

Women in STEM-How To be Market-Ready Training Program

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ABOUT THE HIGHER EDUCATION INITIATIVE

The EIT Higher Education Initiative aims to develop innovation and entrepreneurial capacity in higher education by integrating higher education institutions into Europe's innovation ecosystems and value chains.

It is more than funding—it is a catalyst for change.

The initiative brings together institutions with representatives from industry and research, fostering collaboration where it matters most.

At the heart of this initiative is the EIT Knowledge Triangle Model, which brings together business, education, and research. Participating higher education institutions are expected to use this model as a practical tool for systematic institutional transformation. They will also contribute to smart specialisation strategies, apply the Regional Innovation Impact Assessment (RIIA) framework, and support the achievement of the objectives of the EIT Regional Innovation Programme (EITRIS).

This approach strengthens the links between higher education institutions and regional innovation ecosystems and lays the foundation for long-term impact, encouraging institutions to seek additional funding opportunities beyond the initial project.

Higher education institutions are invited to develop proposals that put six key areas of action into practice: building entrepreneurial capacity, integrating innovation, and forging links with ecosystems. What is the result? Tangible transformation. Real results. And a stronger innovation future for Europe



Executive Summary

Today, **STEM** fields (science, technology, engineering, and mathematics) are the main drivers of global innovation and economic growth. Despite positive trends in recent years, women remain a minority in the technology sector, especially in leadership positions and among startup founders.

The main challenge is that strong scientific or technical qualifications are often not enough to commercialize ideas. Without entrepreneurial skills, women researchers' unique innovations remain in laboratories instead of becoming real business products.

"Women in STEM: How to Be Ready for the Labor Market" is an intensive, four-week training program (30 hours / 1 ECTS credit) designed to develop digital literacy and AI tool-use competencies, as well as the ability to conduct comprehensive research, identify market gaps, and validate business hypotheses for knowledge-intensive ideas. The program combines online retreats, expert-led seminars, hands-on project development, and individual consultations, providing a comprehensive learning experience.

The program aims to develop skills in applying AI tools at every stage of the research cycle in STEM fields. Participants will also see practical cases of entering innovative markets. Participants will gain practical skills in identifying and justifying a target customer segment, formulating a value proposition, creating a sales pitch, and developing a structured workflow using AI for a STEM research or innovation project.



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LEARNING IMPACT AND PROGRAMME DESIGN

Learning Outcomes

- Able to make an informed choice of a scientific development and transform it into a commercially viable product or service idea.
- Able to segment the market, clearly define the target audience (customer profile), and analyze the competitive landscape (at least three alternative solutions).
- Able to develop a methodology and toolkit (a five-question interview guide) for conducting problem interviews (Customer Development) to validate hypotheses.
- Able to synthesize the data obtained into an analytical report (a brief market study), critically identifying blind spots and information gaps.
- Able to transform complex STEM results into accessible formats for non-academic audiences (business, media, the public) using AI tools.
- Able to critically reflect on the opportunities and limitations of AI in scientific communication and integrate this experience into teaching or mentoring practice.
- Can use prompt engineering techniques (structured prompts) to optimize research tasks (literature searches, data analysis, etc.).
- Can critically evaluate the quality of AI-generated content, taking into account algorithmic limitations, academic integrity, and the ethical aspects of using generative AI in science.

Competencies:

- Digital literacy and the use of AI tools
- Analytical thinking and data-driven decision-making
- Communication and presentation skills
- Ability to conduct comprehensive research and identify market gaps
- Ability to validate business hypotheses for knowledge-intensive ideas.
- Ability to transform STEM research results into commercial products,
- Proficiency in advanced methods of interacting with generative AI
- Ability to design reusable intelligent workspaces



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Course Structure

Table 1. Curriculum

Activities	Dates	Hours
Introductory meeting (1 hour)	11.11.2026	
Online course for reviewing the material		
Guest speakers and seminars	11.11.2026- 20.11.2026	10
Assessment test	20.11.2026 24.11.2026	5
Independent research based on recommendations and presentation of results following an individual consultation	24.11.2026 02.12.2026	15
Final meeting and certificate presentation (1 hour)	09.12.2026	
Total hours		30



Table 2. Schedule for the professional development online course and meetings with guest speakers

No.	Training title	Trainer	Date, time (Time zone UTC+2)
1	Introductory meeting (1 hour)	Olena Khadzhynova, Kateryna Polupanova Pryazovskyi State Technical University, Ukraine	November 11 9:30
2	AI-Assisted Science Communication in Agri-Food	Galia Zamaratskaia Swedish University of Agricultural Sciences, Sweden	November 11 10:00
3	Designing AI-Enabled Research in STEM: From Research Methods to Entrepreneurial Impact	Tetiana Gorokhova Center for Advanced Internet Studies, Germany	November 12 15:00
4	Organising AI-assisted research and innovation projects: practical workflows in ChatGPT and Claude	Oleksiy Mints Pryazovskyi State Technical University, Ukraine	November 13 12:00
5	Teaching Data-Driven Validation of STEM Research Ideas: Market Analysis and Customer Surveys with AI	Mukimova Nargis Tajik Technical University named after M.S. Osimi, Tajikistan	November 16 09:00
6	From Research to Revenue: Sales and Marketing for Startups	Saulius Kromalcas Mykolas Romeris University, Lithuania	November 20 12:00
7	Final meeting		December 9 14:00



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INDEPENDENT RESEARCH GUIDED BY INSTRUCTIONS

The participant chooses one innovative idea in STEM and develops an “Innovation Passport” for it with AI as a co-author. The project consists of 3 short modules, each based on the topics covered.

Structure of the “Innovation Passport”

Module 1. Project Design and the Market

Using AI, formulate:

- Core idea (1 paragraph): What scientific/technological problem does the project solve.
- Entrepreneurial impact: Who is the primary customer (target audience profile), and why does the market need this solution right now.
- Be sure to describe which AI system you used

Block 2. Validation

Describe your rapid algorithm for validating the idea using (AI):

- Add 1 best prompt you used to generate a survey (Customer Development) for potential customers.
- Add a brief AI-generated conclusion on how to analyze the results of this survey based on data to minimize risks.
- Specify which systems were used for this task

Section 3. Scientific Communication

Add the following AI-generated content to the profile:

- Elevator Pitch: A persuasive one-minute speech (up to 150 words) that explains complex science in simple terms.
- Describe which system or systems you used for the formulation.

Submit your results

- Deadline: December 2, 2026
- Format: PDF

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