors and industry experts. Get valuable feedback, establish strategic connections, and accelerate your startup's development.

Target Audience:
Startups at pre-seed and seed stages; Entrepreneurs and innovators; Mentors and investors.

Delivery mode:
Offline

Key Benefits:

- *Expert evaluation:* Get critical feedback from experienced mentors and industry experts.
- *Strategic networking:* Make valuable connections with potential investors, partners, and fellow innovators, opening doors for future collaborations.
- *Practical advice:* Take advantage of practical advice to help you scale your innovation and overcome early stage challenges.

Who offers the service:
Deep Tech Demo Days, organized by the Innovation Hub of Zhytomyr Polytechnic, is based on our extensive experience in developing technological innovations. The event is supported by a group of prominent mentors and industry experts who are committed to fostering entrepreneurship in the field of high technology.

Mechanics of service delivery:

- *Pitch session:*
  - Prepare a pitch deck and pitch it to experts and mentors.
- *Expert feedback:*
  - Get immediate, practical advice from a panel of experienced mentors and experts.
- *Networking opportunities:*
  - Connect with potential investors, partners, and fellow innovators during dedicated networking sessions.
- *Recognition and awards:*
  - Receive special awards for exceptional pitches and projects.

Technologies:
Additive manufacturing, Artificial Intelligence & Decision support, Communication network, Internet of Things, Internet Services & Applications, Robotics, Software Architectures, Cloud Services, Digital Twins

Results:

- *A proven concept:* Your project is thoroughly evaluated by mentors and experts, providing you with valuable information on what needs to be improved.
- *Improved readiness:* Gain a clear understanding of your startup's market positioning and readiness for the next phase of growth.
- *Increased investment potential:* Position your startup for further investment by demonstrating innovation, expertise, and strategic viability.

Eligibility & Support:
This service is provided with a 100% discount.

STARTUP SCHOOL (ZHYTOMYR POLYTECHNIC)

Zhytomyr Polytechnic Innovation Hub presents Startup School - a unique 10-week program designed for students, teachers and researchers to develop entrepreneurial thinking and acquire the skills necessary to launch and manage innovative projects.

Target Audience:

- *Students, teachers and researchers:* For academic professionals who want to engage in entrepreneurship and develop their own startups and innovation projects.
- *Early-stage innovators:* University startup teams seeking to improve their innovation projects

Delivery mode:
Offline

Key Benefits:

- *Personal growth:* Develop your creativity, strategic planning, and presentation skills to succeed in any field.
- *Development of universal skills:* Gain the necessary entrepreneurial skills that can be applied to social, technological, scientific, or research projects.
- *Valuable networking:* Network with successful startup founders, industry experts, and potential investors.
- *Real-world experience:* Participate in practical exercises and workshops that will prepare you to launch and manage your own startup.

Who offers the service:
The program is conducted by the Zhytomyr Polytechnic Innovation Hub, which has more than two years of experience in developing educational products, organizing technology hackathons, and implementing innovative projects such as the BGV Hardware Accelerator. The startup school uses this experience to create a dynamic, real-world learning environment.
The startup school's experts include:

- Andriy Zaikin - Founder & CEO at YEP Accelerator
- Anna Alieva - CEO, Vacuum Deep Tech Acceleration
- Marharyta Chernyshova - Communications Lead at YEP Accelerator
- Alina Karchevska - Manager of the YEP Accelerator incubation program, founder of Teather startup
- Kateryna Severinko - co-founder of the startup Proste ZNO
- Ivan Novosiolov - Head of Educational Programs at the Innovation Hub of Zhytomyr Polytechnic
- Olena Vyhovska - Head of Marketing Department at the Zhytomyr Polytechnic State University
- Dmytro Zakharov - Head of the IP Protection at the Innovation Hub ща Zhytomyr Polytechnic

Mechanics of service delivery:

- *Recruitment and adaptation:*
    - *Submitting an application:* Apply via the specified online link in the Startup School announcement.

    - *Selection and confirmation:* Selected participants receive confirmation and an orientation package with the Startup School program.
- *Start and structure of the program:*
    - *Start date:* The program starts 10 days after the application deadline with an introductory session that will introduce you to the innovation hub ecosystem and the Startup School curriculum.
    - *Modular learning:* Over the course of 10 weeks, the course consists of thematic modules covering topics such as entrepreneurship fundamentals, team development, design thinking, Lean Model Canvas, marketing strategies, financial planning, and pitching techniques.
- *Teaching method:*
    - *Sessions on the university campus:* Interactive lectures and practical workshops held in on-campus facilities.
    - *Joint workshops and group work:* Participate in hands-on activities that emphasize team building and collaborative problem solving.
- *Interactive learning and assessment:*
    - *Workshops and live assignments:* Apply concepts learned through real-time projects, group discussions, and hands-on workshops.
    - *Ongoing feedback:* Receive regular feedback from experienced startup founders and industry experts to improve and iterate on your project ideas.
- *Program finale:*
    - *Demo day:* The program concludes with a demo day where you present your improved project or startup idea to partners and mentors, demonstrating your growth and readiness for the next stage.

Technologies:
Additive manufacturing, Artificial Intelligence & Decision support, Communication network, Internet of Things, Internet Services & Applications, Robotics, Software Architectures, Cloud Services, Digital Twins

Results:
- *Development of entrepreneurial skills:* Develop a strong entrepreneurial mindset with improved strategic planning, project management, financial literacy, and effective communication.
- *Proven business model:* As a result of the Startup School, you will have an improved, proven business model and a clear understanding of your value proposition, customer segments, and market positioning.
- *A real project portfolio:* Gain a portfolio of practical results - from seminar exercises to a finished pitch deck.
- *Valuable networking:* Build strong connections with successful startup founders and industry experts, opening doors for future collaboration.

Eligibility & Support:
This service is provided with a 100% discount.

STARTUP SCHOOL "STARTUP-WAY TO SUCCESS" (CHERNIHIV POLYTECHNIC)

Startup School "Startup-Way to Success" is an educational initiative aimed at fostering innovation in the Chernihiv region. The program provides participants with both theoretical knowledge and practical skills in modern technologies, essential for developing and launching startup projects.

Target Audience:

- Pupils, students, and educators in the Chernihiv region;
- Startup teams from other regions of Ukraine interested in developing their competencies and creating professional communities

Delivery mode:
Hybrid (hybrid)

Key Benefits:

- *Comprehensive Education:* participants gain fundamental knowledge in business modeling, team formation, and startup development.
- *Mentorship & Networking*: access to experienced mentors and consulting support.
- *Practical Approach:* interactive workshops, case analysis, and startup project development.

Who offers the service:
Chernihiv Polytechnic National University, involving external experts from the business sector.

Mechanics of service delivery:

1. *Idea Generation & Validation:* identifying problems, testing hypotheses, and defining critical value.
2. *Business Model Development:* crafting a value proposition, customer segmentation, and revenue model creation.
3. *Team Formation, Leadership & Soft Skills Development:* approaches to building teams, developing leadership qualities essential for startup founders and team leaders, and acquiring skills for successful business growth.
4. *The Art of Presentation & Digital Tools for Effective Data Visualization:* enhancing skills in creating compelling and informative presentations.
5. *Pitch Day:* training for effective pitching.

Technologies:
Digital learning, Communication network, EdTech Tools, Emerging Technologies, IP policies.

Results:
The Startup School "Startup-Way to Success" plays a key role in the development of the innovation ecosystem in the Chernihiv region. By bringing together representatives from business, innovators, educators, and youth, the school creates a dynamic environment that fosters the development of creative individuals, the generation of innovative ideas, and the formation of like-minded teams. Graduates of the program gain practical skills in creating startups, pitching their ideas to potential investors, and valuable connections within the startup ecosystem. Teams receive mentorship and expert consultations, which help enhance their projects.

Eligibility & Support:
This service is provided with a 100% discount.

STARTUP SCHOOL KNEU

StartUp school KNEU develops an entrepreneurial ecosystem and creates opportunities for all pupils, students, and postgraduates of Ukrainian educational institutions who have an entrepreneurial flair and want to implement their ideas or projects. Become part of the entrepreneurial community, gain theoretical knowledge and practical skills in creating and developing startups from our trainers and mentors, and after completing all stages of training, present a business idea and win the main cash prize

Target audience:

- Pupils, students and teachers of Kyiv and the Kyiv region
- Startup teams from other regions of Ukraine interested in developing their competencies, creating professional communities

Service provision form:
offline

Key benefits:
Intensive thematic sessions - for each stage of creating a business: from idea generation to financing and effective presentation
Meetings with founders of successful startups – their experience and advice will help improve your project
Networking – find like-minded people, exchange ideas and expand your network

Who provides the service:
Kyiv National Economic University named after Vadym Hetman, based on StartUp school KNEU, invited mentors, specialists and experts in the field of innovative entrepreneurship.

Service mechanics:
Indicative thematic training plan
Intro & Vision
Introduction to the startup ecosystem, presentation of the main idea and goal of the startup. Determination of key aspects that will be considered during consultations.
Customer development
Consideration of methods for identifying potential customers, their problems and effective survey strategies and processing results to develop a product that meets market needs.
Revenue model
Analysis and consultation on various revenue streams, including identifying and validating the target customers that generate the most revenue.
Brand & Design
Consultation on developing a sustainable brand, including user interface (UI/UX) design that supports recognition and user satisfaction.
Legal
*Review of v*arious legal issues, agreements and intellectual property protection, including cooperation with law firms and identification of best practices.
Pitching
Consultation on effective project presentation and public speaking to attract attention and support.
Go2Market

Go-to-market planning, development of marketing messages, marketing economics and customer acquisition strategies.
Product Development
Consultation on product development planning, team management and identification of best practices in product management.
Human resources
Consultation on team plans, recruitment and retention strategies for successful company creation.
Growth
Review of growth strategies and tactics, setting goals and growth stages, analysis of startup mistakes and failures.
Equity & Funding
Consultations on raising funding, insider tips and various fundraising options for a startup.
*Pitching_*
Additional consultation on preparing project presentations, answering participants' questions, analyzing presentation errors.
"Shark Tank" demo-day
Test presentation of projects in the "Shark tank" format with detailed feedback and recommendations from experts.
Final stage Pitch Day
Final presentation before the jury, selection and awarding of the best projects.

Technologies:
Digital learning, Communication network, EdTech Tools, Emerging Technologies, IP policies.

Dates

- October-November

Results:

- 10 teams of StartUp school KNEU participants will be able to:
- Execute and formalize their ideas.
- Implement and test business idea hypotheses on potential clients.
- Develop and form a financial business model.
- Form a vision for a business product prototype.
- Develop investment attraction skills.
- Receive support in organizing and supporting an investment round.
- Present a startup to investors, business angels, and venture capital representatives.

Eligibility & Support:
This service is provided with a 100% discount.

TRAINING ON INTERNATIONAL FINANCING OPPORTUNITIES, INCLUDING VENTURE CAPITAL

This training equips small and medium-sized enterprises (SMEs), startups, public sector representatives, and other stakeholders with practical knowledge on securing international financing. Participants will learn about key funding sources, including grants, venture capital, impact investing, and crowdfunding. The training covers strategies for preparing financial applications, investor requirements, and real-life case studies of successful fundraising.

Target Audience:

- Small and Medium-sized Enterprises (SMEs): Business owners and top management seeking financial support for business growth.
- Startups and Entrepreneurs: Founders of innovative projects looking to attract venture capital or grant funding.
- Public Sector Representatives: Government institutions and municipal bodies responsible for securing international funding.
- Research Institutions and Universities: Researchers, technology hubs, and incubators in need of funding for innovation development.
- Business Associations and NGOs: Incubators, accelerators, and civic organizations supporting entrepreneurship and grant funding initiatives.

Delivery mode:

online

Key Benefits:

- Access to the latest information on international funding programs and venture capital.
- Practical skills in writing grant applications and preparing investment pitches.
- Best international practices for securing financial support.
- Case studies of successful grant and venture capital fundraising.
- Expert consultations and networking opportunities with potential partners.

Mechanics of service delivery:

Format: Online training (2-3 hours).
Structure:

- Introduction to international financing: key mechanisms and instruments.
- Grants: how to find and apply successfully.
- Venture capital: preparing for investor engagement.
- Alternative funding sources (crowdfunding, impact investing, government programs).
- Practical case studies and Q&A session.

Results:

Upon completion, participants will gain:
- A clear understanding of international financing opportunities.
- Step-by-step guidance on grant applications and investor pitching.
- A ready-to-use list of potential funding sources for their business.
- Practical recommendations for attracting investments and scaling up.

B2B MATCHMAKING EVENT

B2B Connect Hub based on the Digital Business Clinic of KNEU. A B2B matchmaking event is a specialized business event designed to facilitate effective meetings between companies for establishing partnerships, discussing collaboration opportunities, and closing deals. The format includes pre-scheduled meetings, one-on-one business sessions, networking opportunities, and the use of modern digital solutions to optimize interactions.

Target Audience:

- Representatives of small, medium, and large businesses
- Investors and venture capital firms
- Manufacturers, distributors, and service providers
- Startups and tech companies
- Organizations supporting international trade and cooperation

Delivery mode:

Hybrid

Key Benefits:

- Precise partner matching based on business interests and goals
- Time-saving through pre-arranged meetings
- Quick establishment of new business contacts
- Digital platforms for seamless meeting management
- Access to international markets and potential partners

Service Providers:

- Business event and conference organizers
- Chambers of commerce
- Business associations and clusters
- Specialized agencies and platforms for B2B matchmaking

Who provides the service:

The service will be provided by the Vadym Hetman Kyiv National Economic University based on the Digital Business Clinic with the participation of Pro Capital Investment - the company provides services in the following areas: business planning and investment consulting, development and implementation of a business development strategy involving equity or debt financing, and also offers a range of services to ensure effective interaction with investors and partners in order to increase the value of the business.

Service Mechanism:

1. Participant registration and collection of business interest data
2. AI-based matching of potential partners
3. Personalized meeting schedule creation
4. Execution of Hybrid meetings at designated times
5. Follow-up support and result analytics

Technologies:

- Online platforms for registration and meeting management
- AI algorithms for partner matching
- Video conferencing tools for virtual meetings

- CRM systems for contact management and post-event communication
- Analytical tools for measuring event effectiveness

Results:

- Establishment of new business connections and partnerships
- Signing of contracts and collaboration agreements
- Expansion of business networks and entry into new markets
- Collection of feedback and analytics for future event improvements

Eligibility & Support:

This service is provided with a 100% discount.

INDIVIDUAL CONSULTATIONS (MENTORSHIP MEETINGS) ON FUNDRAISING AND PROJECT FINANCIAL MANAGEMENT

Individual consultations (mentoring meetings) on fundraising and financial management of projects are personalized expert support for organizations, entrepreneurs and managers who seek to effectively attract funding and optimally manage the budgets of their initiatives.

The service includes an analysis of the current financial strategy, selection of relevant sources of funding (grants, investors, sponsors), development of a fundraising strategy, as well as improvement of financial resource management mechanisms. Consultations help to avoid typical mistakes, increase the financial sustainability of the project and increase the likelihood of successful funding. The format of the meeting is online or offline meetings with a flexible approach to the client's needs.

Key Benefits:

Personalized approach to developing a fundraising strategy, Practical recommendations on securing grants, investors, and partners, Optimization of financial management for greater transparency and efficiency, Assistance in creating a financial plan and budgeting, Risk analysis and development of mitigation strategies, Increased chances of successfully obtaining funding

Delivery mode:

Hybrid

Service Providers:

- Experienced mentors and fundraising consultants from among the KNEU faculty
- Financial experts and grant managers
- Representatives of international donor organizations
- Financial management coaches and trainers

Service Mechanism:

1. Registration and Inquiry – *The client submits a request outlining their needs*
2. Inquiry Analysis – *Experts assess the situation and identify key challenges*
3. Consultation Session – *A one-on-one meeting (online or offline) to discuss opportunities, risks, and solutions*
4. Recommendations & Action Plan – *Personalized guidance for fundraising and financial management*
5. Follow-up Support – *Additional mentoring and consultations as needed*

Technologies:

- Video Conferencing: Zoom, Google Meet, Microsoft Teams
- Collaboration Platforms: Trello, Notion, Google Drive
- Financial & Analytical Tools: Excel, Google Sheets, specialized financial software
- Grant Opportunity Databases: Foundation Directory, GrantStation, EU Funding & Tenders Portal

Results:

- Development of an effective fundraising strategy
- Improved financial management of the project
- Securing new funding sources
- Optimized budgeting and resource management
- Enhanced financial sustainability of the organization or project

Eligibility & Support:

This service is provided with a 100% discount.

PITCH DECK IMPROVEMENT - CONSULTATION

During each consultation, experienced pitch deck specialists provide personalized advice, practical recommendations, and expert support tailored to the specifics of the project and its target audience. The consultations cover all the key elements of an effective pitch deck, including its structure, presentation logic, visual design, focus on competitive advantages, and unique value proposition.

Target Audience:
SMEs and startups.

Delivery mode:
Online.

Key Benefits:

- Individualized recommendations - personalized analysis of the pitch deck and expert advice on how to improve it.
- Structure optimization - help in creating a logically structured presentation that will effectively communicate key business indicators.
- Visual appearence - suggestions on how to improve slide design to increase readability and impact on the audience.
- Content persuasiveness - creating a clear value proposition that will interest investors and potential partners.
- Adaptation to the audience - recommendations on how to customize the pitch deck for different categories of listeners, including venture capitalists, grantors, and strategic partners.

Who offers the service:
HOS.

Mechanics of service delivery:
Step 1. The client leaves their consultation request on the platform

- **Main information:**

Type of client	**SME/start-up/public authority**
Organization name	
Name and surname	
Position	
Contact phone number	
Email Address	

- **Consultation request:**

Date of request	
Topic of request	

Brief description of needs/issues	
Desired timeline for consultation	
Date of initial review (HOS)	
Notes/comments on the request (HOS)	

Step 2. HOS processes the request
Date of initial review
Notes/comments on the request

Step 3. HOS provides the service and recommendations

Consultation	Date: Topic:
Recommendation	

Consultation
Date of consultation:
Format of consultation:
Duration of consultation:
Main topics discussed:
Recommendation
Other recommendations for the client:
Feedback
Consultation rating (1-5):
Client comments:

Technologies:
All technologies.

Results:
The client will receive an improved pitch deck that effectively delivers key information about the project; The presentation will become more structured, logical, and convincing for investors and partners; The visual component will be optimized, making the pitch more attractive and easier to understand; The client will learn how to adapt the pitch deck to different audiences and improve communication skills; The client will receive personalized recommendations on how to improve the content, design, and overall presentation of the pitch.

Eligibility & Support:
This service is provided with a 100% discount.

WORKSHOP DEMO DAY PREPARATIONS

Workshop on Preparing for the Demo Day is a practical workshop aimed at preparing participants to effectively pitch their ideas or products, formulate a clear value proposition, and deliver a convincing presentation during Demo Day. The workshop program covers storytelling methods, strategies for answering questions, development of presentation skills, and key recommendations for creating and designing a pitch presentation. Each block will include presentations by experts who will share practical advice, review real-life cases, and give participants specific tools to improve their pitch.

Target Audience:
Small and medium-sized enterprises (SMEs) and startups that are preparing to present their projects at Demo Day.

Delivery mode:
Online.

Key Benefits:

1. Effective preparation for Demo Day - a step-by-step algorithm for creating a successful pitch.
2. Practical skills - storytelling, presentation structure, adaptation to different audiences.
3. Improving public speaking skills - confident delivery of a value proposition.
4. Visual component of the pitch deck - key principles of design and effective communication.
5. Feedback from experts - analysis and improvement of presentations.
6. Analysis of real cases - successful strategies to increase the chances of investment.
7. Networking - new contacts among startups, investors, and experts.

Who offers the service:
HOS.

Mechanics of service delivery:

Step 1. Open call announcement

Information about the open call for each workshop will be published on the social media of the project and partner organizations.

Step 2. Registration of participants

Potential participants will be able to apply through an electronic form or the Innovation Ukraine platform, providing the necessary information about themselves and their team.

Step 3. Selection of participants

After the registration is completed, the applications will be reviewed and a shortlist of participants will be formed based on the defined criteria.

Step 4. Participation confirmation

Selected participants will receive a confirmation of participation with event details, program and organizational information.

Step 5. Organizing the event

Each workshop will consist of three thematic blocks, where participants will receive expert advice, practical cases, and the opportunity to improve their presentations.

Step 6 Confirmation of attendance

Participants will be required to confirm their participation by sending a confirmation letter in accordance with the developed template.

Step 7. Final evaluation and recommendations

After the workshop, participants will receive additional materials and possible recommendations for further work on their pitch.

Technologies:

All technologies.

Results:

- Ready pitch deck - a structured and visually appealing presentation.
- Public speaking confidence - improved communication and public presentation skills.
- Ability to answer questions - effective techniques for working with investors and juries.
- Understanding of investor expectations - adaptation of the pitch to different audiences.
- Practical experience - applying the acquired knowledge during interactive exercises.
- Valuable feedback - expert analysis and recommendations for improving the presentation.

Eligibility & Support:

This service is provided with a 100% discount.

CONSULTATION ON GRANT PROPOSAL APPLICATION

During each consultation session, experienced grant consultants offer personalized guidance, advice, and support tailored to the specific needs and objectives of the applicant. The consultations cover various aspects of the grant application process.

Target Audience:
SMEs, start-ups, public authorities

Delivery mode:
online

Key Benefits:

- Expert insights into grant opportunities and eligibility criteria
- Tailored advice to enhance proposal competitiveness
- Assistance in structuring and writing a compelling grant application
- Improved chances of securing funding through best practices and compliance guidance
- Time-saving and efficient support from experienced professionals

Who offers the service:
HOS

Mechanics of service delivery:
Step 1. The client leaves their consultation request on the platform

- **Main information:**

Type of client	**SME/start-up/public authority**
Organization name	
Name and surname	
Position	
Contact phone number	
Email Address	

- **Consultation request:**

Date of request	
Topic of request	
Brief description of needs/issues	
Desired timeline for consultation	
Date of initial review (HOS)	
Notes/comments on the request (HOS)	

Step 2. HOS processes the request
Date of initial review
Notes/comments on the request

Step 3. HOS provides the service and recommendations

Consultation	Date: Topic:
Recommendation	

Consultation
Date of consultation:
Format of consultation:
Duration of consultation:
Main topics discussed:
Recommendation
Other recommendations for the client:
Feedback
Consultation rating (1-5):
Client comments:

Technologies:
Advanced digital skills, AI

Results:
- Enhanced understanding of grant requirements and best practices
- Improved strategic planning for future funding opportunities
- Increased chances of securing grant funding
- Effective tools for organizing the process of writing grant applications are provided

Eligibility & Support:
This service is provided with a 100% discount.

HOW TO ATTRACT FUNDING - SEMINARS

A complex educational block consisting of a series of events aimed at providing entrepreneurs, startups and small and medium-sized businesses with comprehensive knowledge and practical skills to attract investment financing. Six thematic events will be held throughout the year, each covering different aspects of the investment process, from preparing for negotiations with investors to successfully raising capital and building long-term partnerships. Each seminar will feature presentations by leading investment experts: venture capitalists, business angels, financial advisors, successful entrepreneurs, and fund representatives.

Target Audience:
Small and medium-sized enterprises (SMEs) and startups that are looking for and ready to attract investment.

Delivery mode:
Online.

Key Benefits:

- Access to experts - participants will receive advice from venture capitalists, business angels, investors, and financial advisors.
- Structured knowledge - participants will learn about the key stages of attracting investment, from choosing the right source of funding to negotiating with investors.
- Financial literacy - participants will understand venture capital, grants, crowdfunding, and other sources of investment.
- Legal literacy - participants will learn about the key aspects of investing, mechanisms for distributing shares, protecting intellectual property, and formalizing venture agreements.
- Practical case studies - participants will consider practical examples of successful investment attraction and learn effective strategies.
- Readiness for negotiations - improve pitching skills, preparation for investor questions and effective negotiation.

Who offers the service:
HOS.

Mechanics of service delivery:
Step 1. Announcement of the open call
Information about the open call for each workshop will be published on the social media of the project and partner organizations.
Step 2. Registration of participants
Potential participants will be able to apply through an electronic form or the Innovation Ukraine platform, providing the necessary information about themselves and their team.
Step 3. Selection of participants
After the registration is completed, the applications will be reviewed and a shortlist of participants will be formed based on the defined criteria.
Step 4. Confirmation of participation
Selected participants will receive a confirmation of participation with event details, program and organizational information.
Step 5. Organizing the event

The program consists of six modules, each of which includes speeches by investment experts: venture capitalists, business angels, financial advisors, and entrepreneurs. The event format combines lectures, case studies, panel discussions, Q&A sessions, and networking.

Step 6. Confirm attendance

Participants will have to confirm their participation by sending a confirmation letter according to the developed template.

Step 7. Final evaluation and recommendations

After the workshop, participants will receive additional materials and possible recommendations for further work on their pitch.

Technologies:

All technologies.

Results:

- Investment market understanding - acquaintance with key players and available sources of financing.
- Financial preparation - skills in business valuation, financial modeling, and documentation preparation.
- Effective pitching - improving presentation skills and creating a convincing pitch deck.
- Legal literacy - knowledge of the basics of venture capital agreements, equity distribution, and intellectual property protection.
- Networking - establishing contacts with investors, business angels and venture funds.

Eligibility & Support:

This service is provided with a 100% discount.

INVESTOR MATCHMAKING

Investor Matchmaking is a personalized service for establishing targeted contacts between startups, small and medium-sized enterprises (SMEs) and potential investors. The goal is to effectively match business investment needs with opportunities from funds, business angels, venture capital companies, and corporate investors. The service includes a preliminary analysis of the company's profile, needs, stage of development, industry specifics and investment attractiveness, as well as a comparison with the criteria and interests of relevant investors.

Target Audience:
SMEs and startups.

Delivery mode:
Online and offline.

Key Benefits:

- Access to verified investors - an opportunity to get in touch with professional venture capital funds, business angels, and corporate investors who are really interested in supporting innovative businesses.
- Personalized approach - taking into account the unique features of the company for an effective presentation to potential investors.
- Expanding networking - establishment of new strategic contacts that can be useful not only for investment but also for future partnerships.

Who offers the service:
Vacuum Deep Tech Acceleration.

Mechanics of service delivery:

Step 1. Initial consultation with the participant

An individual meeting or online meeting with a representative of Vacuum Deep Tech Acceleration to determine current needs, business development stage, investment goals, desired cooperation formats and types of investors.

Step 2. Project analysis

A general assessment of the project, its current state, business model, and strategic goals. The focus is on identifying urgent needs, investment readiness, and scaling potential.

Step 3. Search for relevant investors

Study of the available investor base, taking into account their specialization, geography, investment strategies, etc. Formation of a target list of potential investors for individual project presentation.

Step 4. Establishing communication with investors

Sending information about the project to potential investors or an introductory letter via email, platform, or partner institutions. With the consent of both parties, organize an individual online or offline meeting (optional).

Step 5. Alternative - participation in events with investors

Invitation of the participant to participate in specialized events (investment forums, international conferences, demo days or other types of events), where it is possible to meet and get acquainted with investors directly within the framework of organized networking.

Step 6. Confirmation of service delivery

Upon completion of the interaction, the participant (startup or SME) provides feedback on the quality of the service and sends a confirmation of its completion in accordance with the established form.

Technologies:

All technologies.

Results:

- Established direct contacts between SMEs/startups and relevant investors.
- New opportunities for raising investment capital in the early and growing stages of project development.
- Increased overall investment readiness of participants through consulting and preparatory support.

Eligibility & Support:

This service is provided with a 100% discount.

4. LIST AND CONTENT OF SERVICES WITHIN THE INNOVATION ECOSYSTEM BUILDING TRACK

PEER-TO-PEER: INSPIRING STORIES	
Description of the service	Peer to Peer: Inspiring Stories conference aims to create an effective platform for interaction between startups, government agencies and venture capital funds. It is a valuable opportunity to network, exchange ideas and get inspired to create new products that will change the industry.
Objectives	To provide startups and small businesses with direct access to practical knowledge, success stories, and expert advice from key players in the startup ecosystem — enabling them to navigate challenges, explore funding opportunities, and gain inspiration to grow and innovate within the tech sector.
Target audience (who can receive the service)	Small and medium-sized enterprises (SMEs), and startups operating in the field of innovative technologies and digital solutions. The main characteristics of the target audience include: • companies at various stages of development — from idea and prototype to finished product; • a high level of interest in attracting partnerships, investments and new market opportunities; • focus on growth, scaling and implementation of modern business development practices.
Key components of the service	**Format:** online, offline, or combined (detailed information on the format of each event will be provided in the announcement). **Structure:** • Keynote speeches: 3 thematic speeches for 20–30 minutes each; • Question and answer session: 30 minutes of interactive communication with the audience with the opportunity to receive practical advice; • Additional block: networking or continuation of the discussion in the format of an open dialogue (30–45 minutes).
Key benefits for potential clients	Access to real-life startup success stories, including insights into challenges and how they were overcome. Discover funding opportunities, grant programmes, and state support initiatives. Networking opportunities with ecosystem stakeholders, peers, and potential partners.

Periodicity and duration	1 event every 3 months, with each session typically lasting 90–120 minutes.
Conditions for receiving the service	There are no additional or special requirements for participants (unless otherwise provided for by specific requirements within the framework of the event, which will be communicated additionally in the announcement of a particular event).
Results for the client	• Gain practical insights from real startup success stories and expert experience. • Learn about funding options, grants, and government support. • Build valuable connections with investors, partners, and peers. • Improve readiness to grow, scale, and innovate. • Get inspired to take action and develop new ideas.
Mechanism of delivery	Participants join the service by completing a pre-registration form, announced via official channels such as a Google Form or the Innovation Ukraine platform. After registration, participants receive detailed information about the date, location, and format of the event (online, offline, or hybrid). Interaction is organized through direct communication from the organizing team. A contact person is assigned for support, and participation is confirmed through attendance and, if required, a brief confirmation form during or after the event.
Confirmation of participation forms	Google Forms for registration and feedback, participation lists, Zoom screenshots (for online sessions), or signed attendance sheets (for offline sessions).
Performance indicators / KPIs	At least 25 participants per session. 80% satisfactory rate based on post-event surveys.
Implementing organisation	Home of Startups.
Partners / co-organizers	HOS will involve partners in the events as speakers and experts at the relevant conferences. Individual partners may also act as hosts or co-organizers of events, depending on the format and subject of each event.

INCUBATION COMMUNITY DAY	
Description of the service	A two-day hybrid event aimed at developing startups and SMEs at the incubation stage. It combines workshops, mentoring, and networking, helping participants validate ideas, develop business models, create MVPs, and attract investments.
Objectives	• Provide early-stage startups with practical tools for validating technological hypotheses. • Support teams at the incubation stage in building and adapting business models for deep tech products. • Strengthen participants' pitching and presentation skills for technological solutions.
Target audience (who can receive the service)	• SMEs exploring deep tech solutions and collaboration • Investors & VCs looking for promising early-stage ventures • Public authorities & policymakers supporting innovation ecosystems • Corporate & industry leaders seeking new technologies and partnerships
Key components of the service	**Format:** 2-day hybrid event (day 1 is online, day 2 is offline) **Structure:** • Online lectures or Keynote speeches & Q&A Session • Offline Workshops & Masterclasses • Networking
Key benefits for potential clients	• Practical knowledge of validating technology and business ideas. • Insights from successful deep tech founders and experienced mentors. • Improved skills for presenting complex technologies in a clear, compelling way. • New contacts and opportunities within the deep tech community.
Periodicity and duration	At least 1 event per year. Duration is 2 days (day 1 is online with a session typically lasting 90–120 minutes, and day 2 is offline with a session typically lasting up to 5 hours)
Conditions for receiving the service	Participation is open to startups and SMEs at the early stage.
Results for the client	• Clear understanding of how to test hypotheses and reduce technical and market risks.

	• Enhanced skills in presenting deep tech solutions to investors and stakeholders. • Constructive expert feedback and actionable recommendations. • New connections and collaboration opportunities.
Mechanism of delivery	Participants join through pre-registration via Google Forms or the Innovation Ukraine platform. Events are conducted online (via Zoom) and offline, with details and reminders communicated via email.
Confirmation of participation forms	• Online Application Form: Basic info, motivation for participation. • Email Confirmation of Participation: Sent upon selection. • Participation lists • Zoom screenshots (for online sessions), or signed attendance sheets (for offline sessions).
Performance indicators / KPIs	At least 50 participants, both online and offline. 80% satisfactory rate based on post-event surveys.
Implementing organisation	Ukrainian Startup Fund.
Partners / co-organizers	Ukrainian Startup Fund will involve partners in the events as speakers and experts on the relevant topic. Depending on the format and subject of each event, individual partners may also act as hosts or co-organizers.

FOUNDER EXPERIENCE SESSIONS	
Description of the service	Exclusive meetups where seasoned startup founders share their real-life journeys, lessons learned, and insider tips with aspiring entrepreneurs. These sessions go beyond theory, offering raw, unfiltered insights into the challenges, breakthroughs, and mindset shifts that drive startup success.
Objectives	• Inspire and guide early-stage founders by showcasing real-world startup experiences, helping them avoid common pitfalls, gain confidence, and refine their entrepreneurial mindset • Accelerate learning through peer inspiration and practical storytelling.
Target audience (who can receive the service)	Startups and aspiring entrepreneurs at early and growth stages, particularly those navigating product-market fit, fundraising, or team building. Ideal for individuals seeking hands-on learning, motivation, and connection with real-life founders who have overcome similar challenges.
Key components of the service	**Format**: online or mixed format meetups (60–90 min) **Structure**: • Fireside chat with a founder (30–45 min) • Audience Q&A session (15–20 min) • Optional networking or follow-up discussion (15–30 min)
Key benefits for potential clients	Participants gain real-world insights from experienced founders, helping them avoid common mistakes and accelerate their entrepreneurial journey. The informal, honest format fosters inspiration, practical learning, and valuable connections.
Periodicity and duration	1 event every 2 months, with each session typically lasting 60–90 minutes
Conditions for receiving the service	No strict requirements.
Results for the client	Improved understanding of founder challenges, practical tips for navigating startup growth, enhanced entrepreneurial mindset, and inspiration. Participants leave with new perspectives, validated learnings, and potential contacts.
Mechanism of delivery	Participants register via a Google Form or through the Innovation Ukraine platform. The sessions are conducted online via Zoom, and YEP Accelerator sends email reminders prior to the event.

Confirmation of participation forms	Google Forms for registration and feedback, participation lists, Zoom screenshots (for online sessions), or signed attendance sheets (for offline sessions).
Performance indicators / KPIs	At least 25 participants per session. 80% satisfactory rate based on post-event surveys.
Implementing organisation	YEP Accelerator
Partners / co-organizers	YEP will invite seasoned startup founders from its network, who may be listed as partners or guest experts for specific events.

MEETUPS WITH STARTUPS, BOOTCAMPS WITH INTERNATIONAL PARTNERS, STARTUP AND INNOVATION CONFERENCES	
Description of the service	This service combines several types of events — startup meetups, bootcamps with international partners, and innovation conferences — to strengthen the capacity and visibility of Ukrainian startups and SMEs. These formats offer access to global expertise, peer networking, mentoring, and exposure to innovation trends and investment opportunities.
Objectives	To accelerate the growth of startups and SMEs by connecting them with international innovation ecosystems, providing access to best practices, and fostering cross-border collaboration and visibility.
Target audience (who can receive the service)	Startups, SMEs, researchers, innovators, and representatives of the public and academic sectors interested in scaling, internationalization, or strengthening their innovation capacity.
Key components of the service	**Startup meetups** – informal networking events with peers, experts, and investors **Bootcamps with international partners** – intensive thematic programs with mentorship and training **Innovation conferences** – large-scale forums for trendwatching, pitching, and strategic networking **Formats:** Networking sessions, expert talks, workshops, panel discussions
Key benefits for potential clients	Participants gain new connections, practical insights, and feedback on their business models. The events also enhance visibility, inspire collaboration, and open access to global innovation and funding opportunities.
Periodicity and duration	Organized quarterly or in sync with international innovation calendars. Duration varies from 1–2 hours (meetups) to several days (bootcamps and conferences).
Conditions for receiving the service	Participation is open to startups, SMEs, and innovation ecosystem stakeholders upon prior registration. As events may be thematic or targeted at a specific readiness level, detailed participation criteria are clarified during the registration process.
Results for the client	Participants gain practical knowledge of global trends, improve business strategies, expand their professional network, and receive expert feedback on their solutions.

Mechanism of delivery	Participants join through pre-registration via Google Forms or the Innovation Ukraine platform. Events are conducted online (via Zoom) or offline, with details and reminders communicated via email.
Confirmation of participation forms	Attendance is confirmed through registration forms, feedback questionnaires, Zoom screenshots (for online events), and sign-in sheets (for offline events).
Performance indicators / KPIs	Minimum 25 participants per event, with a satisfaction rate of at least 80% based on feedback surveys.
Implementing organisation	YEP Accelerator.
Partners / co-organizers	Events may involve international EDIHs, VC funds, tech companies, and universities, providing mentorship, content, and expert participation. Partners vary by event and contribute to speaker lineups, promotional support, and expertise sharing.

INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCES

Description of the service	International scientific and practical conferences are regularly organized to bring together researchers, educators, and industry professionals from around the world. These events provide a platform for discussing current challenges and innovations in engineering, technology, IT, education, environmental studies, and related fields. The conferences foster interdisciplinary collaboration, exchange of experience, and development of practical solutions.
Objectives	• To facilitate the exchange of scientific knowledge, practical experience, and innovative ideas among researchers, educators, and industry professionals. • To promote interdisciplinary dialogue on current trends and challenges across various fields, including technology, engineering, education, and information security. • To support the development and dissemination of research results. • To strengthen international cooperation and build networks for future collaborative projects.
Target audience (who can receive the service)	• Researchers and scientists from academic and research institutions. • University faculty and educators. • PhD students and young researchers. • Industry professionals and practitioners. • Representatives of governmental and non-governmental organizations. • IT and engineering specialists interested in applied research and innovation.
Key components of the service	**Format:** online, offline, or combined (detailed information on the format of each event will be provided in the announcement). **Planned conferences:** 1. International Scientific and Practical Conference "Comprehensive Quality Assurance of Technological Processes and Systems" (tentatively – May 2025, 2026, 2027). 2. International Conference "Free Software in Education, Science, and Business" (tentatively – September 2025, 2026, 2027). 3. International Conference "Mathematical and Simulation Modelling of Systems" (tentatively – November 2025, 2026, 2027).
Key benefits for potential clients	• Opportunity to present research findings and innovative solutions to an international audience • Access to expert insights and current trends across multiple scientific and industrial fields • Networking with leading researchers, educators, and industry professionals from various countries

	• Possibility to establish international partnerships and initiate joint projects
Periodicity and duration	Over a four-year period, a total of 12 international scientific and practical conferences are planned, with three events scheduled annually. Each conference typically lasts 2–3 days and includes keynote speeches, thematic sessions, panel discussions, and networking opportunities.
Conditions	There are no additional or special requirements for participants.
Results for the client	• Increased visibility and recognition within the international scientific and professional community. • Strengthened academic and professional reputation through conference participation and publications. • Enhanced opportunities for collaboration in research, education, and innovation projects. • Access to up-to-date scientific knowledge and practical solutions applicable to real-world challenges. • Improved professional skills through active engagement in discussions, presentations, and expert panels.
Mechanism of delivery	Participants join the service by completing a pre-registration form, announced via official channels such as a Google Form or the Innovation Ukraine platform. After registration, participants receive detailed information about the date, location, and format of the event (online, offline, or hybrid). Interaction is organized through direct communication from the organizing team. A contact person is assigned for support, and participation is confirmed through attendance and, if required, a brief confirmation form during or after the event.
Confirmation of participation forms	Google Forms for registration and feedback, participation lists, TEAMS screenshots (for online sessions), or signed attendance sheets (for offline sessions).
Performance indicators / KPIs	At least 55 participants per conference. 80% satisfactory rate based on post-event surveys.
Implementing organisation	Chernihiv Polytechnic National University.
Partners / co-organizers	Chernihiv Polytechnic National University will involve partners in the events as speakers and experts at the conferences. Individual partners may also act as co-organizers of events, depending on the format and subject of each conference.

IDEAFEST BUSINESS IDEA COMPETITION	
Description of the service	IDEAFEST Student Business Idea Competition — is an annual international competition aimed at identifying, developing, and supporting innovative and entrepreneurial ideas. The service is relevant due to the need to stimulate youth entrepreneurship, develop startup culture, and find new solutions to contemporary challenges.
Objectives	To promote the development of entrepreneurial thinking among participants by providing an opportunity to present their business ideas, receive expert feedback, and secure support for implementation. It provides young innovators with the opportunity to present their business ideas and receive mentorship to support their further commercialization. IDEAFEST winners receive financial support for the development and testing of their business ideas, along with guidance from business experts.
Target audience (who can receive the service)	Participants include students (individually or in teams), postgraduate students, faculty members, business experts, young entrepreneurs, startup founders, innovators, and anyone interested in developing business ideas. The initiative is held with the involvement of the Entrepreneurship Center and the Business Clinic of Kyiv National Economic University (KNEU). The target audience is characterized by a foundational knowledge of entrepreneurship, openness to learning, and readiness to develop their own product or service.
Key components of the service	**The structure includes:** application submission, video pitches, preliminary expert evaluation, and the final competition round. • Submission of the application, project reasoning, and a video pitch (up to 2 minutes). • Preliminary selection of finalists by experts, who will then present their business ideas to international judges and potential investors. • Final round of the competition. • The IDEAFEST winner will receive mentorship from international business experts, prizes, and valuable opportunities from partners. **Formats:** application submission and judging process – online, competition final – hybrid format.
Key benefits for potential clients	An opportunity to test their business idea in real-world conditions, gain access to a network of experts and mentors, and attract potential investors or partners. Development of both «hard» and «soft» skills.
Periodicity and duration	The event is held annually. The application period and judging process – 1 month. Competition final – 1 day.

Conditions for receiving the service	Prior registration is mandatory. Submission of a project justification and a video pitch in either Ukrainian or English is required.
Results for the client	• testing of the business idea • opportunity to attract project funding • mentorship from international business experts and mentors, along with valuable opportunities from partners • expansion of professional network
Mechanism of delivery	Preliminary registration is completed via an online form. Participation is confirmed by email. Notifications regarding the results of the preliminary selection and the list of finalists are sent to participants. The competition includes: finalist presentations of business ideas and the awarding of winners.
Confirmation of participation forms	Signed registration forms, Zoom screenshots, and completed Google Forms.
Performance indicators / KPIs	Expected number of participants: 50+ individuals. Satisfaction rate: over 85%. Number of business ideas presented: 30+. Number of mentoring hours provided: 120+.
Implementing organisation	KNEU
Partners / co-organizers	The Entrepreneurship Center of KNEU, Business Clinic of KNEU.

ESTABLISHING AND DEVELOPING RELATIONS WITH INTERNATIONAL STAKEHOLDERS	
Description of the service	Win-Win EDIH provides opportunities for Ukrainian startups, SMEs, universities, and public institutions to establish connections with international stakeholders, including venture capitalists, startup ecosystems, and innovation-driven universities. Through the network and collaboration initiatives, we help facilitate introductions, encourage knowledge exchange, and create opportunities for potential partnerships.
Objectives	To support the internationalisation of Ukrainian innovation players by fostering connections with global actors and facilitating access to international expertise, investment, and collaborative opportunities.
Target audience (who can receive the service)	Startups, SMEs, university teams, and public institutions ready to explore international collaboration, scale innovations, or connect with global stakeholders.
Key components of the service	Identification of relevant international stakeholders Networking facilitation (matchmaking, warm introductions) Participation in joint events, calls, or initiatives. **Formats**: Online/offline meetings, networking events, study visits, collaborative sessions.
Key benefits for potential clients	Participants expand their international networks, increase visibility, access valuable knowledge, and explore funding and collaboration opportunities with global actors.
Periodicity and duration	Provided continuously depending on client needs and available opportunities. Interaction may range from short-term calls to longer-term engagements.
Conditions for receiving the service	Available to participants who actively seek international partnerships for scaling, collaboration, or knowledge exchange. Assessed on a case-by-case basis during initial interaction.
Results for the client	Established contacts with international partners, invitations to participate in international initiatives, and improved readiness for cross-border collaboration or funding. In some cases, a memorandum of understanding or collaboration plans may be developed.
Mechanism of delivery	Participants are onboarded via pre-registration or consultation. The service is delivered through online platforms (e.g., Zoom, Innovation Ukraine) or during offline events. Communication and coordination are managed via email.

Confirmation of participation forms	Google Form registrations, screenshots from online meetings, meeting minutes, feedback forms, or confirmation emails from partner organisations.
Performance indicators / KPIs	Number of international connections established; number of events involving international stakeholders; % of participants reporting improved international networking capacity.
Implementing organisation	YEP Accelerator.
Partners / co-organizers	International EDIHs, universities, VC funds, startup support organisations. Their roles include sharing opportunities, co-hosting events, mentoring, or providing visibility to Ukrainian participants within their networks.

ACCESS TO THE DIGITAL INNOVATIONS ECOSYSTEM VIA THE FUNCTIONING OF THE "INNOVATION UKRAINE" PLATFORM	
Description of the service	The digital platform 'Innovation Ukraine' acts as a connecting node that facilitates coordination and interaction among all stakeholders. It serves as an autonomous service provider to clients, an information and analytical center, and a hub for self-organization, joint educational and research projects, and decision-making.
Objectives	This service ensures a more efficient transfer of information, knowledge, technologies, and capital, with a strong focus on fostering partnerships that lead to sustainable advancements and significant innovations. It aims to empower all participants to leverage the latest in digital transformation to achieve their strategic goals.
Target audience (who can receive the service)	Startups, SMEs, researchers, innovators, and representatives of the public and academic sectors interested in the collaboration and activities provided by Win2EDIH.
Key components of the service	Personalized recommendations for EDIH customers aim to enhance their involvement and address specific needs through tailored advice. For SMEs and PSOs, these recommendations could include adopting new technologies, modernizing systems, and improving process efficiencies. Innovators and startups might receive guidance on pitching, business planning, and funding alignment. Investors could be advised on potential projects and innovations. The match-making begins with assessing the specific needs and objectives of the registered user through AI-driven analysis of their profile in the system, surveys, or direct user input. Following this, analysis of other users' profiles with algorithmic methods and the use of AI aim to identify potential matches based on various factors, including the alignment of goals, complementary capabilities, mutual interests, and geographical or sector-based compatibility. The match-making is versatile, catering to different needs such as knowledge transfer between trainers and students or mentors and innovators, financial connections between innovators or startups and investors, and technology sharing among all involved parties. Once potential matches are identified, the platform facilitates a connection through an introduction message, a direct connection request, or scheduling a virtual meeting through the platform. After interactions, users can provide feedback and rate their experiences to refine the matching algorithm and enhance the overall quality and reliability of the match-making service.

Key benefits for potential clients	Participants gain new connections, practical insights, and feedback on their requests. The service enhances visibility of stakeholders, inspire collaboration, creates community of like-minded professionals, and provides open access to global innovation and funding opportunities.
Periodicity and duration	Constantly, starting from the moment a client registers on the platform, as needs arise, they will formulate requests, and as EDIH services are activated and events organized that may benefit the client.
Conditions for receiving the service	Registration on the platform
Results for the client	Recommendations generated by the digital platform
Mechanism of delivery	Online interaction
Confirmation of participation forms	-
Performance indicators / KPIs	Minimum number of visitors: 800 per year Minimum number of registered users: 100 per year Satisfaction rate - at least 80% based on feedback surveys Minimum number of implemented collaborations: 25 per year
Implementing organisation	Kyiv National Economic University named after Vadym Hetman
Partners / co-organizers	Zhytomyr Polytechnic State University, Chernihiv Polytechnic National University, the Ukrainian Startup Fund, Vacuum Deep Tech Acceleration, and YEP Accelerator.

INTERNATIONAL BUSINESS FORUM "SCIENCE- BUSINESS-EDUCATION"

Description of the service	This is a unique international event aimed at fostering partnerships among universities, the scientific community, businesses, and government institutions. The forum provides an open platform for discussing promising areas of cooperation, implementing innovations, and promoting effective forms of interaction between education and the labor market. The relevance of the event stems from the growing need to integrate education, science, and business in order to strengthen the country's innovation potential and enhance the competitiveness of professionals in the modern environment
Objectives	Creating favorable conditions for effective communication and collaboration between science, business, education, and government institutions is essential. This approach helps overcome barriers between these sectors, facilitates the integration of scientific developments into the entrepreneurial environment, and supports the modernization of educational programs in line with labor market demands. Key objectives: • Strengthening cooperation between universities and businesses; • Developing a partnership network to train a new generation of professionals in economics and entrepreneurship; • Establishing cross-sectoral partnerships for innovation implementation, technology transfer, and the development of entrepreneurial competencies; • Incorporating global trends in business and education to enhance the competitiveness of the national economy and higher education system. This initiative responds to current challenges related to the need for deeper integration of science and education with economic processes, the intensification of innovation activity, and the preparation of professionals capable of operating effectively in a dynamic global environment.
Target audience (who can receive the service)	The target audience includes representatives of business (particularly small and medium-sized enterprises), researchers, university faculty, students, startup founders, young innovators, as well as representatives of business associations and government bodies. This audience is interested in innovation implementation, partnership development, and knowledge commercialization.
Key components of the service	Innovation activity, practical insights from successful companies, business models, technology transfer, and international partnership. Opening session, panel discussions, expert presentations.

Key benefits for potential clients	Access to up-to-date information, opportunities to find partners, present projects to investors, and enhance awareness of trends in the innovation and education markets.
Periodicity and duration	The forum is held annually and lasts for 1–2 days.
Conditions for receiving the service	Prior registration is required. Open access is granted upon confirmation of participation.
Results for the client	• Increased awareness in the field of innovation • New contacts and collaboration opportunities • Presentation of own projects • Expert feedback and recommendations.
Mechanism of delivery	Participation is available through prior online registration. Participants receive a confirmation email and access to the event program.
Confirmation of participation forms	Signed registration forms, photos, event video recordings, Zoom screenshots, completed Google Forms.
Performance indicators / KPIs	• Number of participants (150+) • Satisfaction rate (at least 85%) • Number of project ideas presented (20+)
Implementing organisation	Kyiv National Economic University named after Vadym Hetman
Partners / co-organizers	Representatives of businesses, universities, government institutions, donors, international educational and technological platforms — acting as experts, mentors, sponsors, and promotional partners.

PANEL MEETINGS WITHIN INTERNATIONAL CONFERENCES WITH LOCAL GOVERNMENT AUTHORITIES, SMES, AND REPRESENTATIVES OF THE SCIENTIFIC COMMUNITY

Description of the service	Panel meetings serve as a platform for discussing strategic issues related to the interaction between local self-government, business, and science in the context of regional development and digitalization. This service is relevant due to the need to establish cross-sectoral dialogue. Conducted within the framework of international conferences.
Objectives	To promote synergy between local authorities, the entrepreneurial sector, and scientific institutions in order to develop joint initiatives and enhance the effectiveness of regional development programs.
Target audience (who can receive the service)	Representatives of local government bodies, businesses, small and medium-sized enterprises (SMEs), research institutions, analytical centers, and educational organizations.
Key components of the service	Opening session Main panel discussion involving representatives from all three sectors Thematic breakout sessions Conference speeches, live panel discussions, interactive sessions, consultations, and experience sharing. Hybrid format (online and offline).
Key benefits for potential clients	• Establishment of new professional connections • Access to up-to-date regional data • Involvement in the decision-making process • Opportunity to present ideas and initiatives
Periodicity and duration	Held 1–2 times per year. Duration: 3–6 hours.
Conditions for receiving the service	Invitation through partner channels. Prior registration is required.
Results for the client	• New business contacts • Better understanding of regional cooperation opportunities • Increased awareness of regional support programs for business and science
Mechanism of delivery	Invitation, prior registration, online or offline implementation via platforms such as Zoom/Teams or local conference venues.

Confirmation of participation forms	Signed registration forms, photos, event video recordings, Zoom screenshots, completed Google Forms.
Performance indicators / KPIs	• Number of participants (50+) • Number of formulated initiatives/recommendations (10+) • Satisfaction rate (85%+)
Implementing organisation	Kyiv National Economic University named after Vadym Hetman
Partners / co-organizers	Local government bodies, chambers of commerce and industry, SMEs, research institutions, international organizations — involved in program development, expert participation, and informational support.

5. CONCLUSION

The completion of this milestone confirms the project's readiness to transition from planning to implementation. As of April 2025, the structured catalogue of training and consulting services developed under the WIN2EDIH project reflects a comprehensive and needs-based approach to supporting Ukraine's digital and innovation transformation. The services span four strategic tracks, each addressing a distinct dimension of capacity development and ecosystem support for micro-, small- and medium-sized enterprises (SMEs), startups, researchers, and public sector institutions.

The *Capacity Building & Skills Development track* offers a diverse array of educational formats, including modular courses, hands-on workshops, thematic bootcamps, expert sessions, and digital skills certification programmes. These activities are designed to strengthen human capital in areas such as artificial intelligence, cybersecurity, data analytics, green transition, public sector innovation, and startup development. The flexibility of delivery – online, offline, and hybrid – ensures accessibility for different user groups and geographical locations.

The *Test Before Invest track* focuses on technological validation and early-stage innovation support. Through prototyping, simulation-based testing, and access to advanced laboratory infrastructure, participants are able to assess the feasibility and scalability of their digital and hardware solutions. The track bridges the gap between concept and implementation, offering expert guidance on automation, 3D modelling, digital twins, and intelligent systems integration.

The *Support to Find Investments track* provides strategic mentoring and practical training on financial readiness, investor communication, and participation in funding programmes. It enables startups and SMEs to enhance their investment appeal, prepare effective pitch decks, and engage with local and international financing institutions. The services promote financial literacy, strategic planning, and networking – crucial elements for scaling innovation in a risk-sensitive environment.

The *Innovation Ecosystem Building track* is dedicated to strengthening cooperation among key ecosystem actors—businesses, academia, public authorities, and civil society. It includes activities such as startup schools, regional innovation forums, peer learning exchanges, and engagement through digital platforms. These services promote trust, alignment of regional development efforts, and co-creation of innovation strategies responsive to war recovery and long-term resilience needs.

Throughout the project implementation, the list of services will be continuously expanded and updated to reflect the evolving needs and habits of clients, changes in the external environment, developments in digital technologies, and other influencing factors. This ongoing refinement process will allow the project to remain responsive to user demand, aligned with technological progress, and adaptable to emerging economic, social, and regulatory challenges. Regular monitoring and feedback from stakeholders will further support the relevance and impact of the service offerings across all four project tracks.

All services are publicly accessible through the *Innovation Ukraine platform* and the official *WIN2EDIH website*, ensuring transparency and wide reach.

This milestone thus provides not only a descriptive register of services, but a dynamic and functional tool for fostering innovation capacity, enhancing resilience, and stimulating economic renewal in Ukraine. It paves the way for the full operational deployment of WIN2EDIH support mechanisms and for anchoring EDIH values in the Ukrainian digital ecosystem.

6. ANNEXES

6.1. Templates for service descriptions

6.1.1. Template for service descriptions within the Test Before Invest Track

Name of Service:

Title

Short description

Target Audience:

Realization:

What Is Included:

Who offers the service:

Technologies:

Eligibility & Support:

This service is offered with a 100% discount.

6.1.2. Template for service descriptions within the Capacity Building & Skills Development Track

Name of Service
Enter the name of the service

Description
Provide a brief description of the topic and content of the training/service (up to 1,000 characters)

Expected training results
Please list the practical and theoretical knowledge and competencies that participants will gain (up to 1,000 characters)

Target audience
Specify the target audience groups of training/service participants

Number of participants
From ___ to ___ people

Format of the event
Online/ offline /mixed

Certification
Please indicate whether certificates or other documents of participation are planned to be issued.

Participant requirements (if any)
For example: profession, position, experience, specific skills, level of training, level of foreign language proficiency, etc.

6.1.3. Template for service descriptions within the Support to Find Investments Track

Name of Service

Description:

Target Audience:

Delivery mode:

Key Benefits:

Who offers the service:

Mechanics of service delivery:

Technologies:

Results:

Eligibility & Support:

This service is provided with a 100% discount.

6.1.4. Template for service descriptions within the Innovation Ecosystem Building Track

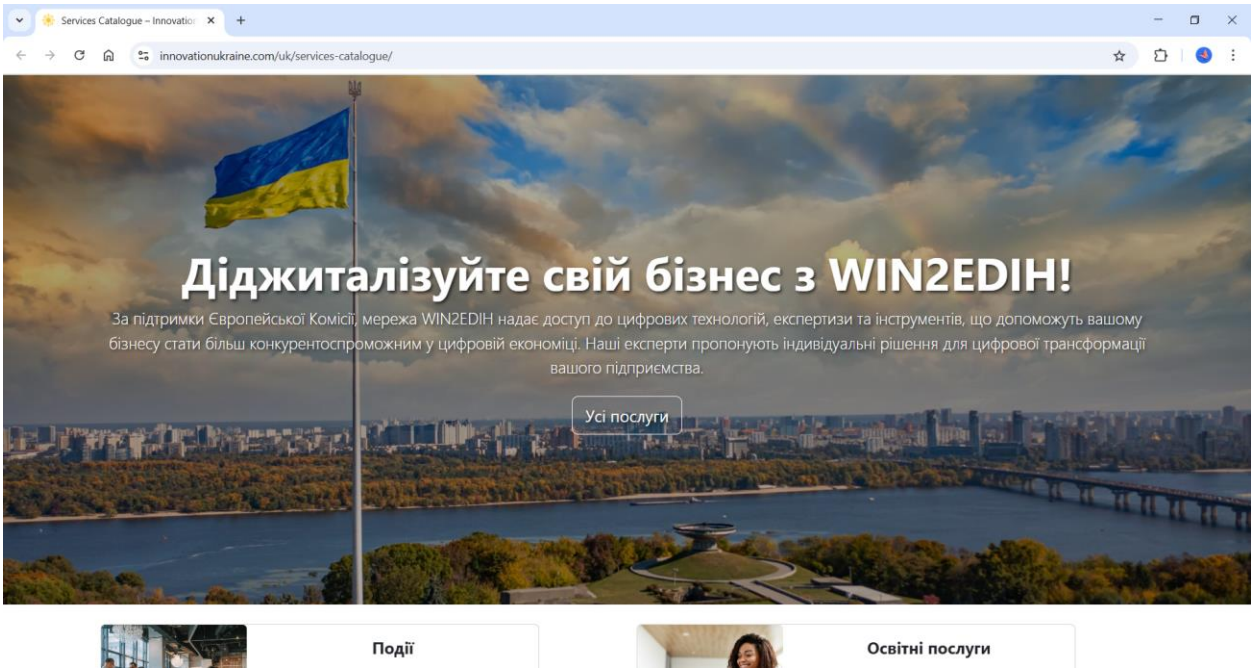
Name of Service

Description of the service	*Short description*
Objectives	*Formulate the main goal of the service - what problem it solves or what opportunity it opens up for participants.*
Target audience (who can receive the service)	*Describe who this service is targeted at: types of recipients, their needs, level of readiness, and other characteristics of the Target Audience.*
Key components of the service	*Structure (modules, blocks, stages)* *Formats (lectures, workshops, consultations, etc.)*
Key benefits for potential clients	*Provide a brief description of why this service is relevant to potential customers and what its key features and benefits are.*
Periodicity and duration	*Indicate when and how often the service is provided (once a month, quarterly, continuously). Specify the duration of one event or cycle (in hours or days).*
Conditions for receiving the service	*Specify here special conditions for receiving services OR criteria for participants within a particular service.*
Results for the client	*List the specific knowledge, skills, and results that the participant will receive after completing the service. These can be both soft and hard skills, or a finished document/product (pitch deck, business plan, etc.).*
Mechanism of delivery	*Describe how participants can join the service: pre-registration, selection, invitation. How interaction is organized: online/offline, platform, contact person, confirmation of participation.*
Confirmation of participation forms	*Indicate how the fact of receiving the service is recorded: signed participation letters, screenshots from Zoom, Google form, feedback questionnaire, etc. This is important for reporting.*
Performance indicators / KPIs	*Expected number of participants, % of satisfaction with the survey results, number of ideas generated, number of mentoring hours, etc.*
Implementing organisation	*Name the responsible organization or team that implements this service. If necessary, provide a contact person or component leader.*
Partners / co-organizers	*Which partners are involved in the service? What role do they play (mentoring, experts, technical support, information partnerships, etc.)?*

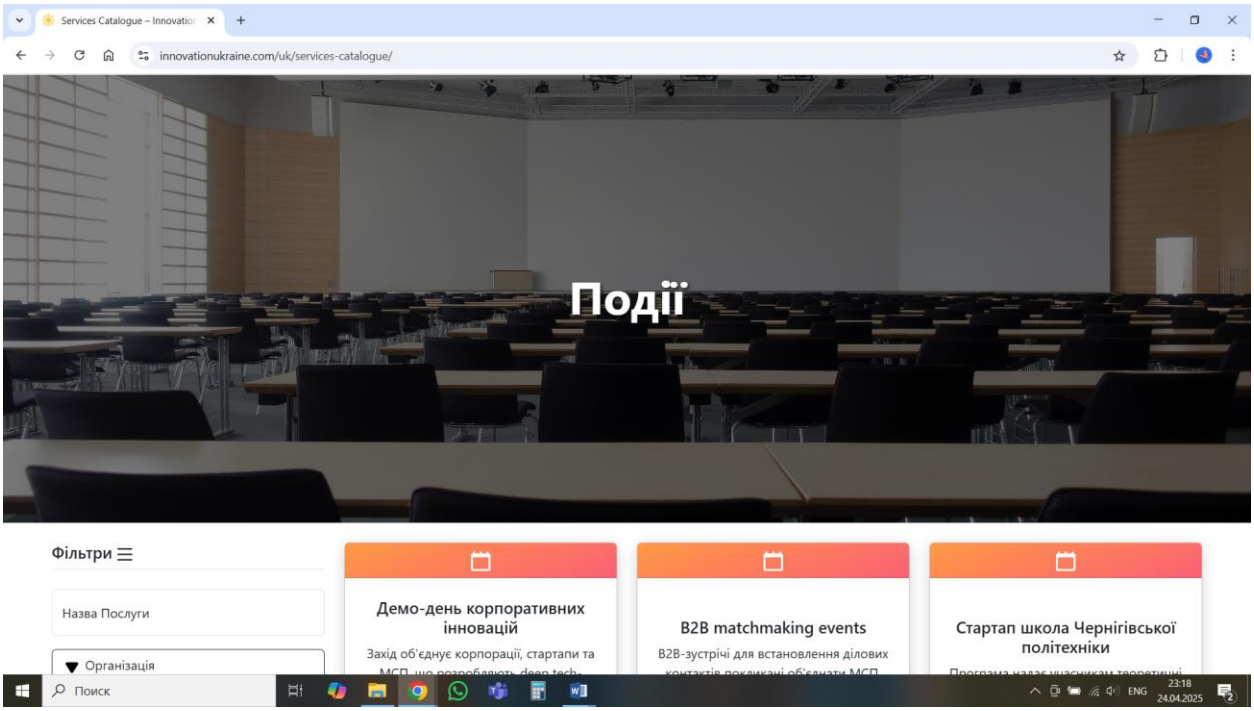
6.2. Screenshots of the service catalog

6.2.1. Screenshots of the service catalog the *Innovation Ukraine* platform

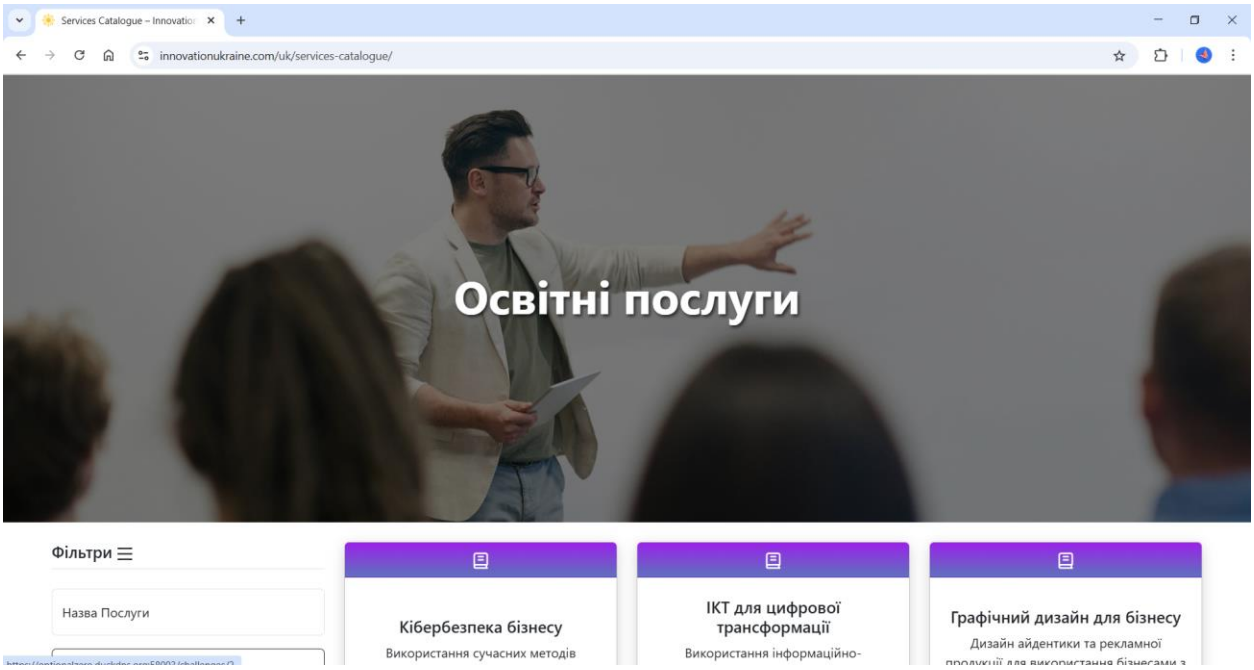
Main page:



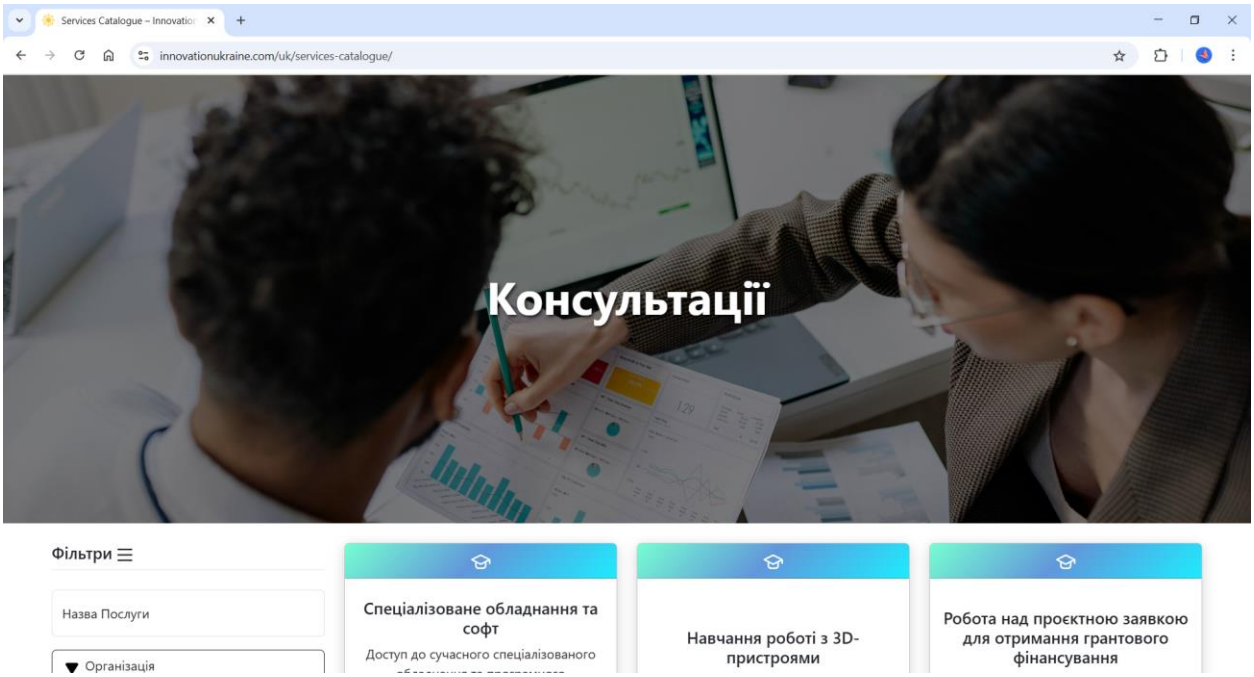
Events:



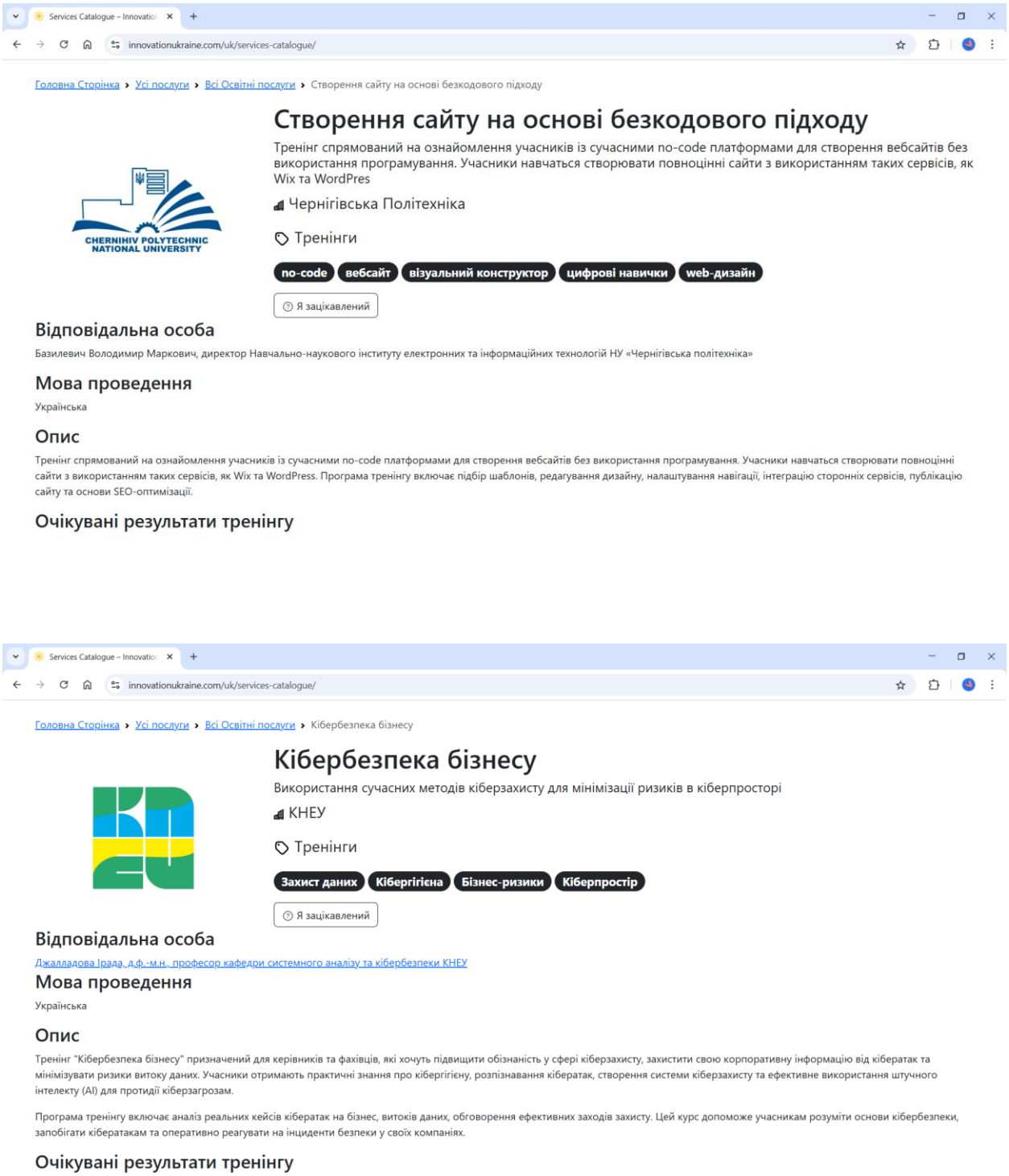
Educational services:



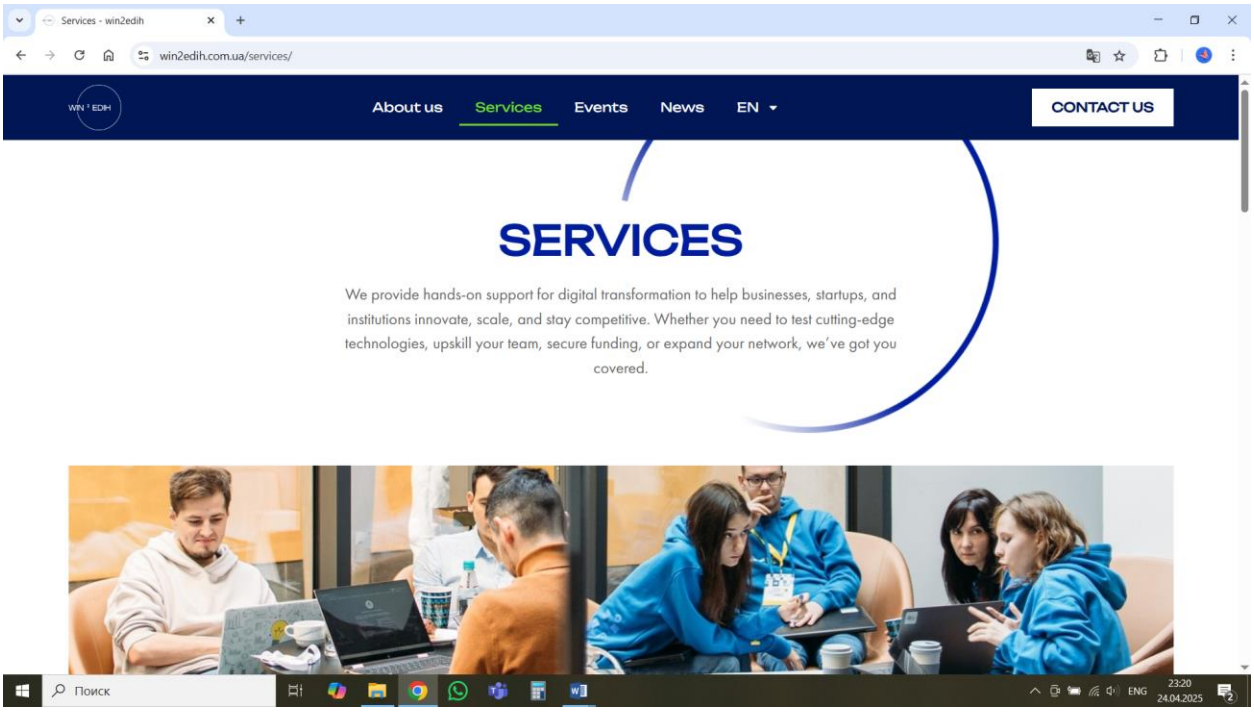
Consultations:

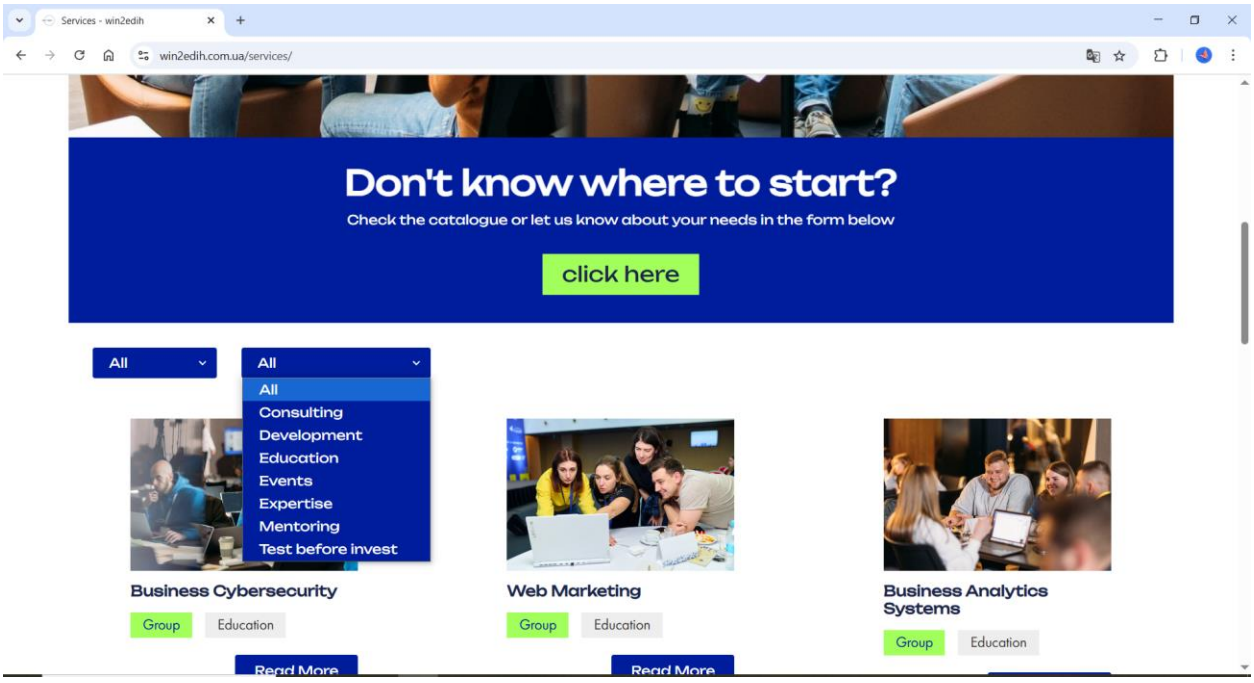


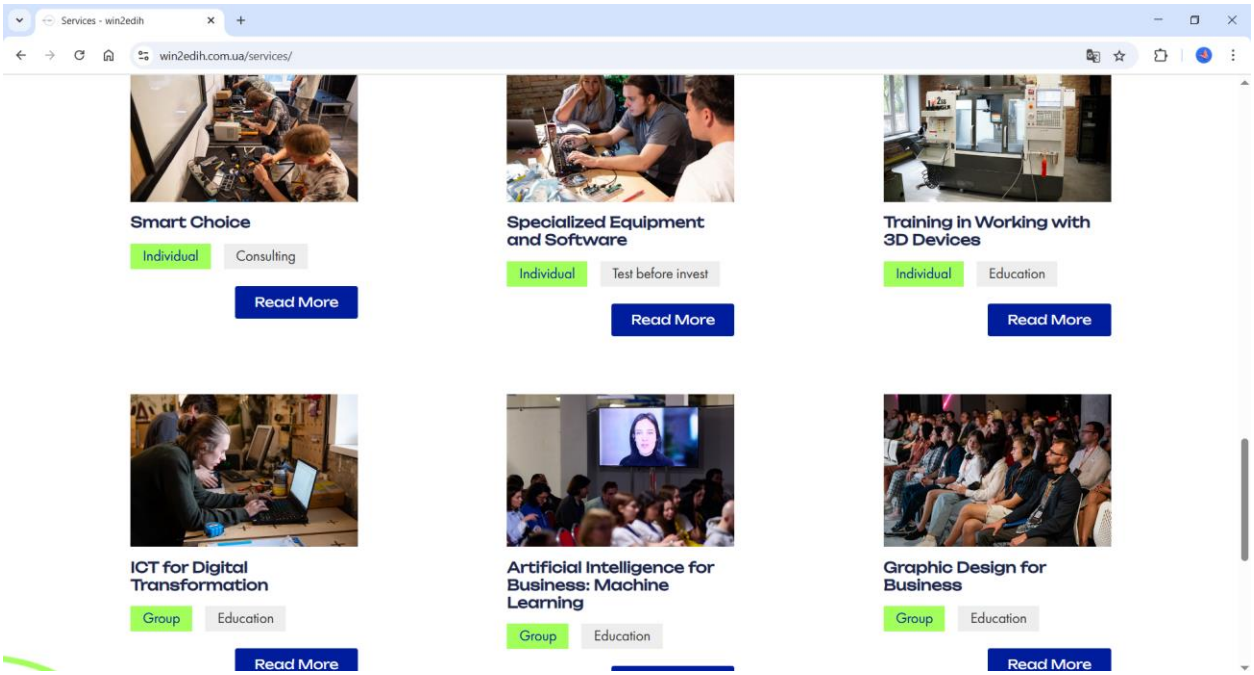
Example of a services description on the platform:



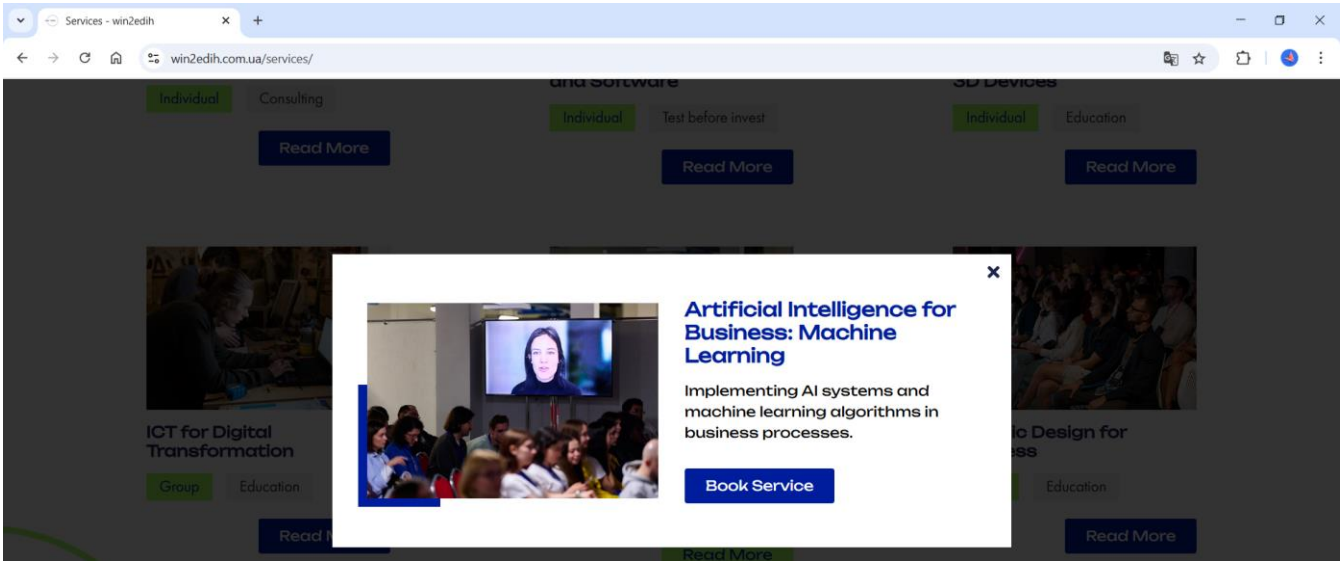
6.2.2. Screenshots of the service catalog the official WIN2EDIH project website







Example of a services description on the website:



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