Methodologies for Researcher Led INnovations

Fact Sheet

### Project information

**MERLIN**

- **Grant agreement ID:** 780460
- **Project website**
- **Status:** Closed project
- **Start date:** 1 December 2017
- **End date:** 29 February 2020

**Funded under:**

**H2020-EU.2.1.1.**

- **Overall budget:** € 996 137,50
- **EU contribution:** € 996 137,50

**Coordinated by:**

**UNIVERSIDAD POLITECNICA DE CARTAGENA**

**Spain**

### Objective

MERLIN aims to support ICT researchers, SMEs and startups across to realise the full potential and impact of their research and development outputs by crafting them into innovations and achieving market validation using modern needs-first, market-led methodologies like Business Model Canvas, Customer Discovery, Lean Hardware, etc.

The project will provide training, networking and follow-on support through 43 practical workshops, 4 webinars (on SME growth and PPP business models), 5 international conference workshops and 8 meetups with potential customers and commercial partners.

MERLIN will have over 1250 attendees at in-person workshops and meetups across the four principal nodes of Madrid (ES), Vilnius (LT), Poznań (PL) and Cambridge (UK) and the secondary nodes of Berlin (DE), Warsaw (PL), Tallinn (EE), Bucharest (RO), international webinars and international ICT conferences in Europe. For sustainability, and to increase the participants’ success in bringing to market their innovation, MERLIN will integrate participants with existing national (e.g. Innovate UK, Enterprise Ireland, CDTI) and European initiatives (Startup Europe, ERDF, EFSI, etc.) designed to support early entrepreneurship, product development, market access, seed financing and microfinancing for continued support on their journey to market validation and company growth. The project will also identify and promote high-potential innovators through attendance at Startup Europe events to access other European startup ecosystems, entrepreneurs, investors and accelerators.

These activities will see over 160 new business model canvases developed, 1040 individual 1-on-1s with
potential commercial customers, serial entrepreneurs and business angels, 250 applications to regional, national and international support actions and the creation of 30 new ventures in the lifetime of the project with an anticipated further 60-100 in the following 3 years’ post project, creating over 1200 jobs in the medium-term.

Field of Science

/social sciences/economics and business

/social sciences/economics and business/business and management/entrepreneurship

/natural sciences/biological sciences/ecology/ecosystems

/social sciences/economics and business/business and management/business model

/social sciences/other social sciences/social sciences interdisciplinary/sustainable development

/social sciences/economics and business/business and management/commerce

Programme(s)

H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Topic(s)

ICT-32-2017 - Startup Europe for Growth and Innovation Radar

Call for proposal

H2020-ICT-2017-1

See other projects for this call

Funding Scheme

CSA - Coordination and support action

Coordinator
**UNIVERSIDAD POLITECNICA DE CARTAGENA**

Address: Plaza Del Cronista Isidoro Valverde Edificio La Milagrosa 30202 Cartagena, Spain

Activity type: Higher or Secondary Education Establishments

EU Contribution: €256,875

**Participants (5)**

<table>
<thead>
<tr>
<th>Organization</th>
<th>EU Contribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNIVERSIDAD POLITECNICA DE CARTAGENA</td>
<td>€256,875</td>
</tr>
</tbody>
</table>

**UAB CIVITTA**

Address: Gedimino Avenue 27 01104 Vilnius, Lithuania

Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)

EU Contribution: €174,687.50

**FUNDACJA UNIWERSYTETU IM ADAMA MICKIEWICZA W POZNANIU**

Address: Ul. Rubiez 46 61612 Poznan, Poland

Activity type: Research Organisations

EU Contribution: €164,375

**BLUSPECS INNOVATION SL**

Address: Calle Moscatelar 1 N 28043 Madrid, Spain

Activity type: Private for-profit entities (excluding Higher or Secondary Education Establishments)

EU Contribution: €76,013.76
<table>
<thead>
<tr>
<th>Organisation</th>
<th>EU Contribution</th>
<th>Address</th>
<th>Activity type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ST. JOHN'S INNOVATION CENTRE LIMITED</td>
<td>€ 184 575</td>
<td>Cowley Road Cb4 0ws Cambridge</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
</tr>
<tr>
<td>BLUSPECS SL</td>
<td>€ 139 611,24</td>
<td>Calle Moscatelar 1n 28043 Madrid</td>
<td>Private for-profit entities (excluding Higher or Secondary Education Establishments)</td>
</tr>
</tbody>
</table>