

Kushch Maria

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Education

VINNYTSIA LYCEUM №7

Economics-focused Track. GPA: 3.7

Relevant Coursework: Microeconomics & Macroeconomics, Financial Literacy, Economic Geography, Advanced Mathematics.

Vinnytsia, Ukraine
Graduation Date: 2026

Experience

TECHNOVATION GIRLS PROGRAM

Team Leader

December 2024-May 2025 (ongoing)

- Created KiBuddy from scratch — from initial idea to full progressive web app focused on financial literacy for youth.
- Designed the prototype and developed key features: budget tracking, spending limits, financial goals with visual progress, and educational tips.
- Wrote the business plan and defined the core user value, monetization strategy, and market positioning.
- Leading a team of 3 and preparing the final pitch for the Technovation Challenge.

LAUNCHX INNOVATION SUMMER PROGRAM (upcoming)

June 9-27, 2025

- Selected to participate in a global innovation program where students work in international teams to solve a real-world challenge provided by a partner company.
- Will engage in market research, user discovery, and rapid prototyping to develop a solution tailored to the company's needs.
- Program emphasizes creative problem-solving, team collaboration, and presenting practical solutions to industry professionals.

UNIVERSITY OF PENNSYLVANIA—ONLINE COURSES

Ongoing

- Introduction to Marketing – Covers the fundamentals of branding, positioning, customer centricity, go-to-market strategies, pricing, and marketing communications.
- English for Business and Entrepreneurship – Focuses on business English, business strategies, opportunity analysis, and business plan development.

UF STARTUP SCHOOL BEGINNER PROGRAM

Team Leader

December 11-27, 2024

- Led a team to develop and pitch a business idea to investors, after completing a detailed course on startup fundamentals.

PARTICIPATION IN VARIOUS BUSINESS AND ENTREPRENEURIAL COMPETITIONS

- Actively participated in Harvard Crimson Global Case Competition, DK Business Hackathon, UBiz Case Competition, and Foundation Kredo Business Idea Competition, gaining hands-on experience in pitching ideas, problem-solving, and team collaboration.

Honors & Awards

- 3rd Place at the regional stage of the Economics Olympiad.
- 14th Place out of 117 participants at the regional stage of the Economics Olympiad (Bendukidze Center)
- Finalist of the Foundation Kredo Business Idea Competition (Project: KiCareer)
- Ranked in the Top 10 solutions at the UBiz Business Case Competition (Ukraine-wide)

Skills

Language: English (B2); Italian (A2); Korean (A1)

Hard Skills: Content Creation; Project Management; Graphic Design (Canva)

Soft Skills: Leadership; Communication; Critical Thinking; Teamwork