4InnoPipe2

4InnoPipe2 is a joint entrepreneurial program of Reutlingen University (Germany), Zagreb School of Economics and Management (Croatia), Kyiv Academic University (Ukraine), University of Helsinki (Finland), ELEKS (Estonia), Luxembourg School of Business (Luxembourg), Kozminski University (Poland), and the University of Prishtina (Kosovo).

The program aims to equip participants with the skills to create business solutions that have a positive societal and environmental impact. It also seeks to develop participants' potential and show them how to apply it in various contexts – as entrepreneurs, active citizens, or employees in the public, private, or third sector.

The course consists of core workshops, masterclasses and hackathon. In core workshops participants focus on problem framing and in-depth problem exploration. Through user research, they investigate a social or environmental challenge to identify its root causes. They then map the customer and user journey and develop a data-driven product or service vision. Towards the end of the course, participants also attend a workshop on audience-oriented pitching.

We offer four hybrid masterclasses: Storytelling (Zagreb), Agile Project Management (Warsaw), Sustainable Business Models (Helsinki), Focus on Job-crafting: Intrapreneurship Workshop (Warsaw).

As part of the program, we also offer three hybrid hackathons. The hackathon *In Two Minds* focuses on creativity and overcoming challenges (Reutlingen). The hackathon *DigiEduHack* rethinks education in the age of digital skills (Warsaw). The hackathon *Ideathon* is a Case Study Creation event in Warsaw.

In addition, participants can take part in several coaching sessions on business model creation. These sessions build on the knowledge gained in the core courses, masterclasses and hackathons. Coaches guide participants through five key aspects of the business model: value proposition, desirability, feasibility, viability, and competition.

The course concludes with a pitching event, where participants present their projects and compete across different categories. This event serves as the course's final exam.

The program follows the logic of short work cycles, drawing on the double-diamond approach and the scientific method. It is designed as project- and challenge-based learning, with participants developing their own venture ideas. While having a business idea beforehand is not required, it may help participants progress more quickly.

Teaching is based on the principles of competency-based learning (including the European Entrepreneurship Competence Framework) and self-directed learning. The course is open to both beginners and participants with previous entrepreneurial experience.

If you have any questions, please contact: lyubomyr.matsekh-ukrayinskyy@reutlingen-university.de

CORE COURSES

06.10.2025_17:00-18:00 CET - Intro: process, selecting the problem area (Dr. Lyubomyr Matsekh/ UR)

10.10.2025_ 17:00-18:00 CET - Sustainability (Dr. Lyubomyr Matsekh/ UR)

13.10.2025_17:00-18:00 CET - Value creation (Srdjan Redzepagic/ LSB)

16.10.2025_17:00-19:00 CET - User research and interview training (Matteo Forgiarini/ LSB)

28.10.2025_17:00-19:00 CET - Observing and discovering/ team building (Mirna Korican Lajtman/ LSB)

4.11.2025_17:00-19:00 CET - Persona development (Teodora Szabo Douat/ LSB)

12.11.2025_17:00-19:00 CET - Reflection intervention (Dr. Lyubomyr Matsekh/ UR)

21.11.2025_17:00-19:00 CET - Customer journey mapping (Francisco Gallego/ KU)

24.11.2025_17:00-19:00 CET - Ideation and concept creation (Monika Sońta/ KU)

05.12.2025_14:00-18:00 CET - Pitch training: ABC (Colin Bennett/ UR)

11.12.2025_15:00-17:00 CET - Pitch training: coaching session (Colin Bennett/ UR)

MASTERCLASSES

30.9.2025_full day - Masterclass on Storytelling in Zagreb (ZSEM)

27.-28.10.2025_14:00-18:00 CET - Agile Project Management with Olek Prokopiv and Ewa Mika in Warsaw (KU)

21.11.2025_10:00-13:00 CET - Sustainable Business Models with Xenia Duffy in Helsinki (ELEKS and HU)

11.12.2025_16:00-19:30 CET - Focus on Job-crafting: Intrapreneurship Workshop with Dr. Gentrit Berisha in Warsaw (KU)

HANDS-ON WORKSHOP/ HACKATHON

25.10.2025_09:00-18:00 CET - CREATON 'In Two Minds' Creativity and the Brain with Colin Bennett (ELEKS)

14-15.11_17:00-16:00 CET – DigiEduHack in Warsaw (KU)

10.12.2025_TBD CET - Ideathon - Case Study Creation Night in Warsaw (KU)

FINAL EVENT/ EXAM

15.12.2025_17:00-20:00 CET - PITCH YOUR IDEA (3h)

LECTURERS

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Marie-Lou Manca (4) Marie-Lou MANCA | LinkedIn

Xenia Duffy (UR) - (99+) Xenia Duffy - Chief Zebra 🦓 | LinkedIn

Colin Bennett (UR) - Presentations Coaching Training Workshops Newcastle | Frankfurt – Colin Bennett

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