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**LISS24**  
Learn-Innovate-Sell-Succeed

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## LISS24 at BSU



**"LEARN-INNOVATE- SELL-SUCCEED"**

**PROJECT: 101128310 - LISS24 - ERASMUS-EDU-2023-CBHE**

COORDINATED BY : TURKU UNIVERSITY OF APPLIED SCIENCES

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## Project Summary

Eastern Partnership countries need to strengthen competitiveness and prepare graduates for modern international markets. With small domestic markets and outdated business models, often focused only on B2C, Armenian and Georgian universities currently lack education and research in B2B sales.

The Learn-Innovate-Sell-Succeed (LISS24) project aims to build B2B sales and innovation capacity in Armenian and Georgian universities, particularly in engineering, for the digital era. The project is based on three pillars: content development, pedagogical practices, and knowledge transfer, forming a sustainable capacity-building approach.

Key outcomes aligned with the Knowledge Triangle include introducing B2B Sales courses in six partner universities, assessing learning through Sales Competitions, promoting innovation via Innovation Competitions, and establishing Sales Labs to support research and university-business collaboration. Broad dissemination ensures that results benefit other institutions as well.

In the short term, companies will gain better-qualified engineers for international business. In the long term, the project will enhance the competitiveness of partner countries.



## Main aim of the LISS24 project

- enhancing B2B Sales and innovation capacity, through professionalizing B2B sales and innovation training in Bachelor's and Master's levels and partially also as in-service training, based on needs of the industry that will recruit the forthcoming business professionals
- renewing the assessment culture, through B2B Sales and Innovation Competitions as a quite efficient hands-on approach improving students' multicultural competences via education to real-life situations and assessing their most intended learning outcomes, in parallel, Sales Labs will become a new value-adding element for the assessment of different types of sales performance and digital marketing
- increasing private investments to higher education, through organizing different regional/national showcase events to attract private funding (investors, existing companies) to the student teams. Sales Labs set up by the project are potentially providing new business opportunities for universities.





## **LISS24 at BSU**

Legal Entity of Public Law Batumi Shota Rustaveli State University (BSU) is an important educational, scientific and cultural center of our country. It is one of the leading HEIs of Georgia with its mission to prepare a highly qualified, competitive specialist, a free person carrying national and international values, become strong educational-research in the national and international educational space.

Batumi Shota Rustaveli State University comprises 7 faculties: Economics and Business, Humanities, Exact science and Education, Law and Social Sciences, Natural sciences and Health Care, Technologies, Tourism. It also embraces the 3 Research Institutes At present more than 9000 students are registered at the vocational, Bachelor, Master and Doctoral programs. BSU implements educational programs at all the three cycles of academic higher education; fundamental and applied research aimed at sustainable development of the country, social welfare of the population, ecological safety and economic strength, as well establishment of democratic principles.

BSU is committed to the fundamental principles of the great Charter of European Universities, its main values are humanism, openness, accountability, and support for the realization of personal potential, interdisciplinary and intercultural scientific research, dynamic development of teaching and management processes.





With its 90-year long experience, BSU is a key pillar for education, research, and socio-economic growth in the Adjara Region, offering a diverse spectrum of study fields that reflect both traditional academic disciplines and regionally important sectors like tourism, technology, business, and sciences. As Adjara is a unique Autonomous Republic in Georgia with a strong tourism, trade, and economic profile and its capital city Batumi a sort of cultural hub, BSU plays utmost role in its development in this regard, serving not just Batumi but the entire region's educational, cultural, scientific, and economic development providing:

- Wide range of Faculties comprising major academic fields such as Economics, Business, Humanities, Sciences, Education, Law, Social Sciences, Healthcare, Technology, Tourism etc.
- Diverse programs: The university offers bachelor's, master's, doctoral, vocational, and specialty programs across science, technology, social sciences, and humanities — supporting versatile student career paths in Georgia and internationally.

Accordingly, BSU is an educational hub for the region and from this prospective LISS24 project will contribute to not only BSU but the region as well.





## BSU involvement in LISS24

After LISS24 was launched in December 2023, On February 10-14, 2024, the Dean of the Faculty of Technology of BSU, Prof. Gaioz Partskhaladze, and the Chief Specialist of the FabLab Laboratory, Tamaz Chkhartishvili, attended the trainings at University of Applied Sciences in Wiener Neustadt, Austria. The trainings were conducted for project members on the principles of B2B Sales Lab work, namely: - Face recognition system (Face control system); Shimmer3GPS+ Galvanic skin response measurement; Eye tracking system with a bar attached to the screen (Eye tracking system) and a system without attachment (with glasses); Body language.

Then, the BSU team visited Finland, for participating in trainings on sales (B2B) held at the Turku University of Applied Sciences on May 20-21, and were introduced to the work of the Innovative Sales Laboratory. On May 22-24, at the Haaga-Helia University of Applied Sciences in Helsinki, grant project participants participated as jury members in the International European Sales Competition.

From November 19 to 21, 2024 BSU team visited Polytechnic University of Valencia, Spain. The project members participated in the training on innovative competencies held at UPV; They were introduced to the Innovation Laboratory and the students' innovative projects; also, at the working meeting, the progress of the project was discussed and the tasks to be performed were outlined.



## **Innovation, Sales, and Success: LISS24 Competition at BSU**

Within the framework of ERASMUS+ grant project “Learn–Innovate–Sell–Succeed” – LISS24 (101128310) Innovations Sales Competition was held at the Faculty of Technology in June, 2025. The competition integrated both innovation activities and the sales process itself, incorporating an embedded innovation contest. As part of the Innovations academic course, students were trained in the following key areas: mentoring, team formation, customer segmentation, value propositions, business model canvas, company value configuration, the three barriers model, and related topics.

Subsequently, students explored innovative sales systems for their developed innovative products. This phase covered essential topics such as innovative sales methods, sales processes and objectives, international sales skills, non-verbal communication, negotiations, sales dispositions, needs identification, and deal closure techniques. The commission was created to hold the innovation competition, which included representatives of the BSU administration, professors and employers.

Initially, a portal was made in Google Survey system, where 84 teams were registered, among which 34 teams were selected, which presented their business ideas in the form of a presentation. 30 teams were selected for the next stage.

These teams were retrained; stimulating trainings were held in the sales and negotiation section. The teams were trained for the final conducted sales negotiations with the university and invited business representatives.



These teams were retrained; stimulating trainings were held in the sales and negotiation section. The teams trained for the final conducted sales negotiations with the university and invited business representatives. In each team there were 2-4 students, a total of 95 students. Sales of innovations and presentation of innovations were modeled as follows: BSU, construction or other companies were in the role of the buyer, and one person from the team, presumably a hustler, was in the role of the seller. After identifying the buyer's problems and piqued their interest, the team presented an innovative business idea.

The highest evaluation score was awarded to the QR-coded smart token necklace.

The other concepts presented by the teams were: Virtual physics and chemistry laboratory; Application connecting certified architects; Application for local tourist tours; Human assistance platform (rapid signal transmission and reception); Smart mirror (AI-assistant-based solution); Architectural software capable of generating 3D building models based on basic dimensions and terrain data; VR-based navigation platform for construction sites; Building damage indicator utilizing various technologies; Smartwatch designed for architects; Platform for emotion recognition and building space data analysis; Emotion-generated smart lighting system;



Self-healing construction block; QR-coded smart token necklace containing essential life-saving personal information; Clothing recycling manufacturing facility; Load measurement system for construction support columns using multiple technologies.

## BSU Sales Lab

Within the framework of the project, an Innovation Sales Laboratory (Sales Lab) was purchased.

The purchased equipment and software were installed on the computer equipment:

iMotions software and laboratory equipment was connected:

Eye-Tracking Device - a module for tracking gaze,  
Facial Expression Analysis - a module for analyzing facial expressions,

Voice & GSR Sensors Module - voice and GSR (galvanic skin response) sensors.

The Sales Lab aims at promoting the culture of sales education among engineering and other program students, enhancing B2B sales competencies.

Within the LISS24 project framework, different initiatives are planned, such as - training and capacity-building for academic staff; development of services and processes; implementation of new study courses; integration of the Sales Lab into educational experiences in general.



"Sales is not about selling anymore, but about building trust and educating."

Siva Devaki

"Don't find customers for your products, find products for your customers."

Seth Godin

"Tell me and I forget, teach me and I may remember, involve me and I learn."

Benjamin Franklin

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