

REGINNA 4.0 Second Summer School: Diving into high-innovation potential areas: Entrepreneurship and Business Strategies related to Industry 4.0 and Nanotechnology



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Type: **not specified**

Business strategies in high-innovation potential areas

Friday, 8 September 2023 09:00 (1h 30m)

This course aims to equip students with knowledge and skills in business strategy development and management process of its implementation in high-innovation potential areas (Nanotechnology, Industry 4.0, Artificial intelligence). This course focuses on strategic analysis, strategic planning, developing and implementing strategies.

- Paradigm of Business strategies in high-innovation potential areas (Slides): 30 minutes
- Key methods in strategic analysis in high-innovation potential areas (Slides): 30 minutes
- Workshop (team work) on strategic analysis in high-innovation potential areas (Team 1 - Nanotechnology, Team 2 - Industry 4.0, Team 3 - Artificial intelligence): 30 minutes (Hand-On)
- Creation vision, mission, objectives and road map in startups in high-innovation potential areas (Slides): 30 minutes
- Workshop (team work) on creation vision, mission, objectives and road map in start-up in high-innovation potential areas (Team 1 -Nanotechnology, Team 2 - Industry 4.0? Team 3 - Artificial intelligence): 30 minutes (Hand-On)
- Building a business model canvas for startups in high-innovation potential areas (Slides): 30 minutes
- Workshop (team work) on building a business model canvas for startups in high-innovation potential areas (Team 1 -Nanotechnology, Team 2 - Industry 4.0? Team 3 - Artificial intelligence): 30 minutes (Hand-On)
- Team presentation of the results of Business strategies in high-innovation potential areas (Team 1 -Nanotechnology, Team 2 - Industry 4.0, Team 3 - Artificial intelligence): 60 minutes

Presenter: Prof. YAKUBIV, Valentyna (Vasyl Stefanyk Precarpathian National University)

Session Classification: main session 08/09/23