

1. Who we are

We are a Cyprus-based consulting and innovation organisation operating at the intersection of strategy, market-driven innovation, and societal impact. Founded in 2025, we support public, private, and non-profit stakeholders in designing, implementing, and scaling high-quality European projects that are not only socially relevant but also commercially sound, operationally realistic, and sustainable beyond the funding period.

Our work is grounded in social sciences and entrepreneurship, enabling us to combine analytical depth with real-world business and market expertise. We take a collaborative, impact-driven, and delivery-focused approach, ensuring that projects create measurable value for both beneficiaries and partners while being aligned with market realities.

2. What we do

We support organisations and consortia across the full project lifecycle, with a strong strategic and commercial lens, including:

- Strategic project design and concept development
 - Workplan structuring, milestones, and deliverables planning
 - Stakeholder mapping, engagement, and co-creation processes
 - Impact planning, monitoring, and evaluation frameworks
 - Dissemination, communication, and community-building strategies
 - Business modelling, exploitation pathways, and go-to-market planning
 - Market analysis, validation, and adoption strategies
 - Capacity building, training design, and knowledge transfer
 - Partnership development and consortium coordination support
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3. Expertise relevant to EU projects

Our expertise is particularly relevant to Erasmus+ and Horizon Europe projects in the following areas:

Innovation management & strategy

- Structuring complex multi-partner projects with clear logic and impact pathways
- Defining objectives, KPIs, and success metrics aligned with both policy and market needs
- Aligning technical, social, and commercial dimensions of projects

Business & market uptake (core strength)

- Development of robust business models and exploitation strategies
- Go-to-market planning, customer discovery, and stakeholder engagement with industry
- Bridging research outputs and pilot results with real-world application and adoption
- Market validation, scaling strategies, and sustainability beyond project end

Social impact & inclusion (enabling layer, not the only focus)

- Participatory methodologies and co-creation with target groups
- Design of inclusive learning and engagement processes
- Experience working with diverse stakeholders, including vulnerable groups

Dissemination & stakeholder engagement

- Design of communication and dissemination strategies
- Community-building and multi-stakeholder dialogue
- Representation of projects in external events, networks, and industry forums

4. What role we usually take

In EU-funded projects, we typically contribute to the following Work Packages (WPs) and tasks, with a strong strategic and commercial orientation:

WP: Project Management Support

- Support in structuring workplans, milestones, and deliverables
- Risk management and coordination among partners
- Ensuring strategic coherence across work packages

WP: Impact, Monitoring & Evaluation

- Definition of KPIs and impact indicators linked to real-world outcomes
- Design of monitoring and evaluation frameworks that inform decision-making

WP: Dissemination & Communication

- Development of targeted dissemination strategies
- Stakeholder engagement and community outreach
- Organisation of workshops, webinars, and public or industry-facing events

WP: Exploitation & Business Models (core contribution)

- Business model development and refinement
- Market analysis, customer validation, and adoption planning
- Go-to-market strategies and pathways to scale
- Sustainability planning beyond project end

WP: Capacity Building & Training

- Design of curricula and learning materials
- Delivery of workshops and training modules
- Knowledge transfer to partners and beneficiaries

5. Previous experience (organisation & team)

Although our organisation was founded in 2025, our team brings substantial experience from previous roles in EU-funded projects, social research, and commercial innovation.

Our team has:

- Led and coordinated multi-partner EU-funded projects involving up to six organisations across different countries
- Worked within international consortia in Luxembourg and other EU contexts
- Designed and implemented innovation strategies in publicly funded and private-sector environments
- Supported marginalised groups through social research and community-based initiatives
- Built partnerships with public institutions, NGOs, and private companies

In addition, our team brings strong commercial and market experience in:

- Digital marketing and performance advertising (including Amazon advertising)
- Marketplace growth and brand management in a leading national platform
- Business development in the health technology sector in the United States, including enterprise sales and partnership development
- Strategic stakeholder engagement through participation and speaking in over 100 conferences and industry events

This combination of social science, innovation management, and commercial strategy enables us to contribute both strategically and practically to European projects, ensuring strong impact, market relevance, and long-term sustainability.