

BEAGLE Project Enters Final Year: Unleashing Blue Ocean Strategy to Bridge Industry and Academia

The BEAGLE project, an initiative co-funded by the European Union, has officially entered its third and final year. Applying the principles of the Blue Ocean Strategy, the project focuses on creating unique opportunities for collaboration between researchers and businesses. Rather than competing in crowded, existing markets ("Red Oceans"), BEAGLE pursues differentiation to unlock entirely new, uncontested market spaces ("Blue Oceans") with minimal or no competition at launch. Over its three-year lifecycle, BEAGLE's mission is to construct a network of interdisciplinary experts and industry stakeholders to uncover 12 new thematic market niches and co-create 20 innovation action plans as specific roadmaps to foster true collaboration and partnership between academia and industry, turning groundbreaking research into real-world solutions.

Open Call Results: Building the Foundation

The cornerstone of BEAGLE's innovation strategy relies on its Open Calls, which successfully recruited industry professionals and academic researchers to build an inclusive community across diverse disciplines, sectors, and geographic areas:

Open Call #1 (Industry Makers): Attracted 159 complete applications from 23 countries, successfully capturing real-world industrial innovation demands.

Open Call #2 (Academic Innovators): Received 143 complete applications from 20 countries, pulling in cutting-edge academic solutions.

The BEAGLE Marketplace & The Market Niches

Central to this collaboration is the BEAGLE Marketplace, where academia and industry connect. In the marketplace, researchers and businesses share their ideas through simple, structured video presentations called video-factsheets.

Participants align their ideas around BEAGLE's explored market niches, which include:

- AI & IoT for smart cities
- Renewable energy with AI
- AI enhances cybersecurity
- Personalised health
- Drone delivery services
- AI powered energy consumption analysis
- Sustainable mobility hubs
- Decentralised renewable energy
- Conversion of waste CO₂
- Circular agriculture and packaging

Current Status: Consolidation phase

The BEAGLE project has entered a decisive phase as the Mixed Teams expert committee finalises the evaluations of the matching stage—a crucial step in shaping the collaborations driving innovation across industry and academia.

In this phase, 60 Video-Factsheets (VFS) representing innovation demand from industry and 60 VFS representing innovation offers from academia, selected in earlier rounds, have been assessed to identify

the strongest potential synergies. From this group, 40 promising connections are being formed, each representing a unique opportunity to bridge real industrial needs with academic expertise.

BEAGLE's matchmaking process is creating valuable opportunities for collaboration by connecting industrial challenges with specialized academic expertise. Through this structured approach, the project is strengthening interdisciplinary partnerships capable of transforming innovative ideas into market-oriented solutions. Beyond identifying complementary expertise, the matchmaking phase is strengthening long-term cooperation between industry and academia, and it opens the door to future research and innovation projects with strong potential. By using this approach, BEAGLE aims to generate economic and societal impact across Europe.

The operational timeline reflects significant progress toward the project's final outcomes:

- **April 2026:** Selected participants were contacted to share the initial results of the BEAGLE matching phase. After assessing 60 industry innovation demands and 60 academia/research innovation proposals, the consortium identified 40 high-potential connections. These 40 matches represented the strongest complementarities between industry needs and academic proposals. All 40 matched pairs were notified and formally invited to advance to the next phase: **bilateral meetings** aimed at consolidating the connection, validating mutual interest, and beginning to shape the direction of potential collaboration.
- **May and June 2026:** The BEAGLE consortium worked closely with the matched teams to consolidate connections to refine collaboration potential and ensure alignment between industry demand and academic proposals. To support this process, two structured rounds of bilateral meetings were carried out with all connections that confirmed mutual interest:
- **Round 1 – Exploration & relationship building:** the two sides of each connection met to get to know each other, clarify their respective innovation challenges and capabilities, and explore the overall potential of the collaboration.
- **Round 2 – Blue Ocean Strategy alignment:** In the second meeting, each pair worked to refine the proposal and align it with the Blue Ocean Strategy. This included jointly creating a value curve to articulate how their collaboration could unlock new value, differentiate from existing solutions, and position itself strategically for future development.
- **The Upcoming Outcome (July-October 2026):** At the conclusion of this ongoing evaluation process, 20 final connections have been selected to receive targeted support from innovation experts. These experts will work with each pair to jointly develop a comprehensive Action Plan. Between July and October 2026, these 20 Action Plans will be produced. Each plan will serve as a concrete foundation for preparing future project proposals seeking EU funding.

The project consortium anticipates highly impactful, innovation-driven outcomes as these strategic collaborations take their final shape. Explore new markets with BEAGLE and join the future of innovation.

About BEAGLE project

Co-funded by the European Union and coordinated by Universitat Rovira i Virgili, the BEAGLE project comprises 9 partners from industry and academia collaborating to implement a comprehensive work plan. BEAGLE proposes an innovative methodology for value creation from the uptake of research results applying the Blue Ocean strategy. By exploring new market niches and fostering sustainable value chains in untapped markets, this inclusive approach encourages impactful collaboration across diverse disciplines, sectors, and geographic areas within the BEAGLE community.

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