

*Over a series of free training sessions delivered by STEP RI, the MobiNexus Entrepreneurship Academy aims to equip entrepreneurs, researchers, educators and citizens with the knowledge and tools required to create innovative, sustainable and user-centric products, services and solutions.*

**Innovation • User-Centred Design • Sustainable Business • Resilience • Circular Value Creation • Co-creation**

June 16<sup>th</sup> 2026

## **Design Thinking essentials: Create solutions people actually need**

Focuses on applying Design Thinking as a practical, user-centred approach to solving business, research and social challenges. Participants will learn how to better understand real user needs, define problems from the user's perspective, generate creative ideas and use prototyping and testing to develop more relevant, feasible, and innovative solutions. The webinar is suitable for entrepreneurs, researchers, educators, innovators and anyone interested in creating solutions that respond to real-world needs.

TBD

## **Building innovative business models**

Will equip participants with the knowledge and tools required to design, develop and scale innovative business models in dynamic market environments. They will learn how to define the key elements of their business model or analyse their current one, as well as how tools such as the Business Model Canvas can support the development, testing and transformation of their way of doing business. The webinar is intended for existing and future entrepreneurs, managers, employees, nonprofit organizations and anyone involved in improving products, services or business processes

TBD

## **Circular Economy in Business: When Good Ideas Run Out of Money**

Explores challenges of the integration of circular economy principles into business and how to overcome them. Most circular economy initiatives start with the right idea — and stall when the music stops and the grant money runs out. This session examines why good circular concepts so rarely survive contact with business reality, and what it takes to make them stick. We move beyond principles and pilots to explore the financial logic that determines whether circularity becomes a business model or remains a report. Practical, provocative, and deliberately uncomfortable.

## **ABOUT MOBINEXUS**

MobiNexus aims to bridge the gap between academia and industry in the transport and mobility sector, driving collaboration, innovation, and digital transformation across Europe. The project contributes directly to the goals of the European Green Deal and the New European Innovation Agenda, combining digital innovation, green transition, and entrepreneurial growth to achieve smarter, more connected transport systems.

**FOR MORE INFORMATION AND TO REGISTER: [www.mobinexus.net](http://www.mobinexus.net)**