

Introduction

As part of the strategy of the UBC, the collaboration between all HEIs and deep industry companies has played a vital role in fostering innovation and entrepreneurship throughout both ABCD project phases. Through a series of activities such as guest lectures, hackathons, and other interactive events, the goal has been to embrace entrepreneurial education and provide students with practical experiences that will enrich them with valuable skills and knowledge. By participating in these activities, students have the opportunity to develop critical skills such as problem-solving, teamwork, communication, and creativity, while also gaining real-world industry insights and networking opportunities.

This document showcases the successful collaborations and activities that have been implemented as part of the UBC's strategy, demonstrating the impact of these partnerships on students and the wider business community. It also acknowledges the values and skills that students can gain from these partnerships. This collaboration is not only beneficial for students in the present, but will also create a pipeline of skilled and innovative professionals who will drive future advancement in the deep tech industry.

Name of the University: Belgrade Metropolitan University

Type of activities (circle from the list below):

- **Guest lectures and other modalities of presence**
- Internship offers
- Presentation and training opportunities for startups and funding opportunities
- Calls for specific topic and mentorship for Capstone project
- Call for collaboration in part of teachings, practical and project activities
- Conference on deep tech entrepreneurship
- Idea/ Innovation lab
- Bootcamp

- Immersive projects
- Final thesis
- Pitch Competitions
- Immersion program
- Deep Tech expo
- Other _____

Name of the activity: "The role of digital technologies in development of sustainable tourism"

Name of the company: Visit Online d.o.o

Company representative: Mr. Branislav Dogandžić

Number of participants: 24

Describe and explain the activity:

Visit online is the leading tech company in the region in the field of on-line ticketing and promotion in tourism. The purpose of the guest lectures was to introduce attendance to new trend in digital promotion and sales such as 1 ticket for all venues, augmented reality solutions in digital marketing, sustainable tourism and potential usage of ai algorithms in sales prediction.

With which non-higher education organization (NON- HEI) you collaborated on this activity:

None

Date of the Activity: June 10th, 2024

Explain the outcome of the activity (short description):

Outcome of the activity is understanding the importance and possibilities to implement deeptech solutions in digital marketing and sales in tourism

Attach photos for evidence:



<https://www.metropolitan.ac.rs/novosti/met-talks-odrzano-predavanje-uloga-digitalnih-tehnologija-u-odrzivom-razvoju-turizma/>



Name of the University: University American College Skopje (UACS)

Type of activities (circle from the list below):

- **Guest lectures and other modalities of presence**
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Name of the activity: UACS- 'Macedonia's Sustainable Leap: Innovative Solutions for SGS

Name of the company: University American College Skopje

Company representative: Professor Elena Bundaleska and Professor Marija Stanojeska

Number of participants: 50

Describe and explain the activity:

As part of the ABCD project, for the purpose of dissemination of knowledge, on May 30, 2024, an event entitled 'Macedonia's Sustainable Leap: Innovative Solutions for SDGS' was hosted at Netaville Skopje by University American College Skopje. Using the Design Thinking Concept, second year Business Ethics students presented their Business Model Canvases, related to the UN 17 Developmental Goals and the Deep Tech Industry. The three-member committee, consisting of members of the academia and the business sector, awarded one among 11 presented ideas as a winning idea. Congratulations to Dimitar, Arta, Flori, and Martina for their business concept, "Feeding People, Not the Landfields." Their winning idea envisions an app that connects restaurants, grocery stores, bakeries, and supermarkets. Through this platform, customers can purchase online food items close to their

expiration dates, at discounted prices. By reducing food waste and ensuring that surplus items reach those in need, this initiative exemplifies the intersection of technology, sustainability, and social impact.

Date of the Activity: 30.05.2024

Explain the outcome of the activity (short description):

The event "Macedonia's Sustainable Leap: Innovative Solutions for SDGs" successfully showcased the innovative potential of second-year Business Ethics students from University American College Skopje. Using the Design Thinking Concept, students presented business models aligned with the UN's 17 Developmental Goals and the Deep Tech Industry. The winning idea, "Feeding People, Not the Landfills," proposed by Dimitar, Arta, Flori, and Martina, demonstrated a creative solution to reduce food waste through an app connecting food retailers with consumers to purchase items nearing expiration at discounted prices. This initiative not only highlighted the students' entrepreneurial skills but also emphasized the importance of sustainability and social impact, receiving commendation from a three-member committee of academic and business experts.

Attach photos for evidence:

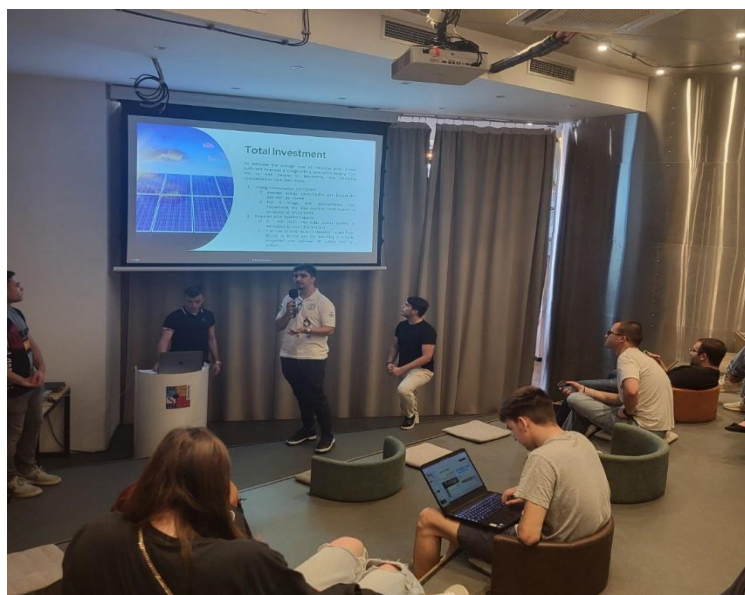


EIT HEI Initiative

Innovation Capacity Building
for Higher Education



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Name of the University: University American College Skopje (UACS)

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Name of the activity: UACS Talk- Frontiers of Innovation: The intersection of AI and Robotics

Name of the company: GENITOR

Company representative: Atanas Tanev, (Ph.D. Karlsruhe Institute of Technology), CEO and co-founder of GENITOR.

Number of participants: 28

Describe and explain the activity:

Within the ABCD project activities, as part of WP4, which we have successfully linked it to our UACS talks, the students had an opportunity and privilege to follow the lecture of our guest Atanas Tanev, (Ph.D. Karlsruhe Institute of Technology), CEO and co-founder of GENITOR with whom University American College Skopje has signed a Memorandum of Understanding within the ABCD Project. He had presented GENITOR (from idea to establishment) and their brand new product "MICHELANGELO" - automated painting system, involving students into the AI and Robotics Frontier: Where Innovation Knows No Limits!

In addition, he provided relevant info and shared his experiences on building up an IT company as well as the path along the way.

Please follow the link to the official website of GENITOR: <https://www.f6s.com/company/genitor>

Link to the Facebook post: <https://www.facebook.com/share/p/4XnheSUWGdrgA1xx/>

Date of the Activity: 25.04.2024

Explain the outcome of the activity (short description):

The activity provided students with valuable insights into the intersection of AI, robotics, and entrepreneurship through a lecture by Dr. Atanas Tanev, CEO and co-founder of GENITOR. He detailed the journey from the conceptualization to the establishment of GENITOR and introduced their innovative product "MICHELANGELO," an automated painting system. Additionally, Dr. Tanev shared his experiences in building an IT company, offering practical advice and inspiration. This engagement enriched students' understanding the technologies and entrepreneurial pathways.

Attach photos for evidence:

EIT HEI Initiative


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European Institute of
Innovation & Technology

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University
American
College
Skopje

18
YEARS

UACS TALK

SCHOOL OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY


April 25, 2024
17:15 h
Amphitheater 1

ATANAS TANEV
PHD AT KARLSRUHE INSTITUTE OF TECHNOLOGY
CEO OF GENITOR


FRONTIERS OF INNOVATION: THE INTERSECTION OF AI AND ROBOTICS

www.uacs.edu.mk

ABCD DEEP TECH

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Name of the University: University of Sarajevo (UNSA)

Type of activities (circle from the list below):



- **Guest lectures and other modalities of presence**

- Internship offers
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- Immersion program
- Deep Tech expo
- Other _____

Name of the activity: MHM Robotics – Your path to automation

Name of the company: MHM Robotics d.o.o.

Company representative: M.Sc. Medin Zukanović

Number of participants: 16

Describe and explain the activity:

As part of the ABCD project, which was implemented in cooperation with the University of Sarajevo Faculty of Mechanical Engineering on 28.5.2024. A presentation of the start-up company MHM Robotics was held at this Faculty. The company is deep tech oriented and deals with automation and robotization problems of production processes. This presentation was delivered to students of the first year of the second study cycle at the Department of Industrial Engineering and Management by a former student of the Faculty and this Department, M. Sc. Medin Zukanović. Mr. Zukanovic got the Gold Medal of the University of Sarajevo for his excellent academic performance while he was a student. The goal of the visit and the presentation was to get the students more familiar with the entire process of starting their own business, especially when it comes to deep tech. Further, to learn from a real case study of a person who successfully went through that process. To learn lessons from the mistakes made by others that will make their path easier, and also adopt the experiential knowledge of successful start-ups. Since Mr. Medin Zukanovic has just recently graduated at the University of Sarajevo – Faculty of Mechanical Engineering and established successful start-up, students had a lot of questions about all concerns that Mr. Zukanovic had while making the decision to create start-up as well as challenges he has been facing as entrepreneur.

Date of the Activity: 28.5.2024.

Explain the outcome of the activity (short description):

Students showed interest in the entire process of launching a start-up company. They developed a greater awareness of the importance and potential of starting their own business. Through communication with a successful startup company, they received answers to dilemmas and questions that they were interested in. Many of the students' questions were related to challenges, barriers, and problems faced by a start-up at the beginning of its work. There was also a discussion about the market and market barriers, whether and to what extent it is necessary to research the market before starting a business. The presentation took place in a relaxed atmosphere where students could express their plans for the future when it comes to employment. At the end of the presentation, it was noticeable that the student's interest in starting their own business increased significantly, especially in the direction of deep tech, such as the real-life case study presented by the MHM Robotics d.o.o. company.



Attach photos for evidence:



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Name of the University: University of Sarajevo (UNSA)



Type of activities (circle from the list below):

• Guest lectures and other modalities of presence

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Name of the activity: Application of 3D printing as a base technology of Industry 4.0 in the industrial sectors of Bosnia and Herzegovina

Name of the company: PROTODEVs d.o.o.

Company representative: M.Sc. Jasmin Smajić

Number of participants: 20

Describe and explain the activity:

As part of the ABCD project, which is implemented in cooperation with the University of Sarajevo Faculty of Mechanical Engineering on 28.5.2024. a presentation of the start-up company PROTODEVS was held at this Faculty. The company is deep-tech orientated and deals with engineering and design, 3d printing, and prototyping implementing the most advanced, novel, and state-of-art 3d printing materials. This presentation was delivered to students of the last year of the first study cycle at the Department of Industrial Engineering and Management by a former student of the Faculty and CEO of the start-up, M. Sc. Jasmin Smajić. The visit and presentation were aimed at several objectives. Firstly, to familiarize students with the process of starting their own business, particularly in deep tech. Secondly, to provide them with a real-life case study of a successful entrepreneur who went through this journey. Additionally, to teach the students practical lessons to facilitate their entrepreneurial path, learn from the errors of others, and implement knowledge of prosperous startups. Also, Mr. Jasmin Smajić promoted opportunities for students' internship in Protodevs. During and after the presentation there was discussion between Mr. Jasmin Smajić and students. Students were very active and asked many questions regarding the presentation as well as regarding the internship opportunity.

Date of the Activity: 28.5.2024

Explain the outcome of the activity (short description):

The students who attended the presentation showed great interest since they are coming from the Faculty of Mechanical Engineering, and the company deals with fields that are closely related to the mechanical engineering profession. The novel and advanced things that the company does attracted several students to apply for an internship in the mentioned company. The presentation was not only interesting for the students from the aspect of the field it deals with but also from the entire journey of establishing one's own business. Students learned a lot about various ways of start-up financing, as well as support funds that offer this type of support for newly founded startups. Also, they learned how to approach potential clients and which self-promotion and marketing channels to use. They

gathered new knowledge that will certainly help them in the direction of forming their own business, especially deep tech related.

Attach photos for evidence:





Name of the University: University of Montenegro

Type of activities (circle from the list below):

- **Guest lectures and other modalities of presence**

- Internship offers

- **Presentation and training opportunities for startups and funding opportunities**

- Calls for specific topic and mentorship for Capstone project
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- Deep Tech expo
- Other -----

Name of the activity: Workshop entitled "Start-up Idea: From Concept to Realization"

Name of the company: IPC Tehnopolis

Company representative: Željko Lučić

Number of participants: 20

Describe and explain the activity:

In the premises of the Rectorate of the University of Montenegro, an inspiring workshop entitled "Start-up Idea: From Concept to Realization" was held. The workshop was organized as a joint initiative of The Francophone Employment Office of the University of Montenegro (CEF Montenegro), ERASMUS+ project AL4LIFE, EIT HEI project "ABCD" and EURAXESS Montenegro.

The main moderator of the event was Željko Lučić, an alumni of the University of Montenegro, who is the manager of the incubator in Technopolis, entrepreneur and manager of the Boost Me Up pre-acceleration program. With extensive experience in the field of startup development, Lučić provided students with an insight into the entrepreneurial ecosystem of Montenegro, the process of creating their own business, available support measures and sources of financing, emphasizing the special importance of using AI tools in modern business.

With which non-higher education organization (NON- HEI) you collaborated on this activity:

IPC Tehnopolis

Date of the Activity: April 23, 2024

Explain the outcome of the activity (short description): This was an opportunity to get acquainted with practical skills, improve their network of contacts and gain a deeper understanding of the modern entrepreneurial market in Montenegro.

Attach photos for evidence:





Name of the University: University of Montenegro

Type of activities (circle from the list below):

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Name of the activity: Speed Mentoring Session titled "Short Meetings, Long-Term Vision"

Name of the company: Startup/company Flourish and DigitalBee Academy; Coinis; Logate; ICT Cortex

Company representative: Jasna Pejović, Executive Director and founder of Flourish and DigitalBee Academy and UoM alumni; Ana Nives Radović, PhD, author of Fintechlopedia; Tamara Pavlovic, Data Reporting Analyst, Coinis; Maša Miladinović, Product Marketing Manager, Logate; Milena Aković, Chief Marketing Officer, ICT Cortex; Dr. Andreja Mihailović, president of Women4Cyber Montenegro.

Number of participants: 25

Describe and explain the activity:

University of Montenegro hosted a Speed Mentoring Session titled "Short Meetings, Long-Term Vision" on April 25, 2024. The event was organized by Women4Cyber Montenegro, ICT Cortex and the University of Montenegro, supported by Erasmus+ AL4LIFE, EIT HEI ABCD i ERA TALENT/EURAXESS Montenegro. This was an exceptional opportunity for young girls to learn about the opportunities and challenges of a career in information and communication technologies, a sector in which women are a minority. The participants had the opportunity to communicate directly with experts from the ICT sector, exchange experiences and gain insights that will help them in their further professional development.

With which non-higher education organization (NON- HEI) you collaborated on this activity:

Startup/company Flourish and DigitalBee Academy; Coinis; Logate; ICT Cortex

Date of the Activity: April 25, 2024

Explain the outcome of the activity (short description):

This was an opportunity to the support and empowerment of women and girls in the ICT industry, aimed to contribute to strengthening the participation and role of women in ICT, rise their soft skills and inspire new generations to explore and conquer technological spheres and businesses, as well as to support the construction of a more inclusive ICT future in Montenegro.

Attach photos for evidence:

