

# Vitalii Psurtsev

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## SUMMARY

Economics graduate and startup founder with experience in product validation, market research, early-stage venture development, and audit. Combines analytical depth with unusually fast learning, rapid adaptation in unfamiliar environments, and the ability to execute under extreme time compression. Built and pitched AI-driven concepts, led independent initiatives, and turned ambiguous ideas into structured projects. Interested in startup roles across product, strategy, operations, and growth.

## PROJECTS

- Amor/Intima (AI-driven Startup) | Founder** 2024 – Present
- Conceptualized an AI-driven platform aimed at addressing loneliness through meaningful social connections.
  - Developed the initial product and website concept, including design direction and positioning.
  - Conducted market research and ongoing validation of the concept through structured analysis and feedback.
- et Nota (Smart Note-Taking App) | Founder** 2022 – 2024
- Developed a smart note-taking app concept focused on structured knowledge capture and usability.
  - Selected for the national startup accelerator “Vlasne” in Ukraine, where the project ranked among the Top 72 out of 1,000 participants.

## EXPERIENCE

- Audit Intern** Jul 2024 – Sep 2024  
*LLC PwC Ukraine* Kyiv, Ukraine
- Audited and analyzed financial data to ensure compliance with professional standards.
  - Evaluated internal controls and prepared detailed reporting documentation.
  - Served in a leadership role as elected group leader among 27 interns.

## EDUCATION

- M.Sc. in Economics, University of Münster** Expected start: Apr 2026  
*Admitted* Münster, Germany
- B.A. in International Business and Economics, Schmalkalden University** Oct 2024 – Mar 2026  
*Graduated* Schmalkalden, Germany
- Completed 12 exams and earned 60 ECTS credits in the first semester through highly compressed self-directed study, demonstrating unusually fast absorption of unfamiliar material; average grade for these 60 ECTS: 1.8.
  - Overall average grade: 1.5.
  - Bachelor’s thesis focused on developing an original theoretical framework, *General Theory of Discretion and Endowment*.

## ADDITIONAL ACADEMIC BACKGROUND

- Taras Shevchenko National University of Kyiv** — Economics studies, 2023–2024  
**V.N. Karazin Kharkiv National University** — Management studies, 2020–2022

## AWARDS & RECOGNITION

- StarTH Scholarship**, Schmalkalden University, 2025 (merit scholarship)  
**1st Place**, Economics Competition, Taras Shevchenko National University of Kyiv  
**Finalist**, National Tax Law Competition  
**2nd Place**, Regional Physics Olympiad

## SKILLS

- Languages:** Ukrainian (Native), Russian (Native), English (C1), German (A2)  
**Research & Analytics:** Data Analysis, Financial Analysis, Market Research, User Interviews, Literature Review, Report Writing  
**Product & Startup:** Product Validation, Competitor Research, Pitch Preparation, AI-Assisted Research, Early-Stage Venture Development  
**Tools:** Excel, PowerPoint, Google Sheets, Python, R, SQL, Google Analytics, Google Tag Manager, GA4, Hotjar, LaTeX  
**Web & Design:** HTML, CSS, Astro, Adobe Photoshop, Canva, Domain Setup, Website Deployment, Cloudflare

## RESEARCH & LEADERSHIP

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**General Theory of Discretion and Endowment** | *Author* 2025 – 2026

- Developed an original theoretical framework exploring discretion, endowment, and institutional-economic change.
- Structured the core concepts and principal propositions of the framework during 2025–2026.

**“Polar Capital” Framework & NAK(N) Research Group** | *Founder & Research Lead* Apr 2025 – Present

- Developed a socio-economic framework focused on institutional change and economic transformation.
- Founded and led a student research group to discuss and refine the framework through structured sessions.

**Community and Social Engagement** | *Leadership & Volunteering* 2022 – 2023

- Participated in the “School for Future Leaders” program (Oct–Dec 2023), representing the social project “FrienCa”.
- Provided humanitarian support and mentoring in Pechenihy (Feb 2022 – Jun 2023).

## INTERESTS

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Chess, Go, piano, reading (general and professional), poetry and writing, swimming, gym training.