MVP CAMP

WINTER SCHOOL ON LAUNCHING PRODUCTS

8 - 11 JANUARY 2026   KYIV, UKRAINE

DAY 1: PRODUCT FUNDAMENTALS

8 January 2026   Olenivska St, 23, Kyiv, Ukraine

9.30 - 10.00 REGISTRATION OPEN. MORNING COOKIES   **Genesis**

10:00 - 10:40 GETTING FAMILIAR FACILITATION   **Genesis**

10:40 - 11:00 SHORT STORY OF WHAT TO EXPECT   **Genesis**

11:00 - 12:00

SKETCHING BUSINESS IDEA ON THE NAPKING

Ihor Pysmennyi
Engineering Leader with extensive experience in system design and software architecture and PhD in Computer Science, works as a lecturer in System Design and Cloud Computing

12:00 - 12:10 COFFEE BREAK   **Genesis**

12:10 - 13:00

DESIGN THINKING-1

Olena Galytska
Founder / CEO of Bachoo studio. She has over 12 years of expertise in UX, product strategy, and art direction, creating complex digital solutions for global brands, including Mercedes-AMG and Logitech, as well as for startups, and is currently working on a product in the field of AI simulations for education.

13:00 - 13:45 LUNCH/ SKETCHING YOUR GROUP IDEAS   **Genesis**

13:45 - 14:50

DESIGN THINKING-2

Olena Galytska
Founder / CEO of Bachoo studio. She has over 12 years of expertise in UX, product strategy, and art direction, creating complex digital solutions for global brands, including Mercedes-AMG and Logitech, as well as for startups, and is currently working on a product in the field of AI simulations for education.

14:50 - 15:00 COFFEE BREAK   **Genesis**

15:00 - 16:30

USER STORY MAPPING

Yevgen Grishenko
Experienced Product Owner and Product Manager with a background at Gameloft, Electronic Arts and a contributor to the GamedevDOU platform, combining gamedev expertise with a deep understanding of product management.

16:30 - 16:40 COFFEE BREAK   **Genesis**

16:40 - 18:40

DEVELOPMENT STAGES OF A PRODUCT

Genesis
IT company ecosystem

DAY 2: BUSINESS & ECONOMICS

9 January 2026   Olenivska St, 23, Kyiv, Ukraine

9.30 - 10.00   REGISTRATION OPEN. MORNING COOKIES   **Genesis**

10:00 - 13:00

BUSINESS MODELS AND MONETIZATION VOL. 1

Genesis
IT company ecosystem

9.30 - 10.00   LUNCH. SELECTING BUSINESS MODEL
FOR YOUR PROJECT   **Genesis**

13:45 - 14:50

LET THE WORLD KNOW U. MARKETING 101

Dmytro Gorobenko
SEO Manager and Digital Marketing Consultant with experience in SaaS, B2B, logistics, and eCommerce. Specializes in technical SEO, content strategy, analytics, and building marketing systems that drive product growth at early stages.

14:50 - 15:00   COFFEE BREAK   **Genesis**

15:00 - 16:00

CLOUD ECONOMICS/FINOPS FOUNDATIONS

Maryna Veremenko
Engineering Manager at Superhuman (formerly Grammarly), where she leads Internal Developer Platform teams. Before this, she worked as an infrastructure engineer and later a manager, and initiated the FinOps team at Superhuman.

16:00 - 16:10   COFFEE BREAK   **Genesis**

16:00 - 17:00

PITCHING WORKSOP

Maria Alipatova
Head of the KSE Startup Ecosystem Incubator, co-founder of the startup Tova Industries

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17:00 - 17:10   COFFEE BREAK   **Genesis**

17:10 - 18:10

LEGAL/COMPLIANCE 101

Eduard Karaush
Experienced compliance and information security professional with proven experience in social media compliance, copyright, AML, regulatory frameworks, and leading information security standards. Certified privacy professional (CIPP/E, CIPM).

18:10 - 19:00   NETWORKING SESSION   **Genesis**

DAY 3: AI & INVESTMENT

10 January 2026   Mykoly Shpaka St, 3, Kyiv, Ukraine

9.30 - 10.00   REGISTRATION OPEN. MORNING COOKIES
KSE Dragon Capital Building

10:00 - 10:50
PRAGMATIC ARCHTECTURE FOR STARTUPS

Ihor Pysmennyi
Engineering Leader with extensive experience in system design and software architecture and PhD in Computer Science, works as a lecturer in System Design and Cloud Computing

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10:50 - 11:50
AI PRODUCT PATTERNS:
HOW TO GO BEYOND GPT-WRAPPERS

Nick Trynus
ML Researcher at Roosh,
Founding engineer at AI startup

11:50 - 12:00   COFFEE BREAK
KSE Dragon Capital Building

12:00 - 13:00
LLM LIMITATIONS& CHALLENGES

Roman Kyslyi
Data Scientist with a PhD in Computer Science, combining deep technical expertise in NLP, large language models, multimodal AI and software development and system design with practical experience in leading teams and delivering solutions across different domains.

13:00 - 13:45   LUNCH
KSE Dragon Capital Building

13:45 - 14:45
UNIVERSITY IN INNOVATION

Georgiy Shevchenko
Doctor of Physical and Mathematical Science, Professor of Probability Theory and Mathematical Statistics. Dean of the Computer Science Department at KSE.

14:45 - 14:50   COFFEE BREAK
KSE Dragon Capital Building

14:50 - 15:50
VC - WHAT IS IT, HOW IT WORKS,
HOW TO GET THERE

Hlib Polianovskii
Venture investor at Roosh Ventures and a PhD researcher, focused on supporting tech startups and shaping growth strategies in fintech and procurement-tech sectors.

15:50 - 16:00   COFFEE BREAK
KSE Dragon Capital Building

16:00 - 17:00
AI AGENTS AS NEW SAAS

Stakh Vozniak
CEO of Forward Group, which includes Cargofy – well-known AI logistics startup recognized in the Inc. 5000 ranking of the fastest-growing companies in the United States.

17:00 - 17:10   COFFEE BREAK
KSE Dragon Capital Building

16:00 - 17:00
PANEL DISCUSSION FIRESIDE CHAT
WITH FOUNDERS

Stakh Vozniak and Hlib Polianovskii

DAY 4: HACKATHON & DEMO DAY

11 January 2026

Yevhenii Miroshnychenko Street, 6/11, Kyiv, Ukraine

9.30 - 10.00 REGISTRATION OPEN. MORNING COOKIES

KSE Feofaniya,

10:00 - 11:00

PRAGMATIC VIBE-CLOTHING

Yaroslav Yermilov
Principal Software Engineer at Superhuman, focused on implementing software engineering using AI agents. Previously, he spent over 13 years at Grammarly and EPAM Systems, holding roles such as Principal Software Engineer, Area Tech Lead, and Senior Software Engineer in the Cloud Platform/Infrastructure domain.

11:15 - 13:00 WORK ON POC

KSE Feofaniya,
Room 1

13:00 - 13:45 LUNCH

KSE Feofaniya,
Room 1

15:00 - 17:00 WORK ON PITCH DECK + REHERSAL

KSE Feofaniya,
Room 1

17:00 - 19:00 PITCHING TIME

KSE Feofaniya,
Room 1