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# AI in Entrepreneurship Education



**JA  
Europe**

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JA Worldwide



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Tech Talent

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# JA Worldwide

As one of the world's largest and most-impactful youth-serving NGOs, JA provides hands on, immersive learning experiences in:



ENTREPRENEURSHIP



WORK READINESS



FINANCIAL LITERACY

## IMPACT PER YEAR

100+

COUNTRIES

6

REGIONS

17M+

LEARNING  
EXPERIENCES

177M+

CONTACT  
HOURS

300K+

TEACHERS

117K+

SCHOOLS

375K

VOLUNTEERS

3K+

PARTNERS

## PARTNER-DRIVEN EDUCATION



## GLOBAL RECOGNITION



# AI IN ENTREPRENEURSHIP EDUCATION



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## BLENDING AI AND ENTREPRENEURSHIP



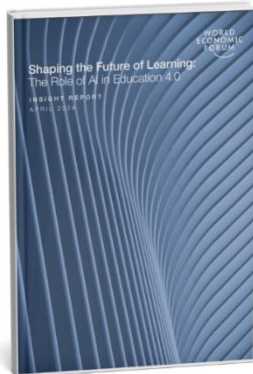
22  
Teachers certified



800  
Students in the pilot

The programme equips young people with skills to navigate the digital world and prepare for the future of work.

WORLD  
ECONOMIC  
FORUM



The programme's success was also recognized on a global stage by the World Economic Forum report as a best practice. JA Europe's AI programme is featured as one of the eight case studies by the World Economic Forum's recent Shaping the Future of Learning report.



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## AI AND ENTREPRENEURSHIP IN THE FOOD SECTOR



12 556 youth reached since  
the launch of the programme

504 Certified educators



Delivering the programme in 10  
countries in Albania, Bulgaria, Czech Republic, France, Greece, Italy, Portugal, Romania, Spain and Ukraine.



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# Roadmap

Long version (52h)



1

## Demistify

Students engage in defining entrepreneurship and formulate their own understanding of AI and explore the lifecycle of an AI project (AI agri-food application and case studies).

2

## Inspire

Students engaging in data literacy learn to identify and utilize different types of data.

3

## Acquire

Students delve into the project lifecycle by comparing coding with no-code tools and explore Computer Vision. They also start working on the linkage between problems, solutions and emerging opportunities (agri-food challenges).

5

## Empower

Students create a solution idea by building a prototype with Python. Students analyze the business, develop a Business Model Canvas and realize a pitch.

4

## Experience

Python in-depth study with functions, operations and libraries, with practical use of Jupyter notebooks and basic math operations for AI.

## OUTPUT

Students develop a business idea of a solution to the agri-food challenge and build the prototype of a coding solution.

# START-UPS



FoliageAI from Ukraine created an intelligent system that recognizes plants from photos and determines their health status.



PulsePal is an innovative Arduino-based device that monitors vital signs, including pulse rate, body temperature, and oxygen levels. It transmits this data in real time to healthcare providers through the IoT platform ThingSpeak, enabling remote health monitoring.

# Key Learnings

## Investing in schools and communities



- **Bring AI into classrooms where it matters most:** Deliver programmes in VET and technical schools to ensure underserved youth gain future-ready skills.
- **Use public funding to unlock local innovation:** Strategic EU-level support (like Erasmus+ or EIT) turns early-stage ideas into scalable, community-driven solutions.
- **Equip teachers and students with real tools:** Provide access to labs, licenses, and AI use-case toolkits that support hands-on learning through entrepreneurial projects.

## Investing in teachers' training



- **Empower educators with flexible, future-ready training:** Ongoing investment in teacher capacity ensures scalable, locally relevant delivery of AI and digital skills.
- **Scale impact through train-the-trainer models:** Equip expert educators to train others, building national reach and embedding AI teaching into school systems.
- **Engage industry to make training market-relevant:** Involve business in content co-creation, mentoring, and delivery to align teaching with real-world tools, trends, and talent needs.



AI-ENTR4  
YOUTH



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# This Is JA Europe

[www.jaeurope.org](http://www.jaeurope.org)



Food



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