# SUMMER SCHOOL « SMART INNOVATION: ENHANCING IDEAS WITH AI «

## OBJECTIVES

The aim of this summer school, hosted by the CESI campus in Strasbourg, is to present theoretical and practical approaches to exploring how artificial intelligence (AI), as a new key driver of evolution, can become a real catalyst and a new lever for performance in innovation and research.

## POUR QUI ?

### Eligibility
French and international students who are studying in the field of innovation.

### Admission requirements
- French and international students who are concluding their Bachelor's Degree (or equivalent) in engineering and who wish to enrich their experience in the field of innovation. Master's Degree and PhD students are also eligible. A B1 level in English is required to attend the training programme, and good academic performance in basic scientific subjects is expected.

### Academic calendar
Full-time

### Scholarship
1 000 euros

1 000 euros.
Fees include tuition fees, teaching materials and cultural visits. They do not include accommodation, living expenses and insurance
Group rate and preferential rate if registration before March 31, 2025: contact the campus

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**Visit our website for opening dates**

"Smart Innovation: Enhancing Ideas with AI" Summer School 2025 will take place from 7 to 18 July 2025 (limited places).

The information mentioned on this sheet is subject to change.

**Higher education technological institution**

**CESI**
ÉCOLE D'INGÉNIEURS

**July 7**
Welcome speech
Summer School presentation - introduction to the theme
Introduction to AI and innovation: overview of AI concepts and
their importance in the innovation landscape
The era of creative AI
Evening: opening ceremony

**July 8**
Ideation and concept generation with AI techniques to leverage AI
for brainstorming and idea development
 Workshop: AI tools for ideation
 Practical session with AI tools to generate innovative ideas

**July 9**
Use cases of AI-based innovation in innovative industries,
discovering key AI tools and technologies for innovation

**July 10**
Market insight thanks to AI data analysis: using AI to collect and
analyse market data in order to make strategic decisions
Quick prototyping and testing with AI: strategies for optimising
prototyping phases with AI
Classes and workshops

**July 11**
AI in scientific research: strategies for integrating AI into scientific
research - leveraging AI to accelerate research and discoveries in
various scientific fields

**July 12**
Journey

**July 15**
Customisation and user-centred design: creating tailored user
experiences with AI
Conferences and workshops

**July 16**
Collaborative innovation with AI: co-creating solutions using AI
tools in group environments
 Visits and culture (Strasbourg)

**July 17**
Final project development: dedicated working time for teams to
fine-tune their projects
Expert consultation: teams present their ideas to get feedback
from industry experts

**July 18**
Project presentations:
Preparation: Final adjustments and rehearsals for project
presentations.
Final project presentations: Teams present their AI-based
innovation projects to a panel of experts.
Prize distribution: Closing ceremony and networking, certificate
distribution, feedback session and networking opportunities.