

SMART INTERNSHIP PLAN



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STEPS	DURATION	DESCRIPTION	METHODS	TIMING ¹
ORGANIZATION REGISTRATION, SELECTION AND CHALLENGE FORMULATION	-	- Selection of organizations - Formulation of challenges and their descriptions - Organization of project presentations for participating organizational staff, if needed - Coordination of the tripartite internship agreement (including internship period, supervisors and organization details)	Organization registration form Internship agreement form	Till 2026 September 1
PARTICIPANT REGISTRATION, SELECTION, TRAINING	3 weeks	- Student outreach: the challenge description and formulation are published on the VU website, as well as on the Facebook page, in the VU student newsletter - Student selection, team formation and training	Student registration form Student training sessions	2026 September 1–24, student registration, selection September 25, student team training
START	3 weeks	- Signing internship agreements - Team formation task and definition of areas of responsibility - First meeting with the VU internship supervisor and clarification of working principles - Preparation for the first visit to the organization - Visit to the organization and familiarization with the challenge context - Challenge formulation (which may differ from the initial version provided by the organization)	Team building Frame (how might we)	2026 September 28–October 18
EMPHASIZE	2 weeks	- Analysis of identified best practices, competitors or stakeholders (definition of competitors and/or best practices, preparation, analysis through meetings, interviews or collection of publicly available information) - Media analysis (mass media, social networks – analysis focuses on the organization, field or topic) - Preparation of the target group research plan (method selection, criteria definition) - Target group analysis and summary of results / conclusions - Analysis and evaluation of all collected data	Interview / focus group Mind map Business model canvas	2026 October 19–November 1

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DEFINE	2 weeks	- Refinement of the target group (may change) - Target group analysis ("typical client" – needs, expectations, motivating factors) - Analysis of the relationship between the target group and the organization, definition of value, pains and gains - Challenge reformulation	Persona Value proposition canvas HMW frame	2026 November 2–15
IDEATE	1 week	- Challenging current assumptions made so far and search for alternative ways to solve the highlighted issues - Idea generation session (total: at least 100 ideas) - Analysis, evaluation, coordination, presentation of personal ideas - Evaluation of ideas in a team, selection of one idea	Story cubes Dixit cards Method kit	2026 November 16–22
PROTOTYPE	2 weeks	- Detailed description of selected solution of problem, pros and cons analysis - Development of a visual prototype - The prototype (or solution of problem) is tested, presented to the client to collect feedback and identifying opportunities for improvement	Method kit Miro Canva Mural	2026 November 23–December 6
TEST	1 week	- Feedback collection, analysis, conclusions - Improving the prototype based on the feedback - Preparation for final presentations - internship supervisor, organization, university (discussion of the concept of presentation, coordination of delivery dates and times, allocation of responsibilities)	Miro Canva Mural	2026 December 7–11
FINAL EVENT	-	- Presentations - Project reflection and competency self-assessment	Feedback session	2026 December 11 — final event

¹ The timeline allocates 1–2 calendar weeks for each stage, without accounting for weekends or public holidays. Actual durations may vary. It is recommended to discuss expectations and potential risks related to timing for each stage and to consider the working pace of the student team completing the internship.

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