

# FOSTERING NEXT GEN INNOVATORS

## ENHANCED GENAI LITERACY



BERT VERHOEVEN

### Empowering students through entrepreneurship education driven by GenAI.

Bert Verhoeven leads the Innovation and Entrepreneurship Academy at the University of Newcastle, delivering Australia's most dynamic, cross-disciplinary Innovation and Entrepreneurship (I&E) program, driven by Human-GenAI co-creation. Through the design and implementation of modular, GenAI-driven I&E programs, Bert leverages Design Science principles and global insights from international academic networks. This empowers students to enhance their performance and improve efficiency through entrepreneurial competencies and GenAI literacy. Our programs prepare students to tackle complex, user-focused challenges and create sustainable impact in both large future organisations and student startups.

#### COMPETITIVE ADVANTAGE

- Immersive cross-disciplinary programs
- I&E competencies and GenAI literacy for Human-GenAI Co-Creation in Future Organisations
- Global reach and design science principles. Collaboration for innovation, aiming for Synergy and Serendipity.

#### PARTNERS

- Licode
- Bioaction
- PAH!
- Aerion Technologies

#### SUCCESSFUL RESEARCH APPLICATION

- Dr Lee Fong to commence healthcare trials with GenAI use for diagnoses and triage at Soulhub
- Students adopting GenAI to solve industry problems and speed up startup development
- Rubric development for authentic experiential programs in the age of GenAI
- New Major and Graduate Certificate development teaching skills for Future Business and other organisations.

#### MORE INFORMATION

Bert Verhoeven

T: +61 422 507 081

E: bert.verhoeven@newcastle.edu.au

