



# INVEST WINTER SCHOOL 2025 AI-enabled early innovation

**Step into the future of innovation  
in the middle of the wintry landscapes of North Karelia, Finland!**

## Course introduction

This unique course focuses on how Artificial Intelligence (AI) fuels early-stage innovation, all set in the inspiring environment of North Karelia.

Building upon the work of local key innovators, you'll develop new products and services. This course, perfect for Bachelor and Master level students, blends online and onsite learning phases, collaborative teamwork, and hands-on projects with real-world applications in a Finnish winter setting.

After completing this course, you will understand how to use AI in early-stage innovation. You will learn how to assess your skills, values, and resources, and apply these in developing business ideas. You will be able to work in a team to create and refine new product or service concepts, using AI and structured problem-solving methods.

You will be able to generate, evaluate, and improve innovative ideas by working with others and considering customer needs and competitive insights. Additionally, you will be skilled in explaining the unique value of your ideas, creating value propositions, and defining early prototypes.

## When:

- Preliminary online phase 27.1.-20.2.2025.
- Onsite phase 22.-28.2.2025 (including Saturday and Sunday)

## Where:

Online and in Nurmes and Joensuu, Finland

**Credits:** 3 ECTS

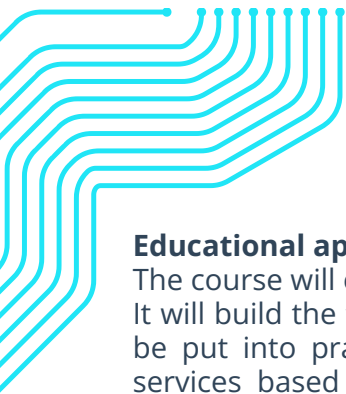
**Language:** English

## Eligibility Requirements:

- For students of INVEST partner universities
- Open to all disciplines
- English language level B2
- BSc students: at least two years of studies by the end of 2024
- MSc students: any year of study

## Course organiser:

Karelia University of Applied Sciences, Finland



### Educational approaches

The course will employ student-centred approaches combined with real-world innovations. It will build the theoretical foundation for learning during the preliminary phase. The theory will be put into practice in the onsite phase. Students will create new innovative products and services based on North Karelian key innovator companies' innovations and students' own strengths and interests.

The course will have:

- short, recorded lectures during the preliminary phase
- facilitated workshops, group work, excursion, cultural and freetime activities, and group presentations during the onsite phase

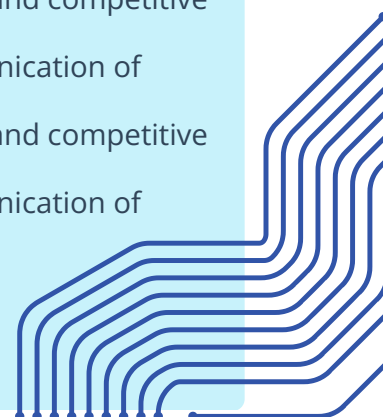
### Competences

The competences gained during the course will prepare you for your future career and include:

- Entrepreneurial competences
- Research and problem-solving competences
- Transdisciplinary competences
- Communication and social interaction competences
- Intercultural competence field, including cultural awareness, multilingual and internationalisation
- Competences on self-managing, personal development, intrapersonal skills, digitalisation (including artificial intelligence)
- Transversal competences
- Innovation skills

### Course content

- AI's potential for innovation
- Evolution of technology and the economy
- Early innovation process
- Customer need and competitive advantage
- Effective communication of business ideas
- Customer need and competitive advantage
- Effective communication of business ideas



### Experiences from previous INVEST Summer and Winter Schools

*"The whole experience was unique. Informative, interesting, time consuming, sometimes stressful but totally worth it. Great first impression and would participate again."*

*"My experience was amazing! Even though it was tiring and it had quite a few difficulties, this program has taught me so many things and I will be forever grateful for the experiences I gained."*

*"Amazing, wonderful and irreplaceable. One of the greatest weeks for my life."*

*"It's a very important platform for young students to go beyond the comfort zone and get in touch with a different environment"*



## Costs and funding

INVEST project will cover the travel and accommodation with half board.

## Accommodation

Accommodation during the programme in Nurmes will be in holiday apartments. The apartments in Nurmes have fully equipped kitchens, sauna, washing machines and Wi-Fi. Accommodation in Joensuu will be in a hotel.

## Partners and contact persons in each university

- Karelia University of Applied Sciences:  
Kaija Saramäki, [kaija.saramaki@karelia.fi](mailto:kaija.saramaki@karelia.fi)  
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## Additional information

The teaching language is English. Applying to the course is also considered as consent to participate in the research carried out in the project. Assignments, online discussions and other material produced during the course can be used as research material. The identities of the participants cannot be identified from the research reports. Part of the course assignments can be published.

The course is part of the INVEST (INnoVations of REgional Sustainability: European University Alliance) project funded by Erasmus+ Programme of the European Union.

## More information about the course content and practical arrangements

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<https://www.invest-alliance.eu/>

## How to apply?

Applications by 13.12.2024 at  
INVEST Virtual Campus:  
<https://bit.ly/3AWRv4i>

The application will be evaluated based on your motivation letter, including your motivation for participating and how you plan to utilise the information from the course in your further studies and career.

Maximum number of students:  
35 (5 students from each INVEST university).

