

Advancing Entrepreneurial Education through Generative AI: Insights from the SEEN Project

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The SEEN (Social Entrepreneurship Ecosystems Network) project addresses the critical need for innovative and inclusive entrepreneurial education in higher education institutions, leveraging generative artificial intelligence (AI) technologies. Situated within the ERASMUS+ programme framework, this initiative aims to empower students by offering personalized guidance, systematic mentorship, and targeted skill development for entrepreneurial endeavors.

Motivated by global economic shifts and increasing demands for digital competencies, the project's primary objective is to modernize entrepreneurial education, making it accessible to diverse student populations, including those from disadvantaged backgrounds. A systematic training methodology is introduced for educators to enhance their capacity to identify and nurture entrepreneurial talent effectively. Concurrently, a specialized AI-driven platform is developed, focusing on comprehensive analysis and evaluation of start-up ideas, facilitating students' practical application of entrepreneurial knowledge and skills.

Implementation activities are structured across dedicated work packages that include course design, AI platform deployment, ecosystem development for student-investor interactions, and extensive dissemination campaigns. The expected outcomes encompass pilot courses, a validated training database, a micro-credentials system, and strengthened innovation ecosystems connecting academic insights with practical entrepreneurial opportunities.

The SEEN project not only promotes the adoption of advanced AI solutions in entrepreneurship education but also aligns closely with European priorities of digital transformation, inclusivity, and innovation. Ultimately, this initiative aims to create sustainable and scalable educational impacts, fostering an entrepreneurial mindset and equipping students with essential competencies for thriving in the digital age.