



PROJECT

# IRSUS

New scaling opportunities for European researchers and innovators to reach the market

IRSUS will bridge the gaps faced by innovators (*research teams, SMEs, spinoffs & start-ups*) to reach the market with a feasible, viable and attractive business case and strategy for users, clients, partners and investors. The project will offer free business services to those most promising innovations coming from R&D and innovation projects of the different European Framework Programmes. The "Innovation Radar" methodology created by the European Commission will be used with this aim.



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PARTNERS

300

ICT INNOVATIONS ANALYZED

170

PROMISING ICT INNOVATIONS DETECTED

50

BUSSINESS PLANS



IN ONE CLICK		
<b>Coordinator</b>	<b>Programme</b>	<b>Period</b>
ZABALA	HORIZON 2020	2017-2019
<b>Sector</b>		<b>Web</b>
ICT		<a href="https://irsus.eu/">irsus.eu/</a>

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### The Challenge

IRSUS aims to offer services and support to entrepreneurs and innovative initiatives to break the barriers to reach market detected by the European Commission through several studies: the lack of financing, excessive regulation, aspects related to industrial and intellectual property or the lack of specialized talent.

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### Solutions

With the "Innovation Radar" methodology developed by the European Commission, innovators and innovations with the greatest market potential in Europe will be identified. The project is aligned with European policies aimed at boosting innovation, as well as the Single Digital Market. In this way, IRSUS will contribute to connect research, market and industry.

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### Impacts

IRSUS will allow the most promising research and innovation initiatives break into the market, will offer personalized business services (acceleration, mentoring, intellectual property, training) with the support of specialists in the field (coaches, corporate investment funds, access to private investors...) and develop networks between innovators and public and private initiatives.