



[martel-innovate.com](http://martel-innovate.com)

# MARTEL IN PILLS

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CEO Martel Innovate

April 2025

INNOVATION, WE MAKE IT HAPPEN



**INNOVATION**  
**WE MAKE IT HAPPEN**

# WHO WE ARE

 **SME** 

ALMOST **30** YEARS OF  
EXPERIENCE

**200+** RESEARCH &  
INNOVATION PROJECTS

**50+** EMPLOYEES



GLOBAL  
PARTNERSHIPS



RESEARCH &  
INNOVATION

EU  
FUNDING



SUSTAINABILITY



CONSULTING



MEDIA &  
COMMUNICATION



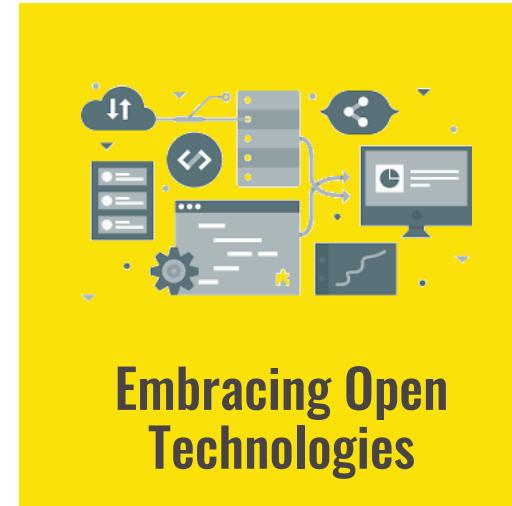
TRAINING

# WHAT WE DO

# CORPORATE MISSION



To empower individuals and organizations **to research and develop open, inclusive, and sustainable technologies and solutions**, driving innovation and **digital transformation strategies** for a more **equitable and environmentally conscious** development of our society and economy.



# OUR LINES OF BUSINESS



## Martel Consulting

- + Project Management / Coordination
- + R&D Funding Scouting
- + EC Grants Writing / Submission
- + Policy Monitoring and Analysis
- + Training and Tutorials

## Martel Lab

- + R&D Expertise and Services
- + Cloud, IoT, Edge, AI, 6G, NTN...
- + Open Source Solutions
- + Technology Scouting
- + Innovation Road Mapping

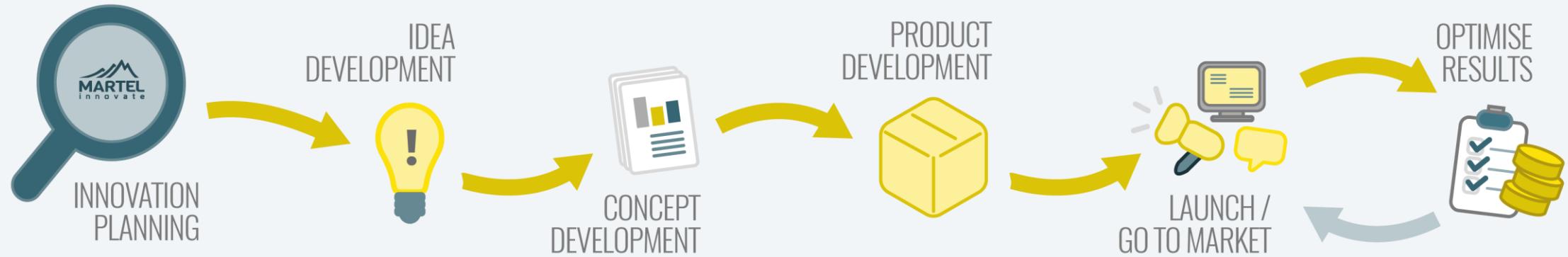
## Martel Media

- + Dissemination & Communication
- + Marketing & Community Building
- + Online Presence / Press Relations
- + Events organisation / moderation
- + Networking / Partnerships

# OUR VALUE PROPOSITION

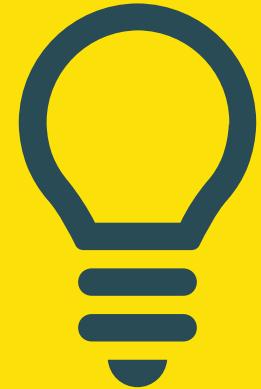


## A COMPREHENSIVE VALUE DRIVEN APPROACH SUPPORTING ALL INNOVATION STAGES FROM IDEA TO EXECUTION



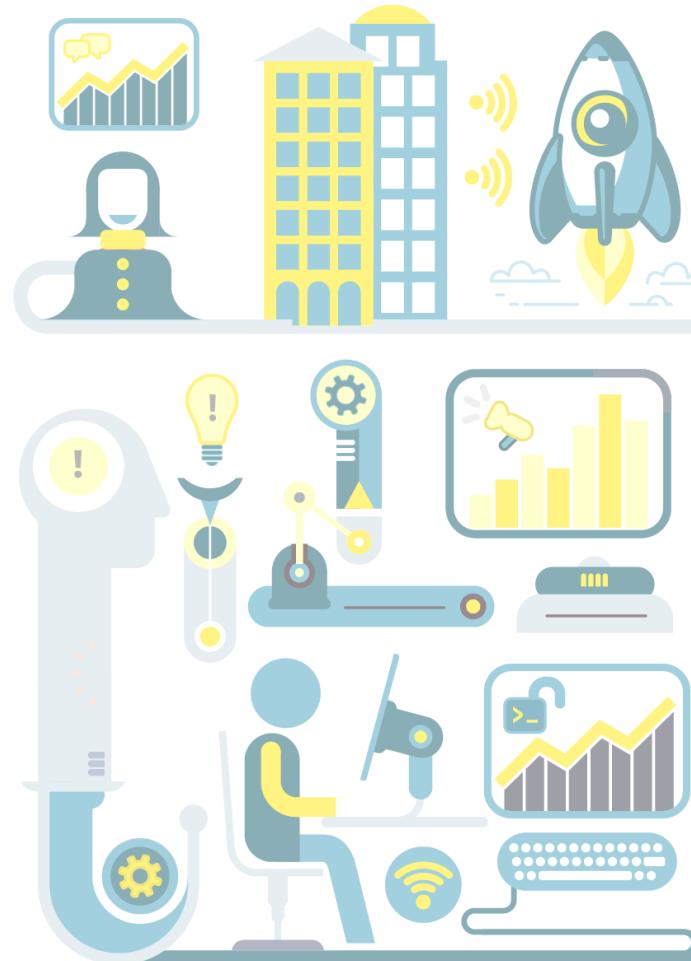
Martel's value proposition is delivered via our People, Know-how, Services, Technology, Processes and Partnerships

An agile combination of business, technology and communication services lead by an international team of highly skilled and committed professionals



# OUR SERVICES

# WE OFFER FULL LIFE-CYCLE INNOVATION SUPPORT SERVICES



- + Innovation Strategy Definition and Management
- + Strategic and Technical Consulting / Road Mapping
- + Public Funding Scouting / Grants Writing
- + Technical Support to R&D Projects
- + Policy and Regulatory efforts monitoring/participation
- + Communication, Marketing and Events
- + Innovation Management, Impact and Exploitation
- + Partnerships Development / Stakeholders' engagement
- + Tailored training, seminars and workshops



## + Innovation Strategy and Plans

- Forward-thinking approach
- Strategic and technical expertise

## + Technology Scouting

- Technology gap identification
- Roadmap definition

## + Research and Development

- IoT / Cloud /Edge
- AI monitoring and orchestration
- Policy management for Data Spaces
- 5G/6G, Satellite Communication
- Zero-touch & zero-trust architectures

## + Proof of Concept

- Open-source tool & ecosystem selection
- Proof of Concept development



- + Develop further your R&I ideas/plans**
- + From ideas to EC funded projects**
  - Identify relevant EC funding opportunities
  - Identify partners and create consortia
  - Support writing excellent (!) bids/proposals
  - Support dealing with the EC portal
  - Help creating/managing EC budgets
  - Grant/ Consortium Agreement Preparation
- + At project execution time**
  - Open Calls/Cascade Funding management
  - Project Coordination
  - Project Management Office
  - Financial / Admin / Audits in EC projects
- + Public Private Partnerships proposals**
- + European Innovation Council Grants**
- + Policy Mapping, Monitoring and Analysis**
- + Regulatory efforts / Standardisation**



## **+** Communication Strategy and Planning

- Communication Strategy development
- Stakeholder Mapping and Engagement
- Dissemination and Exploitation Planning

## **+** Content Creation and Development

- Scientific / Technology writing
- Storytelling / Journalism
- Visual Communication – videos, animations, infographics, illustrations...
- Digital content development for web, blogs...

## **+** Digital and Online Communication

- Web site development / management
- Social media management
- SEO / Online Campaigns

## **+** Public Engagement and Media Relations

- Media Outreach
- Press Release development / distribution
- Community building / Stakeholder engagement
- Event Organisation / Management

# MARTEL IN THE EC FUNDING ARENA



## A TRUSTED PARTNER WITH STRONG EXPERTISE AND CONNECTIONS

### MARTEL'S MAIN ROLES

- + Project Coordinator
- + Project Management - support to Coordinator
- + Open Calls Management
- + Strategies / Road Mapping
- + Communication / Dissemination
- + Community Building / Events
- + Impact Creation / Assessment
- + Technical Management / R&D
- + Policy Monitoring / Recommendations

### AREAS OF EXPERTISE

Cloud, IoT, Edge Computing, Artificial Intelligence, LLMs, Big Data, Robotics, 5G/6G, Non Terrestrial Networks, Quantum, Open Source, Digital Commons, Digital Sustainability, Next Generation Internet, Virtual Worlds, Media, AR/VR.

### APPLICATION DOMAINS

Smart Cities, Smart Mobility, Health Care, Digital Education, Immersive Presence, Media, Virtual Worlds, Manufacturing, Climate Change, Energy.



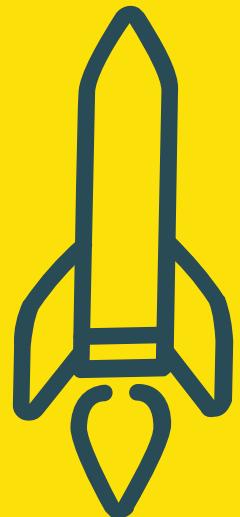
**49 Horizon Europe projects | > 52 M€ funding | ~20-30% success rate (!)**

# WE ARE PLUGGED TO INDUSTRIAL INITIATIVES



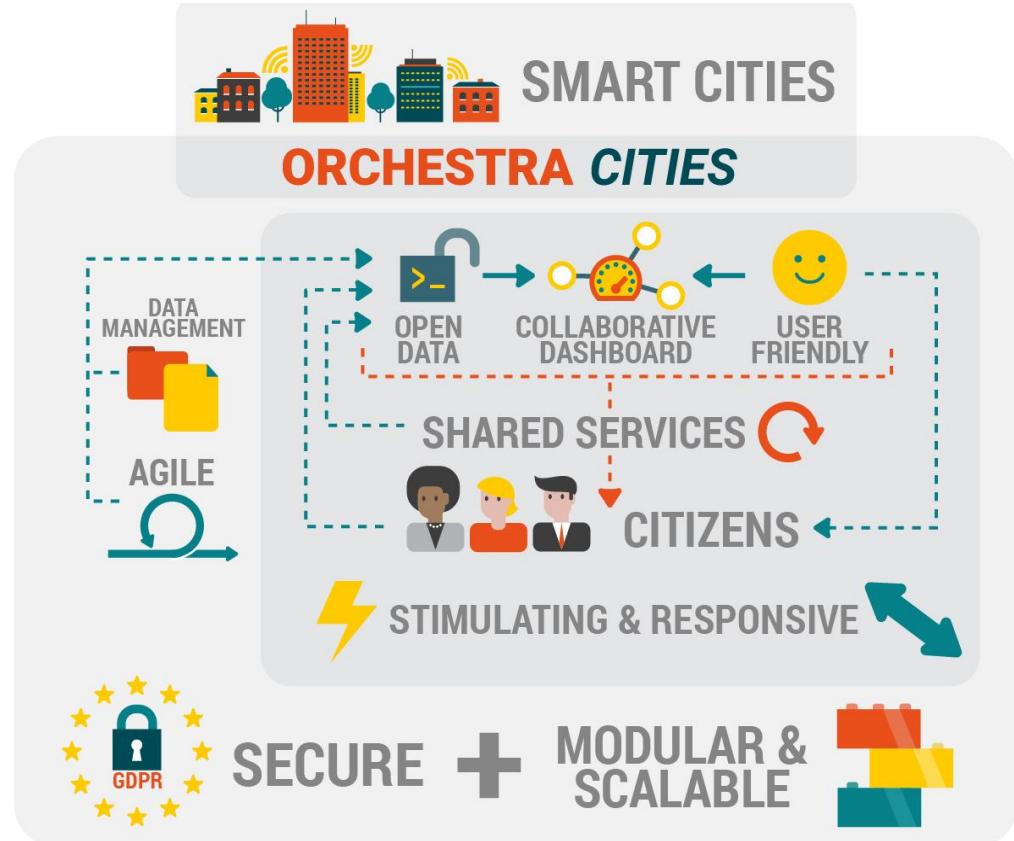
## CONNECTED IN SEVERAL WAYS TO MAJOR INITIATIVES





**INNOVATION  
IN ACTION!**

# INNOVATION IN ACTION



[orchestracities.com](http://orchestracities.com)



## FOR SUSTAINABLE SMART CITIES SERVICES

- It allows cities to easily **collect, process and share data, analytics insights and services**
- It provides the foundation for a **citizen-centric Data platform** to help **reduce cities costs** and **drive their digital transformation**
- It allows definition, offering and monitoring of several services and applications such as **waste and water management, transportation, air quality monitoring, traffic and parking, etc.**

**OPEN SOURCE, OPEN DATA, OPEN APIs**

# DIGITAL FOR PLANET – D4P



Martel spun off Digital for Planet as an independent and non-for-profit organisation that supports the development and adoption of green digital technologies and solutions for sustainable development of our economy and society.

- **D4P GATHERS KNOWLEDGE, EXPERTS AND TOOLS** to accelerate the green digital transition and help protect our environment
- **D4P HELPS RESEARCHERS AND INNOVATORS** to acquire funding for green digital research and innovation projects and initiatives
- **D4P IS YOUR IDEAL HORIZON/DIGITAL EUROPE** partner to realise your project's digital sustainability objectives
- **D4P RUNS AN OPEN NETWORK** facilitating collaboration and promoting awareness about green digital initiatives



CURRENTLY 12 PEOPLE AT WORK ON 12 HORIZON EUROPE PROJECTS!



**THANK YOU FOR YOUR ATTENTION**

For any further information contact us at:  
*[info@martel-innovate.com](mailto:info@martel-innovate.com)*

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# MARTEL LAB EXPERTISE – PROJECTS SCOPE AND R&D TOPICS



## CLOUD / EDGE / DATA

- ⊕ Advanced data protection
- ⊕ Decentralised monitoring of cloud-edge with intelligent filtering
- ⊕ DevOps and MLOps



Autopoetic  
Cognitive  
Edge-cloud  
Services



## MANUFACTURING

- ⊕ Platform Integration
- ⊕ Data Governance
- ⊕ Data Modelling
- ⊕ FIWARE IoT



## CYBERSECURITY

- ⊕ Data Protection
  - User-specified Policies
  - Distributed Access Control
  - Functional Encryption
- ⊕ Recommendation Engine (NLP)
- ⊕ Device Monitoring and Over The Air (OTA) firmware update
- ⊕ Infrastructure as Code



ARCADIAN-IoT



CYLCOMED



6GNTN



## 5G / 6G / SATELLITE

- ⊕ Decentralised network monitoring
- ⊕ AI-based workload forecasting
- ⊕ Security and threat identification
- ⊕ Dynamic Management and Orchestration

# MARTEL LAB – FUTURE R&I DIRECTIONS



## HORIZON EUROPE - SNS JU – Cluster 4

- + Network cloudification
- + Non-Terrestrial Networks
- + AI traffic forecasting
- + In-network computing – MEC
- + Monitoring & Security

## HORIZON EUROPE – Cluster 5

- + Digital Twin for Energy Verticals
- + AI as a Service (AlaaS)
- + Data Exploration Platform

## HORIZON EUROPE - ADR PPP – Cluster 4

- + Training Small LMs from scratch
- + LLMs Fine-tuning
- + Gen-AI driven applications

## HORIZON EUROPE – Cluster 3 & Cluster 4

- + Formal verification & Homomorphic Encryption
- + Secure Data Management
- + Operating System and/or Infrastructure protection
- + Real-time vulnerability assessment, Software vulnerability detection

## HORIZON EUROPE – Cluster 2

- + Use category theory to model semantics
- + AI metadata tagging of cultural heritage digital resources, with automatic enrichment