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SEEN: Social Entrepreneurship
Ecosystems Network

Leveraging AI Conversational Agents to Enhance Student Entrepreneurship Education: Insights from the SEEN Project

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ERASMUS+

About the SEEN Project

The SEEN (Social Entrepreneurship Ecosystems Network) project, funded by ERASMUS+, explores how generative AI can support entrepreneurial learning in European higher education. Students often lack access to timely, personalized feedback — a critical factor in the development of start-up ideas.

Partners:

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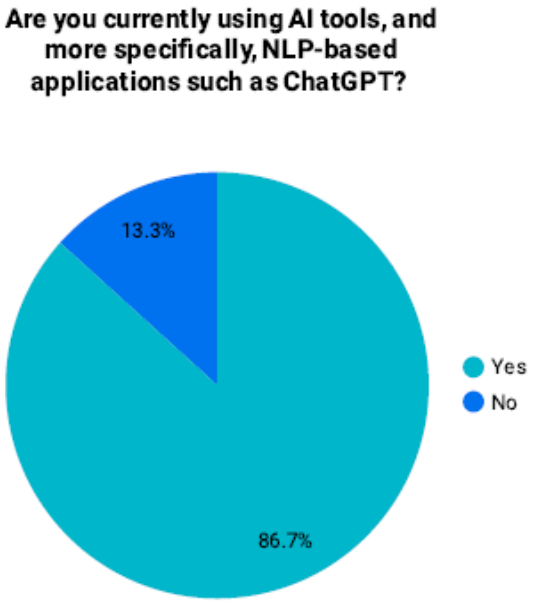
Gathering Insight

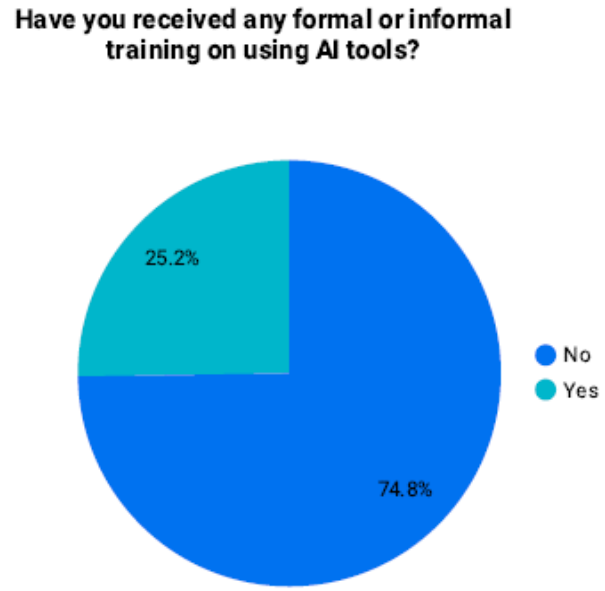
- **Approach:** Complex multi-actor survey exploring the needs of students, academics and stakeholders.
- **Statistical relevancy:** More than 400 participants from more than 10 European countries across a broad spectrum of innovation level.
- **Continuous Collection.**

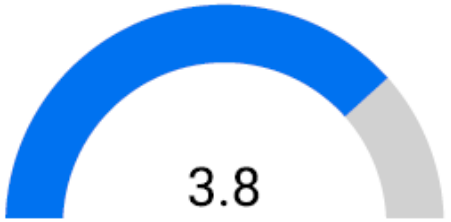
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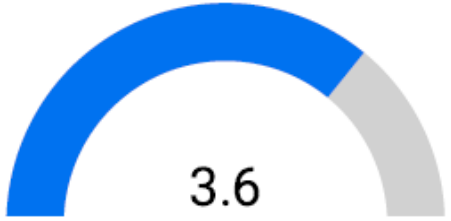
The Need for Generative AI Support in Entrepreneurial Learning
Student perspective







If you are using any, how useful do you find them? (Avarage 1 of 5)

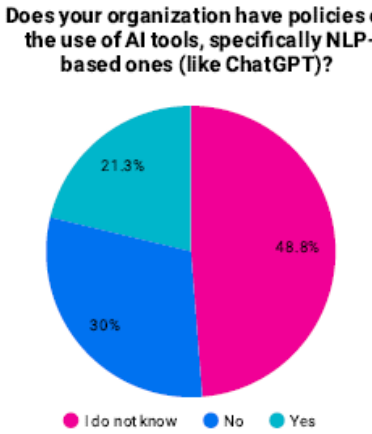


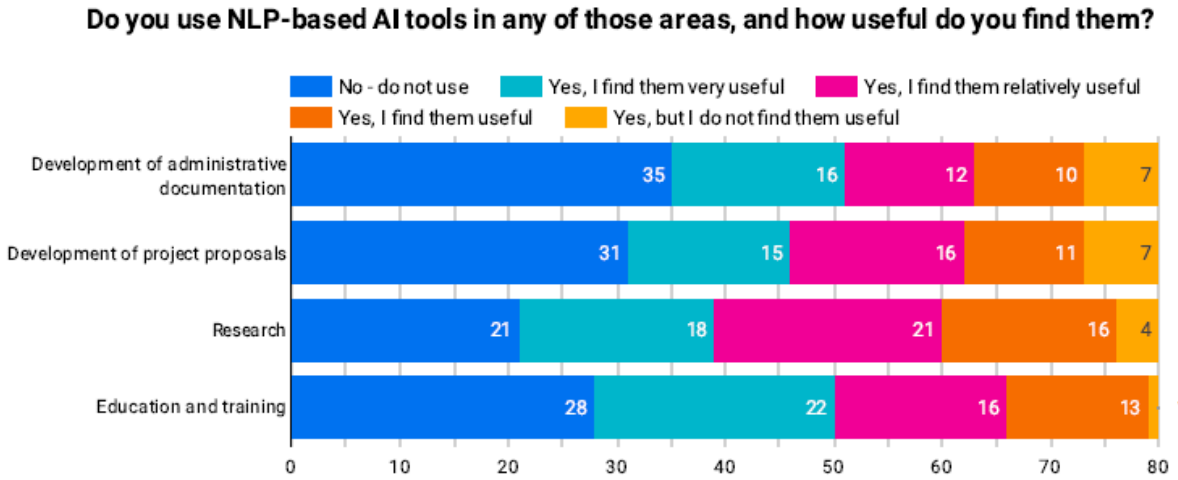
How interested are you in using custom tailored AI tools developed by your institution? (Avarage 1 of 5)

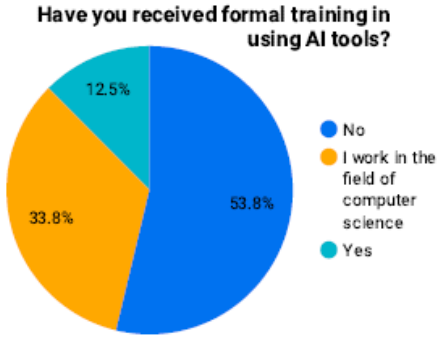
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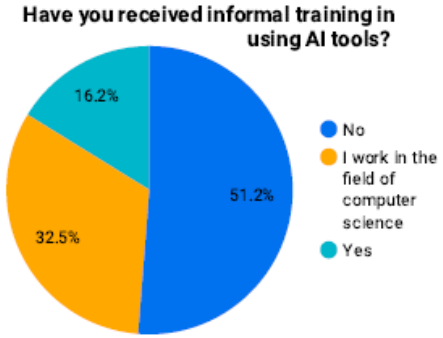
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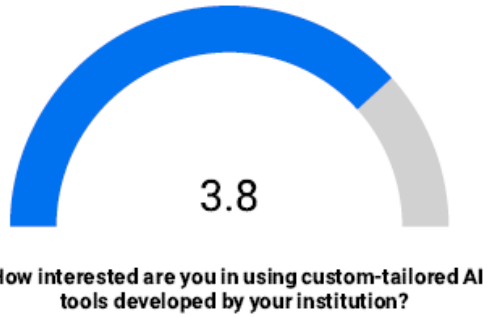
The Need for Generative AI Support in Entrepreneurial Learning
Academic perspective





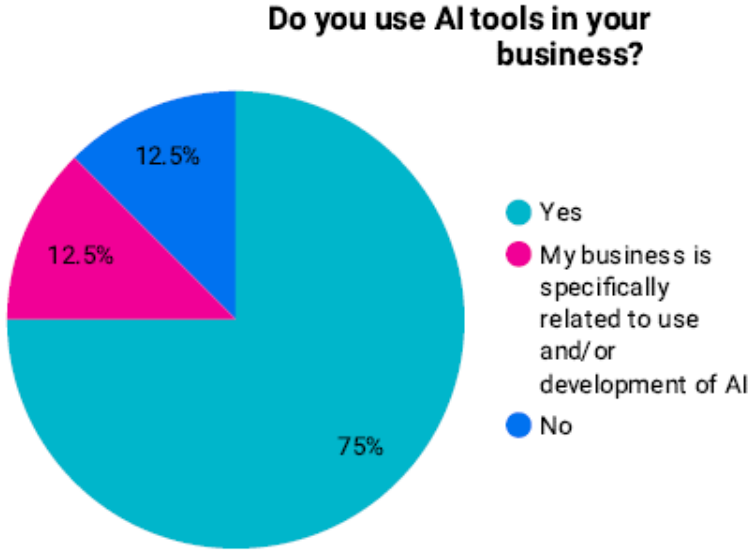






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The Need for Generative AI Support in Entrepreneurial Learning
Entrepreneur perspective

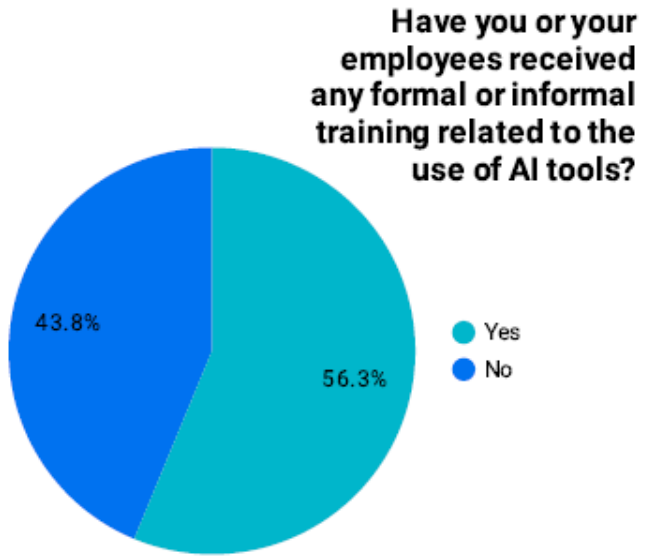




How useful do you find AI in the operation of your company?



How beneficial would informal training in AI tools, designed to enhance your productivity, be for you?



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The SEEN approach

- **Develop specialized courses** for academics and students. The courses will blend entrepreneurial and AI training.
- **Develop a specialized generative AI tool** to support students in their first steps as entrepreneurs.
- **Synergize** the provided training and AI tool into dedicated student events – innovation camps, start-up competitions, etc.

Current progress

- **Training courses** are ready and piloted. Soon to be made available for wider use.
- **AI agent in development** – ETA – September 2025
- **Future events** will provide both training and access to the developed digital tool.

Thank you for your attention