



TRANSFORMING REGIONS FOR AN INCLUSIVE EUROPE



SUMMA MAST | SUMMER Academy of Entrepreneurship for MASTER Students

ONSITE PROGRAM



July 12 – July 18, 2026

| Suceava, Romania |

FORMAT

Onsite / In-person

DURATION

7 Days

LOCATION

Ștefan cel Mare University,
Suceava

PARTNER UNIVERSITIES





DAY

1

July 12 – Sunday

SUMMA MAST PROGRAM — ONSITE Arrival & Kick-off (USV)



TIME	ACTIVITY	LOCATION
16:00	► Welcome ceremony & program presentation. (USV)	Senate Room, Building A, USV
18:00	► Optional program: Cultural entrepreneurship. Visit of the Liteni Art Farm (Zidaru Art). Event hosted by USV & Zidaru Art Farm.	Transfer to Liteni (approx. 15 min).

DAY

2

July 13 – Monday

SUMMA MAST PROGRAM — ONSITE From Regional Challenges to Business Ideas



TIME	ACTIVITY	LOCATION
09:30–10:00	Registration of Participants.	Senate Room, Building A, USV
10:00–10:30	► Welcome at SUMMA MAST. USV Management Team - NEOLAIa WP6 Coordinator. FEAA Dean, prof. Carmen Nastase. - A word from NEOLAIa Associated partners: - prof. Ruslan Biloskurskyi, Rector of Yuriy Fedkovych Chernivtsi National University. Online - prof. Roman Greshko, Dean of the Faculty of Economics, Yuriy Fedkovych Chernivtsi National University. Onsite - Ioana-Agatha Filimon, ADR Nord-Est. Online	Senate Room, Building A, USV
10:30–12:00	Introduction of the participants	Senate Room, Building A, USV
12:00–13:00	► Program structure & expectations. Regional Challenges Clustering. Team work	Senate Room, Building A, USV
13:00–14:00	<i>Lunch Break — USV Student Restaurant</i>	
14:00–17:00	► Puzzle of NEOLAIa Regions. Exercise performed by country teams ► From regional challenge to problem selection. Forming hackathon teams.	Senate Room, Building A, USV
19:00	► Meet the entrepreneurs: Industrial area of Suceava, Denis SRL & Fabrica (optional program, outdoor activity. Weather dependent).	Promenadei Street no. 6



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NEOLAIA
SUMMA

DAY

3

July 14 – Tuesday

SUMMA MAST PROGRAM — ONSITE

Bucovina Study Trip: Entrepreneurship & Regional Ecosystem



TIME	ACTIVITY	LOCATION
08:45	▶ Departure from Building A, USV.	Building A, USV
	▶ Sucevița — visit of the UNESCO monastery. ▶ Ciumârna — visit of an agrotourism business & local producer. Meeting with Ionuț Loba (USV Alumni Entrepreneur) ▶ Lunch. Visit of Baci House. Meeting with Ana Baci (USV Alumni Entrepreneur) ▶ Vama — Painted Eggs Museum & workshop. Meeting with Rares Hodiș (USV Alumni Entrepreneur) ▶ Voronet — UNESCO monastery, field study. ▶ Humor — La ROATA hotel; study case: development of Humor area through tourism. ▶ Return to Suceava.	Sucevița · Ciumârna · Vama · Voronet · Humor

DAY

4

July 15 –
Wednesday

SUMMA MAST PROGRAM — ONSITE

Business Model Development & Innovation



TIME	ACTIVITY	LOCATION
10:00–12:30	Innovation and business ideas (creativity for innovations). Key Presentation & workshop — SVK	P 204 Amphitheatre And workshop Rooms P203, P303, P304, P305
12:30–13:00	▶ Meet the entrepreneurs. Association of Local Producers “Taste of Bukovina”.	
13:00–14:00	<i>Lunch hosted by USV — Book Café Terasse.</i>	
14:00–17:30	From Problems to Ideas (ideas screening). Selection of business ideas. Stakeholder mapping. Key Presentation & workshop — USV Business Model Canvas (key segments). Key Presentation & workshop — UJA & USV.	P 204 Amphitheatre And workshop Rooms P203, P303, P304, P305

DAY

5

July 16 – Thursday

SUMMA MAST PROGRAM — ONSgITE

Business Plan Drafting

TIME	ACTIVITY	LOCATION
10:00–13:00	▶ Developing the Business Plan. Introduction. Key Presentation & workshop — UNIC. ▶ Market Research. Analyzing target markets, customer profiles, competitors. Developing the Business Plan (marketing plan). Key Presentation & workshop — UJA	P 204 Amphitheatre & workshop Rooms P203, P303, P304, P305
12:30–13:30	<i>Lunch — USV Restaurant</i>	
13:00–17:00	▶ Business Planning. Management Plan. Key Presentation & workshop — UNIC ▶ Business Planning. Financial Plan. Key Presentation & workshop — USV ▶ Teamwork: finishing the business plans and Hackathon presentation. Key Presentation & workshop — TBD	P 204 Amphitheatre & workshop Rooms P203, P303, P304, P305

DAY

6

July 17 – Friday

SUMMA MAST PROGRAM — ONSITE

Business Plan Competition

TIME	ACTIVITY	LOCATION
10:00–13:00	▶ Pitch Training: storytelling & elevator pitch practice. Key Presentation & workshop — USV ▶ Preparation of the final pitch.	P 204 Amphitheatre & workshop Rooms P203, P303, P304, P305
13:00–14:00	<i>Lunch Break. USV Restaurant</i>	
15:00–17:00	▶ Business Plan Competition (5 teams → 10 min pitch + 5 min Q&A each). Hybrid Session. Moderator: NEOLAIa LACE Assistant, Ioana Prisăcariu.	USV Auditorium (F Building)
17:00–18:00	▶ Jury deliberation & Awards. Hybrid Session.	USV Auditorium (F Building)
17:00–18:00	▶ Traditional Dinner hosted by USV. Bucovina Village Museum. Meeting point for transfer: Building A. Entrance	Bucovina Village Museum

DAY

7

July 18 – Saturday

SUMMA MAST PROGRAM — ONSITE

Final Ceremony

TIME	ACTIVITY	LOCATION
10:00	▶ Final reflection, certificates & closing ceremony.	