14.04.2026

Ek-2

İSTANBUL TEKNİK ÜNİVERSİTESİ

REKTÖRLÜĞÜNE

Üniversitemizin paydaşı olduğu ve İTÜ Proje Yürütücülüğünü üstlendiğim De-TECH Projesi; (Derin Teknoloji Avrupa Girişim Oluşturucusu), üniversite araştırmaları ile piyasa arasındaki boşluğu kapatmayı amaçlayan ve EIT HEI (Avrupa İnovasyon ve Teknoloji Enstitüsü – Yükseköğretim Girişimi) tarafından finanse edilen bir Avrupa işbirliği projesidir.

İTÜ proje ekibi koordinasyonda yürütülen "**DE-TECH Entrepreneurship Training and Mentoring Programme 2026 / DE-TECH Girişimcilik Eğitimi ve Mentörlük Programı 2026**" için başvurular açılmıştır.

Program; lisans, yüksek lisans ve doktora öğrencileri ile akademik ve idari personele yönelik olup, Nisan–Haziran 2026 döneminde 10 hafta boyunca çevrim içi olarak gerçekleştirilecektir. Programın amacı, katılımcıların girişimcilik ve inovasyon yetkinliklerini geliştirmek, derin teknoloji alanındaki fikir ve araştırmaların ticarileştirilmesini desteklemek ve Avrupa çapında kapsayıcı bir inovasyon ağı oluşturmaktır.

Başvuru formu: https://eventos.upm.es/150970/detail/de-tech-entrepreneurship-training-and-mentoring-programme.html

Program yapısı ve haftalık modüller için ekte program afişi sunulmuştur.

İlgilenen adayların, 22 Nisan 2026 tarihine kadar aşağıda verilen çevrim içi başvuru formunu doldurarak başvurularını tamamlamaları gerekmektedir. Program kapsamındaki eğitimler 24 Nisan 2026 tarihinde başlayacak olup 26 Haziran 2026 tarihinde tamamlanacaktır.

İlgili eğitim tüm üniversitelere duyurulmasını arz ederim.

Saygılarımla,

Doç. Dr. Nihan Yıldırım

DE-TECH İTÜ Proje Yürütücüsü, İTÜ İşletme Fakültesi İşletme Mühendisliği Bölümü

İletişim ve daha fazla bilgi için:

e-posta: detech@itu.edu.tr

websitesi: https://detechproject.eu ; https://detech.itu.edu.tr

Ek 1: DE-TECH Girişimcilik Eğitimi ve Mentörlük Programı 2026 Program Afişi

Ek 2: DE-TECH Girişimcilik Eğitimi ve Mentörlük Programı 2026 Eğitim Takvimi

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Ek: 1

EIT HEI Initiative

Innovation Capacity Building for Higher Education

European Institute of Innovation & Technology

Funded by the European Union

Call for Applications: DE-TECH Entrepreneurship Training and Mentoring Programme

The application period is now open for students, academic staff, and non-academic staff from universities wishing to participate in the Entrepreneurship Training and Mentoring Programme, as part of the De-TECH Project, funded by the EIT Higher Education Initiative.

March 2026

European universities are joining forces to boost entrepreneurial skills and foster innovation in deep tech through the De-TECH Entrepreneurship Training and Mentoring Programme 2026, now open for applications. Funded by the EIT Higher Education Initiative, the programme will provide students, researchers, and university staff with the tools, mentorship, and networks to turn their ideas into impactful ventures.

The call is open to bachelor's, master's, and PhD students, as well as academic staff (faculty and researchers) and non-academic staff (administrative and professional services) from higher education institutions across Europe. Over a 10-week online training period (April–June 2026), participants will develop essential entrepreneurial and innovation skills while connecting with mentors and peers in the European innovation ecosystem.

The programme is led by a consortium of prestigious universities —the Technical University of Madrid (UPM), the Estonian Business School (EBS), the Istanbul Technical University (ITU), and the Leibniz University Hannover (LUH)— which will facilitate the connection between participants, mentors, and the European innovation ecosystem.

PROGRAMME OBJECTIVES

- ✓ Provide participants with core entrepreneurship knowledge (idea valorization, market validation, business modeling, financial planning, governance, and IPR strategy).
- ✓ Support the commercialization of deep tech research and innovations through structured mentoring.
- ✓ Build an inclusive innovation community, fostering collaboration between students, researchers, and industry mentors across Europe.

PROGRAMME STRUCTURE

Participants will complete 60 hours of training combining in-class sessions, Innotech Pills videos, self-study, and pitching preparation. Sessions will run on Friday's at 14:00 CET.

- 2–3 hours per week.
- 23 of in-class hours
- 3 hours of Innotech Pills Videos
- 20 hours of self-study and pitching presentation preparation

Leibniz Universität Hannover · Politécnica · Universidad Politécnica de Madrid · İTÜ · Estonian Business School · technoport · EFFECTIA · Istanbul Metropolitan Municipality · Tech Istanbul

Weekly modules will cover

1. Idea & Technology Valorization — 24 April 2026 (Friday)
2. Customer Journey & Need Analysis — 8 May 2026 (Friday)
3. Product-Market Fit & QFD Analysis — 15 May 2026 (Friday)
4. Market Validation & Testing — 22 May 2026 (Friday)
5. Financial Modeling & Funding — 5 June 2026 (Friday)
6. Company Scaling & Governance — 12 June 2026 (Friday)
7. Intellectual Property Rights & Strategy — 19 June 2026 (Friday)
8. Pitching and Entrepreneurial Communication Training — 26 June 2026 (Friday)

For Certification and Successful Completion of the Training: Business Model and Plan Pitching Presentation Submission — 3 July 2026 (Friday)

Alongside training, participants will engage in mentoring sessions led by distinguished deep-tech mentors. Mentors will be drawn from the De-TECH Mentorship Network, including industry leaders, venture partners, and alumni entrepreneurs. These sessions will provide participants to further develop and refine their entrepreneurial projects. Mentoring to the teams/individuals whose ideas were selected for the mentoring round:

- First round: July- August 2026
- Second Round: September – October 2026

At the end of the programme, the most promising projects will receive further support through three stages of mentoring: Tech-to-Market Validation, Business Validation, and Growth & Communication.

WHAT WILL YOU GAIN?

- Practical Skills: Innovation management, market validation, funding strategies.
- Mentorship Access: Guidance from experienced mentors across Europe.
- Networking: Opportunities with peers, corporates, and investors.
- Recognition: Certificate of completion, with potential micro-credentials.

SELECTION AND PARTICIPATION REQUIREMENTS

- Applicants must be affiliated with a university.
- Active participation in weekly trainings and mentoring sessions is mandatory.
- Both teams and individuals are welcome to apply.
- Selection will be based on motivation, innovation potential, and commitment.

HOW TO APPLY

- Interested candidates should submit the online application form by **20 April 2026**.
- Trainings starts in **April 24, 2026** and **ends in June 26, 2026.**

Apply now through the application form by clicking here

For questions: detech@itu.edu.tr

EIT HEI Initiative

Innovation Capacity Building for Higher Education

European Institute of Innovation & Technology

Funded by the European Union

Deep Tech European Venture Builder

What is the Deep Tech European Venture Builder Consortium?

The Deep Tech European Venture Builder Consortium is coordinated by the Universidad Politécnica de Madrid (UPM) and includes the Estonian Business School, Istanbul Technical University, and Leibniz University Hannover. The consortium also includes two industrial partners: Technoport, a high-tech incubator based in Luxembourg, and Effectia, an innovation consultancy from Spain. Additionally, the Istanbul Metropolitan Municipality participates as a public sector partner.

The European Union funds the Deep Tech European Venture Builder Competition 2025 through the EIT HEI Initiative. It is structured around four key pillars to bring university-based innovations to market:

- Identify promising technologies developed at the partner universities through collaboration with their Technology Transfer Offices (TTOs), and assess their market potential.
- Launch innovation challenges that connect universities and companies with real-world needs, promoting creative and entrepreneurial thinking among students and researchers.
- Run the De-TECH competition, supported by an intensive start-up acceleration programme that includes training, mentoring, and financial assistance. Winning projects will receive funding and present their ideas to investors at DemoDay events.
- Deliver training in entrepreneurial and technological skills for students, researchers, and university staff, aiming to foster an entrepreneurial mindset and equip participants with the tools they need to lead innovation.

www.detechproject.eu

Ek 2:

EIT HEI Initiative

Innovation Capacity Building for Higher Education

European Institute of Innovation & Technology

Funded by the European Union

DE-TECH Entrepreneurship Training and Mentoring Programme Calendar

March 2026

Weekly modules

1. Idea & Technology Valorization — 24 April 2026 (Friday)
2. Customer Journey & Need Analysis — 8 May 2026 (Friday)
3. Product-Market Fit & QFD Analysis — 15 May 2026 (Friday)
4. Market Validation & Testing — 22 May 2026 (Friday)
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6. Company Scaling & Governance — 12 June 2026 (Friday)
7. Intellectual Property Rights & Strategy — 19 June 2026 (Friday)
8. Pitching and Entrepreneurial Communication Training — 26 June 2026 (Friday)

For Certification and Successful Completion of the Training:

Business Model and Plan Pitching Presentation Submission — 3 July 2026 (Friday)

Mentoring to the teams/individuals whose ideas were selected for the mentoring round.

DE-TECH Entrepreneurship Training and Mentoring Programme – 2

Week-1 **IDEA & TECHNOLOGY VALORIZATION: CRITICAL ELEMENTS 24 April 2026 Friday**	
Date	**Topic**
14:00 CET	Hypothetical value proposition
15:00 CET	Entrepreneurial Team
16:00 CET	TRL roadmap *(can be moved to other weeks if needed)*

Hypothetical Value Proposition & Target Stakeholders

Content

- This session introduces the foundations of formulating a hypothetical value proposition in technology-based ventures and links it to the identification of relevant stakeholders.
- Participants learn how to translate technical features into value for different audiences and how to map stakeholders who can influence commercialization success.

Objectives

- To equip participants with methods for creating value hypotheses.

- To demonstrate how stakeholder mapping supports the validation of value propositions.
- To emphasize the role of early alignment between technology, value, and stakeholders.

Learning Outcomes

- Develop a hypothetical value proposition for a deep-tech innovation.
- Identify and classify key stakeholders relevant to commercialization.
- Assess how value delivery differs across stakeholder groups.
- Align value propositions with stakeholder priorities.

Team

Content

This session explores the importance of team structures and dynamics in deep-tech entrepreneurship. It highlights how interdisciplinary collaboration, role distribution, and decision-making processes contribute to successful innovation.

Objectives

- To explain team roles and their impact on entrepreneurial outcomes.
- To introduce governance and communication practices within teams.

Learning Outcomes

- Identify key roles within innovation teams.
- Understand the link between team composition and project performance.
- Apply governance and collaboration methods in project settings.

TRL Roadmap

Content

This session presents the Technology Readiness Level (TRL) framework as a tool for assessing innovation maturity. Participants learn how to build TRL-based roadmaps that guide the transition from laboratory research to commercial deployment.

Objectives

- To explain the TRL framework and its applications.
- To provide tools for roadmap development and resource planning.

Learning Outcomes

- Assess a project's TRL using defined criteria.
- Develop a TRL roadmap for innovation scaling.
- Evaluate how TRL progression influences commercialization strategy and resource allocation.

Week-2 HYPOTHETICAL CUSTOMER JOURNEY & DECOMPOSITION - 8 May 2026 (Friday)	
Date	**Topic**
14:00 CET	Hypothetical customer journey & decomposition
15:00 CET	Target Stakeholders and Qualitative analyses of stakeholder needs
16:00 CET	Prioritization of need statements

Hypothetical Customer Journey, Decomposition & Qualitative Analyses of Stakeholder Needs

Content

Introduces customer journey mapping and decomposition techniques. Participants learn to structure customer interactions and break them into meaningful stages to uncover opportunities for innovation.

Objectives

- To teach methods for mapping customer journeys.
- To highlight decomposition as a tool for identifying gaps and opportunities.

Learning Outcomes

- Build a customer journey map.
- Decompose customer interactions into analyzable stages.
- Identify pain points and opportunity areas.

Prioritization of Need Statements

Content

Focuses on stakeholder need analysis and prioritization. Participants learn qualitative techniques to assess stakeholder demands and convert them into actionable requirements.

Objectives

- To teach qualitative stakeholder analysis methods.
- To provide frameworks for prioritizing needs effectively.

Learning Outcomes

- Apply qualitative methods to stakeholder needs.
- Prioritize needs using structured frameworks.
- Translate prioritized needs into requirements for innovation.

Week-3 PRODUCT-MARKET FIT & QFD ANALYSIS - 15 May 2026 (Friday)	
Date	**Topic**
14:00 CET	QFD analysis & product-market fit
15:00 CET	Building products/platforms for scalability & sustainability
16:00 CET	Potential commercial opportunity and Valorization – (optional: TTO Experiences)
17:00 CET	Designing commercialization strategy & roadmap

QFD Analysis & Product-Market Fit

Content

Introduces Quality Function Deployment (QFD) as a tool to align product features with stakeholder needs. Participants learn how to systematically evaluate product-market fit.

Objectives

- To explain QFD methodology.
- To show how QFD supports product-market fit.

Learning Outcomes

- Use QFD to connect needs to product features.
- Assess product-market fit based on QFD results.
- Adjust value propositions using structured evidence.

Building Products/Platforms for Scalability & Sustainability

Content

Covers approaches for designing scalable and sustainable products. Participants explore how to build adaptable platforms suitable for long-term growth.

Objectives

- To highlight principles of scalable design.
- To demonstrate sustainable product development strategies.

Learning Outcomes

- Identify factors that support scalability.
- Apply sustainability considerations in product design.
- Develop platform-based approaches for growth.

Potential Commercial Opportunity

Content

Examines how to identify and evaluate commercial opportunities. Focus is placed on market readiness, business potential, and risk-return trade-offs.

Objectives

- To provide methods for opportunity assessment.
- To link opportunity analysis to strategic decision-making.

Learning Outcomes

- Identify potential commercial opportunities.
- Evaluate market readiness indicators.
- Assess risks and opportunities in commercialization.

Week-4 MARKET VALIDATION & TESTING - 22 May 2026 (Friday)	
Date	**Topic**
14:00 CET	Channel/revenue modeling & pricing
15:00 CET	Field tests and Business Testing
16:00 CET	Business models for scalability

Channel/Revenue Modeling & Pricing

Content

Focuses on designing revenue models and pricing strategies for deep-tech innovations. Participants learn to align business models with financial sustainability.

Objectives

- To introduce revenue modeling methods.
- To demonstrate practical pricing strategies.

Learning Outcomes

- Model revenue streams.
- Apply pricing methods to innovative products.
- Evaluate revenue sustainability.

Field Tests & Business Testing

Content

Covers the design and execution of field tests to validate assumptions. Participants gain insights into testing prototypes and business hypotheses.

Objectives

- To provide knowledge on experimental validation.
- To highlight feedback collection methods.

Learning Outcomes

- Design and conduct field tests.
- Collect user and market feedback.
- Refine business models based on test data.

Business Models for Scalability

Content

Introduces scalable business models and their role in deep-tech growth. Focuses on structures that support expansion while maintaining sustainability.

Objectives

- To explore scalable business model patterns.
- To highlight key enablers of scaling.

Learning Outcomes

- Identify scalable business model structures.
- Apply scaling strategies to business model design.
- Evaluate growth readiness of business models.

Week-5 FINANCIAL MODELING & FUNDING 5 June 2026 (Friday)	
Date	**Topic**
14:00 CET	Designing the financial model & scenarios
15:00 CET	Funding needs & opportunities
16:00 CET	Deal flow & valuation

Designing the Financial Model & Scenarios

Content

Explains how to design financial models and create scenarios for startups. Participants learn fundamentals of startup economics and scenario planning.

Objectives

- To introduce financial modeling for startups.
- To highlight scenario-based planning.

Learning Outcomes

- Build startup financial models.
- Develop scenarios to test assumptions.
- Use models to guide financial decisions.

Funding Needs & Opportunities

Content

Covers identifying funding needs and exploring financing sources. Participants learn how to match opportunities with suitable funding channels.

Objectives

- To provide knowledge of funding mechanisms.
- To assess funding strategies for startups.

Learning Outcomes

- Identify funding requirements.
- Explore suitable funding sources.
- Match funding strategies to business needs.

Deal Flow & Valuation

Content

Provides an overview of startup valuation and investment deal flow. Explains investor perspectives on valuation and negotiation.

Objectives

- To introduce valuation concepts.
- To explain deal flow dynamics.

Learning Outcomes

- Understand valuation metrics.
- Interpret deal flow processes
- Engage with investors using valuation evidence.

Week-6 COMPANY SCALING & GOVERNANCE 12 June 2026 (Friday)	
Date	**Topic**
14:00 CET	Governance & equity partnership dynamics
15:00 CET	Basic company structures
16:00 CET	Managing employee & resource compositions for scalability

Governance & Equity Partnership Dynamics

Content

Covers governance structures and equity dynamics. Participants learn equity distribution strategies and governance frameworks.

Objectives

- To explain governance models.
- To highlight equity partnership considerations.

Learning Outcomes

- Analyze governance models.
- Assess equity partnership dynamics.

- Suggest frameworks for equitable growth.

Basic Company Structures

Content

Introduces company structures, legal frameworks, and organizational foundations.

Objectives

- To provide knowledge on company forms.
- To demonstrate implications of legal structures.

Learning Outcomes

- Identify types of company structures.
- Assess their relevance for scaling.
- Match structures to growth strategies.

Managing Employee & Resource Compositions

Content

Focuses on resource allocation and workforce management in scaling companies.

Objectives

- To highlight human and material resource planning.
- To demonstrate resource reallocation for growth.

Learning Outcomes

- Allocate resources effectively.
- Balance workforce needs in scaling.
- Develop resource management strategies.

Week-7 INTELLECTUAL PROPERTY RIGHTS & STRATEGY 19 June 2026 (Friday)	
Date	**Topic**
14:00	IPR terms, definitions & regulations
15:00	IPR strategies that complement different business models

IPR Terms, Definitions & Regulations

Content

Explains core IPR terms, regulations, and compliance frameworks.

Objectives

- To introduce IPR basics.
- To explain legal frameworks.

Learning Outcomes

- Define key IPR terms.
- Understand IPR regulations.
- Apply compliance in entrepreneurial contexts.

IPR Strategies & Business Models

Content

Discusses how IPR strategies complement business models for sustainable growth.

Objectives

- To align IPR strategies with business models.
- To explore sustainable commercialization.

Learning Outcomes

- Link IPR strategy to business models.
- Evaluate IPR approaches for scalability.
- Integrate IPR planning into commercialization.

Week-8 PITCHING AND ENTREPRENEURIAL COMMUNICATION TRAINING 26 June 2026 (Friday)	
Date	**Topic**
14:00 CET	Pitching and Presentation Techniques (session 1)

Pitching & Presentation Techniques

Content

A two-part session on pitching techniques and communication skills. Session 1 introduces structuring a pitch, while Session 2 provides advanced practice and feedback for entrepreneurial presentations.

Objectives

- To provide practical training on pitching.
- To develop confidence in presentation delivery.
- To adapt communication to different audiences.

Learning Outcomes

- Structure and deliver effective pitches.
- Use presentation tools with confidence.
- Tailor communication to investors, partners, and stakeholders.
- Improve pitches through feedback and iteration.